



## You could try to get through all the doors of government on your own OR... you could advertise in a magazine that already does!

*SUMMIT* magazine is all about public sector procurement. It covers every nuance in the process from the first idea to final fulfillment—tendering, technology, contract management, training, management, finances, politics, law—everything that has an impact on procurement in Canada. It is a source of news and analysis plus a forum for dialogue between governments, other public sector organizations and their suppliers.



### Canada's public sector procurement marketplace is a \$100 billion business!

- There are more than 80,000 transactions each year.
- Government buyers procure more than 17,000 different types of products.

**This very attractive market can be complex and difficult to access.**

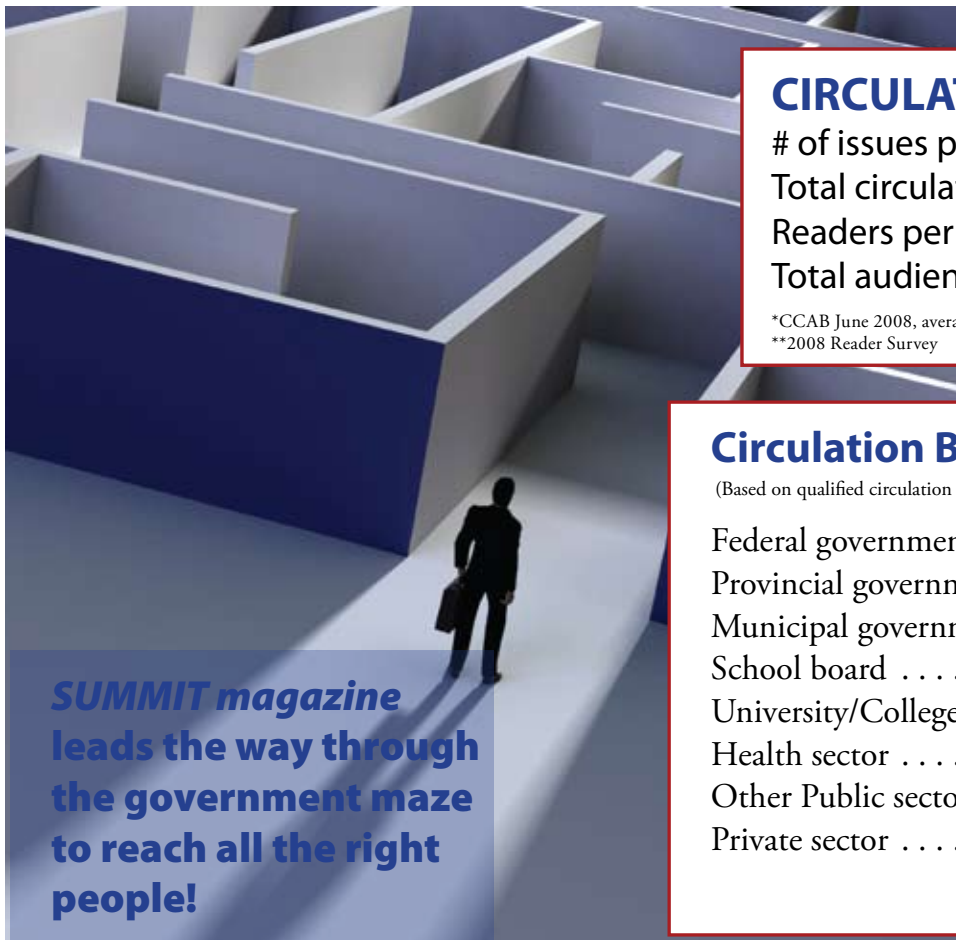
### You can gain entry into this lucrative government market by advertising in *SUMMIT*!

*SUMMIT* magazine is the largest public sector procurement publication in Canada, and is individually addressed and delivered to public procurement officials and senior managers in all levels of government (federal, provincial, municipal) PLUS hospitals, school boards, universities and other public sector institutions.

### *SUMMIT* magazine is the professional publication of choice for:

- The Canadian Public Procurement Council (CPPC)
- The Materiel Management Institute of Canada (MMI)

# SUMMIT Reaches ALL Levels of Government



**SUMMIT magazine leads the way through the government maze to reach all the right people!**

## CIRCULATION FACTS

# of issues per year	6
Total circulation	17,371*
Readers per copy	2.75**
Total audience	47,770

\*CCAB June 2008, average qualified circulation  
\*\*2008 Reader Survey

## Circulation Breakdown

(Based on qualified circulation for May/June 2008)

Federal government	7,639
Provincial government	5,889
Municipal government	2,303
School board	893
University/College	428
Health sector	370
Other Public sector	45
Private sector	59



## SUMMIT reaches MORE government officials than other publications!

	SUMMIT	CDN Gov't Executive	Gov't Purchasing Guide
Federal government	7,639	—	4,912
Provincial government	5,889	—	4,632
Municipal government	2,303	—	3,958
Education	1,321	—	
Health	370	—	
Other	104	—	245
<b>Total Circulation</b>	<b>17,626*</b>	<b>16,908</b>	<b>13,747</b>

## SUMMIT has the Largest Circulation

- > All federal governments
- > All provincial and territorial governments
- > All municipalities across Canada (with a population of 1000 or more)
- > Canadian health care facilities
- > Colleges and universities
- > Canadian school boards

Source: 2009 CCAB Statements, \*circulation based on May/June 08 CCAB

# A Profile of Readers

## Readers Think Highly of the Magazine

- 84%** read most issues
- 81%** say that *SUMMIT* provides valuable information
- 75%** keep their issues for future reference
- 70%** discuss the material in the magazine with a colleague
- 63%** visit a website after reading *SUMMIT*

## Readers Augment their Education

- 82%** augment their career with continuing education courses
- 75%** attend trade shows and seminars
  - 37%** go to PMAC
  - 21%** CPPC
  - 17%** MMI
  - 15%** GTEC
  - 12%** NIGP

## Readers are Decision Makers who Make Purchasing Decisions

- 93%** are involved in the purchasing process
- 56%** are responsible for a budget of more than \$1 million; of that, **33%** have a budget of more than \$5 million
- 65%** make purchases outside of Canada
  - 98%** from the USA
  - 46%** from Europe
- 71%** follow green procurement guidelines

## Where They Work

- 65%** are management
- 39%** in federal government
- 38%** in provincial government
- 13%** in municipal government
- 8%** education

## Readers Travel for Business

- 74%** travel for work
- 44%** take 2 to 3 work-related trips in a year;
  - 30%** take more than 5 trips
- 100%** take trips for business in Canada,
  - 19%** take trips to the USA

### Goods Purchased

computer hardware/software/supplies	<b>67%</b>
office supplies	<b>61%</b>
motor vehicles (buy and lease)	<b>38%</b>
laboratory equipment	<b>31%</b>
clothing	<b>30%</b>

### Services Purchased

maintenance & repair	<b>51%</b>
communications services	<b>48%</b>
printing	<b>46%</b>
administrative support	<b>42%</b>
construction	<b>41%</b>
education & training	<b>41%</b>
repair	<b>40%</b>
architect & engineering consulting	<b>38%</b>
informatics services	<b>34%</b>
transportation	<b>34%</b>

Source of Statistics: Summit Magazine 2008 Reader Survey conducted by Aerixon Research & Communications, statistical reliability of data +/-6.87% at a 95% confidence level.