

READ, REFLECT, ... THEN MAKE YOUR DECISION

BACKGROUND/ CIRCULATION

Decision magazine was established in 1996 and has a controlled circulation of 5,000 copies to senior management of Irish corporates, including the CEO and Finance Directors of Ireland's top 1,000 companies. The magazine is published six times a year. It has a special issue directly linked to the IMI National Management Conference in Killarney where it is the only magazine in delegate packs.

The magazine is concerned with management issues both in respect of the management of organisations and the management of the national economy. It takes a 'big picture' approach to coverage of business issues. The magazine includes in-depth interviews with senior management figures and specialist features on various aspects of management practice, as well as lighter elements of interest to a discerning audience of corporate business executives.

CLIENTS

Decision's clients include some of the biggest corporate companies and multinationals based in Ireland. Regular advertisers/sponsors include the ESB, Audi, Renault, Volvo, Irish Life, Accenture, Mercedes Benz, IMI, Eagle Star, Jeep, Enterprise Ireland, Science Foundation Ireland, Cap Gemini and Nokia amongst others.

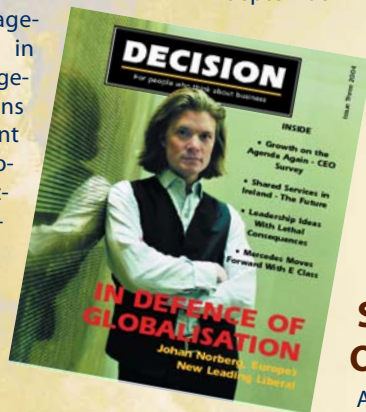
SPECIAL PUBLICATIONS

Decision produces a number of special publications in supplement form each year. These include the highly successful Invesco Guide to Pensions



produced every April and the Guide to Golf & Incentive Travel produced every October.

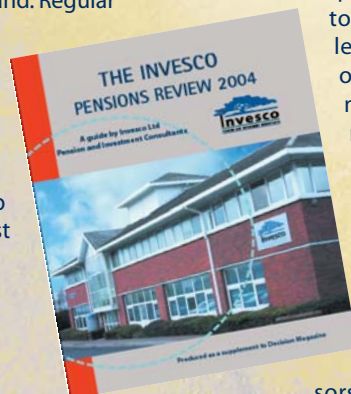
In addition, Decision can customise a 'publication within a publication'. In September 2003, we produced a 24 page 'Guide to Strategic Outsourcing in Ireland' in association with Accenture. This was run as a stand-alone section and produced on heavier stock for a separate run-on by Accenture.



SPONSORSHIP OPPORTUNITIES

A number of leading organisations have used Decision successfully as a sponsorship vehicle. The magazine regularly hosts roundtable discussions in association with corporate clients. These discussions can be hosted in a client's boardroom, photographed, edited and written up by the Decision team. Roundtables provide clients with the opportunity not only to take a thought leadership position on a management/technology topic but also to share a platform with a range of peers/clients from their industry/sector.

From time to time, the magazine seeks sponsors for editorial sections both in terms of the management material content and lifestyle section. Details of these are available on request.



ADVERTISING

Decision is an excellent medium for advertising targeting the corporate sector. Because of the nature of its editorial content, the magazine is kept as a work of reference, deepening its value proposition. Decision's readers are powerful influencers, with major influence on corporate purchasing decisions. They are also high-earning, high spending individuals with the interest and purchasing capacity for top of the range cars and golf-related activities etc.



Full advertising rates are included below:

RATES AND CONTACTS

RATES:

- € 2,500 A4 Full Page Colour
- € 1,800 A4 1/2 Page Colour
- € 950 A4 1/4 Page Colour

TECHNICAL DATA:

- | Sizes | Width & Height |
|------------------|----------------|
| Full Page Type | 190mm X 230mm |
| Full Page Trim | 230mm X 274mm |
| Full Page Trim | 240mm X 277mm |
| Half Page (Vert) | 95mm X 234mm |
| Half Page (Hor) | 190mm X 115mm |

Digital Artwork in Quark, Illustrator or Photoshop formats (inc. all relevant collected files and fonts).

CONTACTS POINTS:

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