

The New Outsourcing



The worldwide outsourcing industry recently topped \$350 billion annually, according to business intelligence firm, Cutting Edge Information. For many years the number one reason companies outsourced was to cut or control costs. But, this is no longer the case.

A special advertising section produced in association with The Outsourcing Institute

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Outsourcing = Strategic Growth

According to the most recent Outsourcing Institute index, more respondents singled out "improving their company's focus" (55%) than any other factor. Today, outsourcing is about doing things quicker, more efficiently, getting to market faster than your competitors, having maximum flexibility with your workforce and gaining access to high-quality employees you otherwise could not afford. It is now a strategic opportunity to transform, re-energize and restructure their companies and free up critical resources for their core competencies. Outsourcing is also a new source for driving growth.

The New Outsourcing: A BusinessWeek Special Advertising Section

The special BusinessWeek section will emphasize this theme and demystify the complex outsourcing process by highlighting successful outsourcing initiatives through case studies, best practices, and surveys. The special section will examine the strategic and operational challenges as well as the opportunities for companies of all sizes, whether they are considering outsourcing or well on their way in the process.

The New Outsourcing will:

- Explore why outsourcing is no longer just about cost savings.
- Examine the growth of small- and medium-size companies that are embracing outsourcing and why it is no longer just for larger size companies.
- Probe the rise of business process outsourcing and why outsourcing goes well beyond IT.
- Investigate the rise of the chief resource officer (CRO) or an equivalent to spearhead the outsourcing process at companies.
- Demonstrate why moving key tasks and functions offshore is now the norm and no longer an experiment.

Reach the Decision-Makers that Count

With a total North American audience of 4.7* million readers, BusinessWeek reaches more readers than any other business publication and is a vital resource for managers who require insightful coverage and commentary to stay ahead of their competition.

The special section will help BusinessWeek's "C" level readers:

- Articulate the difference between core and non-core business functions
- Identify the most valuable functions to outsource without compromising operations

BusinessWeek

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- Measure the short- and long-term benefits of outsourcing
- Negotiate the right deal
- Create a blueprint for making the partnership work

Who Should Advertise

The New Outsourcing special section will appeal to a large cross-section of potential advertisers that include:

- IT outsourcers
- Business Process Outsourcers (BPO) and service providers, including:
 - Human Resources
 - Call Centers
 - Administrative
- Real estate facilities management outsourcers
- Any service organization providing high-level B2B-type offerings

About The Outsourcing Institute

Founded in 1993, The Outsourcing Institute (OI) is a neutral, professional association dedicated to assisting organizations with any and all forms of outsourcing. As the world's leading professional association and executive network with more than 40,000 business professionals, it is recognized worldwide for its intellectual capital, outsourcing practice expertise, and unbiased thought leadership. The Outsourcing Institute is available at www.outsourcing.com.

Essential Data

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Added Value Benefits

Online Exposure: Special section text and advertisers' URLs to appear on www.businessweek.com/adsections
URL Directory Box: Advertisers' URLs to appear in directory within the section.
Reprints: 500 high-quality reprints per full-page ad

Rates

Page four-color: \$99,540
Page two-color: \$87,890
Page Black and White: \$67,310
Bleed: Stated rates plus 15%.

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