

The magazine for project people

- **Project Manager Today** is the UK's leading, longest established, independent, project management magazine. Since 1989 it has been reviewing and commenting on the project management scene. From features and news to software reviews and interviews, PMT is the readers' choice.
- In 2008 there will be 12 issues including **SourceBooks** in August and December.
- ABC audited – the current certificate accompanies this brochure (or download the certificate with this brochure from www.pmtoday.co.uk).
- Regular 'Best Practice' pages for the PRINCE user community and for Managing Successful Programmes and Management of Risk (M_o_R).
- Project Management 'Guru', Dr Eddie Obeng has a regular column as do other well-known project management commentators and specialists like Prof. Rodney Turner, Mark Kozak-Holland, with his lessons from history, Peter Simon and Ruth Murray-Webster with their 'Lucid Thoughts' and Ben Johnson with his popular 'Mini-Case studies'.
- Annual **SourceBooks** – August issue: a unique guide to software, education and training, pm products and services, and listing of pm consultants; December issue: guide to project and programme management and support tools.
- **The new-look website** gives subscribers access to over 1,000 published articles through the knowledge base and guest visitors can download a sample article for free.

Books and Multimedia

- *Benefits Management – releasing project value into the business*, by Michael Payne (2007)
- *Right First and Every Time – Managing Quality In Projects and Programmes*, is one of the few books to give practical advice on how quality can be achieved..
- *An Introduction to Project and Programme Accounting*, by John Chapman, is the link between accounts and project and programme managers.
- *One Project Too Many* is the unique programme management novel and resource from Geoff Reiss, author of *Project Management Demystified*, and Geof Leigh.
- Book titles from *Project Manager Today* include *Managing Risk for Projects and Programmes*, *Using PRINCE2 – the project manager's guide: Managing Smaller Projects*; *The Project and Programme Support Office Handbook (Volumes 1&2)* and *Managing Programmes of Business Change*.

Circulation and readership

Full details of circulation are given in the ABC certificate, which shows an average net circulation of 14,902 (July '06 – June '07).

The details and figures given below are solely the responsibility of the publisher.

The magazine has a paid subscription base and a rolling controlled circulation. The average print run during 2007 was 15,321. The average paying subscription base during 2007 was 4,099.

Project Manager Today circulates to key project people and bridges all industries and sectors. It is the official Journal of both the British Computer Society Project Management Group and of the Best Practice User Group.

Analysis of our '07 subscriber data (excluding the British Computer Society PROMS-G, The Best Practice User Group and those not providing a job title) reveals interest from across industries and professions.

Traditional Project Managers, Project Engineers, Heads of Projects, Programme Directors, Heads of Programme Management and those in Project and Programme Offices comprise 38% of the readership.

CEOs, Company Directors, Business and Contract Heads of Department, and IT Directors form another significant sector at 20%.

Libraries and Information Departments – giving access to many more readers – comprise nearly 11%.

But project management is not simply the domain of the specialist. Many other managers have project responsibilities.

This is why 8% of the subscription readership is from people with titles ranging from Business Assurance and Business Change Manager to IT Manager, Corporate Procurement and Contracts Manager and Product & Marketing Manager.

The balance of subscribers comprises job titles not belonging to any of the above groupings.

PMT Publications Division

Project and Programme Accounting – is a practical guide for professional services organizations and IT. Published 2006.

Right First and Every Time – managing quality In projects and programmes focusses on quality from a project management perspective. Published 2005.

One Project Too Many is the unique novel-based book from Reiss and Leigh which explains the way in which projects and programmes can be successful in organisations. Published 2004.

Managing Risk for projects and programmes. John Bartlett follows on from his successful book on programme management to set out the practical steps that lead to success in managing risk (Second Edition 2008).

First published in 1998, **Managing Smaller Projects**, by Mike Watson, continues to be a favourite. An ideal book for those involved with small projects, or who need a basic practical understanding of project management. Latest edition 2002.

Managing Programme of Business Change gives the principles of programme management. John Bartlett is a passionate advocate of good programme management. Updated and enhanced in 2002.

The two-volume, 600 pp, **Project & Programme Support Office Handbook** by David Marsh was launched in December 2000 to critical acclaim. The Foundation and Advanced Volumes lay the basis for the creation and development of the PPSO. The Handbook mirrors the syllabus of the Programme and Project Support Office qualifications from the ISEB. Revised 2002.

Using PRINCE2 the project manager's guide by Paul Bradley and Melanie Franklin goes through the PRINCE processes with the project manager's role and responsibility firmly in view. Published 2003.





The full media pack is accessible on our website at www.pmtoday.co.uk.

This guide gives ready reference to forthcoming features and advertising rates for 2008.

Contact Ken Lane with any queries about the editorial programme (0118 932 6665).

Editorial Programme 2008

We are planning an exciting year of new features as well as continuing with contributions from our world-class feature writers including David Hillson's 'Risk Doctor' series, 'Lucid Thoughts' from Peter Simon and Ruth Murray-Webster, and radical ideas from Eddie Obeng in his regular column. The academic underpinning of project management comes from the series by internationally recognised author and academic, Rodney Turner; while Mark Kozak-Holland will continue looking at lessons from historic projects including Titanic and Stalag Luft III.

January 2008

New-year crystal ball reveals trends in technology

What are the future trends for mainstream project management?

February 2008

Preview of Project Challenge & Project Manager Today's 10th Risk Management Conference + EVM Conference

'Learning from Experience' is the theme of this year's Risk Conference with speakers whose experience ranges from the new Emirates Stadium to the challenges facing mountaineers. Also, co-located with Project Challenge in Birmingham, will be our Earned Value Management Conference.

March 2008

Careers and education for project management

Project management is thriving in our universities and colleges but what are the options for undergraduates and postgraduates? When qualified, what are the opportunities?

April 2008

PM in construction focus

From the Pyramids to the high-speed Channel rail link, project management has been at the heart of the construction and engineering industries for centuries. What are the challenges facing today's project managers in these industries?

May 2008

Life as an interim project manager

Being an interim can be rewarding and stressful. Do the benefits outweigh the, often, solitary nature of being an interim manager?

June 2008

Skills and techniques for managing programmes and portfolios

On both sides of the Atlantic, people are becoming aware of the strategic potential for organisations in the effective use of programme and portfolio management. This feature looks at all the latest developments.

July 2008

PM in manufacturing focus

How is project management used and integrated in the development and production life cycle?

August 2008

Annual Training & Education Sourcebook

The annual guide to training and education providers and consultants.

September 2008

Project Challenge Exhibition preview

An in-depth preview of all the latest developments on display at the second of the two Project Challenge exhibitions in 2008.

October 2008

PM in national and local government

Nowhere has there been a more explosive growth of interest in project management than in local and national government. This feature takes a look at developments in using PRINCE2 and best practice across the public sector.

November 2008

Climate change: what are the responsibilities of the project team?

How far should those working on projects try to influence the carbon footprint of their projects or the sustainable nature of the outcomes?

December 2008

Annual Software sourcebook

There are a myriad of software tools for project people. This annual listing brings them all into focus. Plus opportunities for advertorial on specific products.



Project Manager

T O D A Y

PRODUCTION SCHEDULE 2008

JANUARY 2008	EDITORIAL DEADLINE 26 NOVEMBER ADVERTISING DEADLINE 5 DECEMBER PUBLICATION DATE 31 DECEMBER
FEBRUARY 2008	EDITORIAL DEADLINE 31 DECEMBER ADVERTISING DEADLINE 16 JANUARY PUBLICATION DATE 4 FEBRUARY
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HALF PAGE	£990	£920	£870	£825	£785	COLOUR RATES	
QUARTER PAGE	£590	£570	£540	£510	£470	Full colour £650 extra Spot colour £320 extra	
						Bleed Pages 10% extra	
						Inserts accepted by arrangement	
CLASSIFIED RATES	SCC £30	PAGE £1800	HALF £1100	QUARTER £625	BOX NUMBER £8		

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All artwork to be 300dpi. All images CMYK.

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