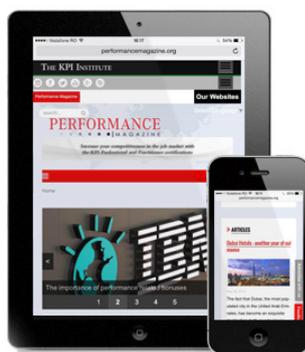
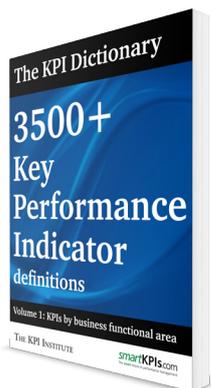


THE KPI INSTITUTE

MEDIA KIT

2014/2015

Promote your products with the leading authority on Key Performance Indicators research and education



THE KPI INSTITUTE

The KPI Institute is the global authority on Key Performance Indicators (KPIs) research and education, providing through its publications and training courses insights on how to measure and learn with KPIs.

The KPI Institute has established a truly global community, with relatively uniformly spread representation in terms of membership around the world.

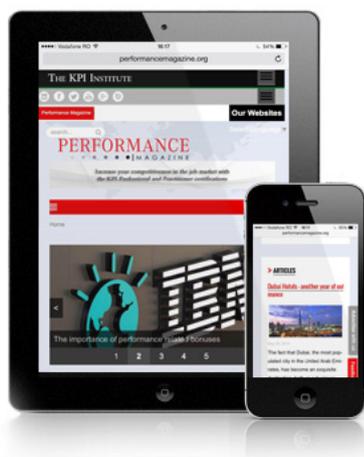
The KPI Institute community is dominated by practitioners in the field, reflecting a high level of professional expertise. The breakdown of managerial positions by function reflects a representation from HR, Project and IT managers that is higher than the average.

Overall, the profile of The KPI Institute's community paints the picture of a global, diverse and highly qualified membership base. Tapping into the collective intelligence of this community by analyzing visit trends is a reflection of both the directions in performance management at international level across industries / functional areas and of the relevance of the smartKPIs.com content.

Here are your options for making your product's name known to our high quality professional audience.

> ONLINE ADVERTISING

Get introduced to readers, along with up-to-speed news, editorials, articles and interviews



PERFORMANCE Magazine Website

The KPI Institute has elaborated “Performance Magazine”, an updated and improved online magazine, intended to fulfill the professional audience’s informational needs. Bringing the best and latest updates in the domain, the content is developed as to keep readers up-to date, in an upgraded, user-friendly format. Along with its editorial sections, the website contains educational opportunities, vendor directories and a section dedicated to relevant resources (glossary, templates and recommended books). With a sleek, new design, the magazine provides easy access to fresh articles, news, interviews, editorials and multimedia items on the following performance related topics:

- > **Strategy:** from formulating it to maintaining its relevance;
- > **Balanced Scorecard:** from methodology and theory to implementation and report analysis;
- > **KPI:** what is old and new in PERFORMANCE measurement;
- > **Organisational PERFORMANCE:** delivering organisational PERFORMANCE;
- > **Operational PERFORMANCE:** improving functional area PERFORMANCE;
- > **Individual PERFORMANCE:** nurturing employee PERFORMANCE, covering topics such as PERFORMANCE plans, behaviors, competencies, motivation and reward systems;
- > **Personal PERFORMANCE:** meaningful ways of putting metrics to good use in our everyday life;
- > **Around the World:** a worldwide synopsis on what is new in PERFORMANCE management and integration across countries.

MEDIA KIT

Advertising rates

Website banner	Size (px)	Rates / month (USD)		
		Home Page	Section Page	Article Page
Vertical banner	240 x 300	\$ 800	\$ 500	\$ 400
Billboard banner 1	839 x 100	\$ 1,00	-	-
Billboard banner 2	839 x 150	\$ 1,300	-	-
Advertorials	Size (px)	Rates / month (USD)		
Vertical banner	240 x 300	\$ 500		
Billboard banner 1	839 x 100	\$ 500		
Package Rates				Rates (USD)
Basic Package	- Vertical banner Section Page x Article Page			\$ 700
Spotlight Package	- Vertical banner x Home Page x Section Page + Billboard banner			\$ 2,000

Specifications

EXCLUSIVITY:

Advertising space will be shared with up to 3 other companies. However, if you wish to be the sole advertiser in a particular location, prices can be negotiated.

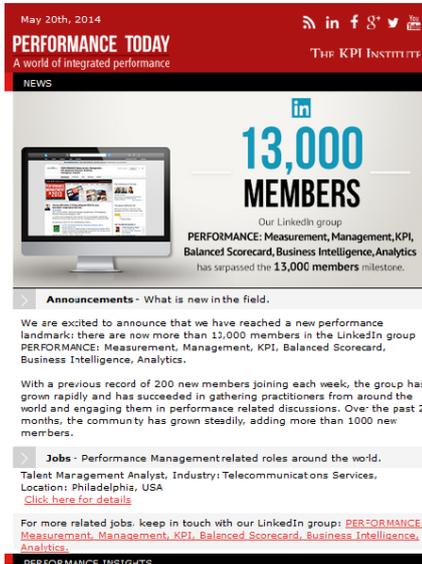
URL:

Your landing page;
Maximum file size:
 50KB;

File Format:

PNG, GIF or JPG files;
Alt-Text Tag Line:
 45 characters maximum, including spaces.

Stay fresh in our professional circle and send a constant reminder through our specialized newsletters, which delivers the latest research, news, interviews, resources and more.



PERFORMANCE TODAY Newsletter

Performance Today is a newsletter which emphasizes the latest updates within the Performance Management field. The newsletter is released on a monthly basis and focuses on presenting news, interviews with Performance Management academics, practitioners and consultants, educational resources, surveys and data visualization examples.

Advertising rates

		Inline Advert Pricing (USD)	Horizontal Banner Pricing (USD)
1 year	12 issues	\$ 6,500	\$ 3,300
6 months	6 issues	\$ 3,450	\$ 1,850
3 months	3 issues	\$ 2,000	\$ 1,000
1 month	1 issue	\$ 1,250	\$ 400

Specifications

BANNER NAME:

Inline Advert - 50 words + link

POSITION:

Under Announcements (Top)

BANNER NAME:

Horizontal Banner - 560 x 100px

POSITION:

After TKI Insights section

URL: Your landing page

Maximum file size: 50KB

File Format: GIF or JPG

Alt-Text Tag Line: None

Animation: None

MEDIA KIT



TKI Update Newsletter

The KPI Institute UPDATE is a newsletter that provides valuable news and insights regarding the company's research work. Published once a month, the newsletter offers updates on KPI research, newly released publications, past and upcoming certification programs. Reaching an audience of over 60,000 members each month, the newsletter provides an ample opportunity for sending your message out to a large professional public.

Advertising rates

		Inline Advert Pricing (USD)	Horizontal Banner Pricing (USD)
1 year	12 issues	\$ 5,000	\$ 2,550
6 months	6 issues	\$ 3,100	\$ 1,450
3 months	3 issues	\$ 1,500	\$ 750
1 month	1 issue	\$ 1,000	\$ 300



Adrian Brudan, Director of Research Programs at The KPI Institute, delivered a one day workshop as part of the Strategy Leaders Forum, bringing clarity on how to establish and work with Key Performance Indicators. This workshop explored the relationship between metrics, KPIs and KRIs and how they can be deployed in practice. It also presented the fundamental techniques for KPI selection that ensure a rigorous process and quality result. Practical exercises were combined with best practice examples from a variety of industries and functional areas.

Specifications

BANNER NAME:

Inline Advert - 50 words + link

POSITION:

Under Announcements (Top)

BANNER NAME:

Horizontal Banner - 560 x 100px

POSITION:

After TKI Insights section

URL: Your landing page

Maximum file size: 50KB

File Format: GIF or JPG

Alt-Text Tag Line: None

Animation: None

Get instant exposure in our professional network. Raise your message's success rate through prompt, accurate targeting.



E-MAIL Blast

Through our e-mail blast, we can get your specific promotional message distributed to our professional database, comprised of over 60.000 members.

The exposure we can provide will get your announcement due attention, from a worldwide network of professionals, giving you the opportunity to rapidly reach your targeted audience. In addition, we can distribute your message via our social media network, where you would benefit from the attention of over 14.000 members in our LinkedIn PERFORMANCE community alone.

Additionally, we can promote your message via our social media network (Facebook, Twitter and LinkedIn).

Advertising rates

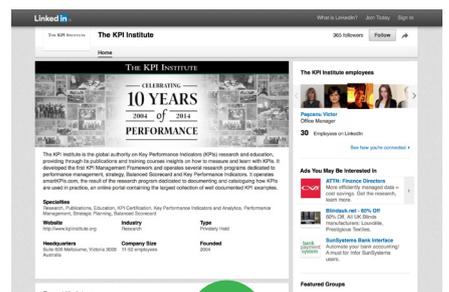
**Email Blast \$4,000 (USD) each
\$30,000 (USD) for 12**

PACKAGE OPTION NAME: Email Blast

FREQUENCY: 2 blasts during the term

Get the attention of our professional network through our e-mail blast. We can give your message great exposure across our professional network. Be it an important announcement, upcoming event or newly released product, we can make sure it gets the appropriate attention, from our entire database of professionals.

MEDIA KIT



Specifications

BANNER NAME: Inline Advert - 50 words + link
POSITION: Under Announcements (Top)

BANNER NAME: Horizontal Banner - 560 x 100px
POSITION: After TKI Insights section

URL: Your landing page
Maximum file size: 50KB
File Format: GIF or JPG
Alt-Text Tag Line: None
Animation: None

> PROMOTE IN PRINT

Have your message set among valuable editorial material and shipped directly to our community of readers



PERFORMANCE

● ● ● ● ● ● ● | M A G A Z I N E



The monthly publication that provides Performance Management professionals worldwide with relevant and accessible knowledge in the field.

The magazine is a monitor of the state of the field, providing the professional audience with quality editorial content and updates. Stemming from the popular online version of PERFORMANCE Magazine, this publication shares the commitment to bringing the best and latest updates in the domain, developing content as to keep readers up-to date, in the same upgraded, user-friendly format.

The Magazine's regular editorial content includes features such as:

- > **News** – updates and latest events within the field;
- > **Editorials and featured articles** – material on topics ranging from Strategy and Balanced Scorecard to performance at all levels;
- > **Ask the Experts** – responses to recurrent Performance Management questions;
- > **Special interviews** – prime insights from successful professionals in the field;
- > **Resources** – a selected supply of materials, from upcoming books, to learning material and useful videos;
- > **Reviews** – analyses on relevant software and hardware solutions.

MEDIA KIT

Advertising rates

Advertising	Size (mm)	Pricing (USD)	Details
1 page	A4 (210 x 297)	\$ 700	4- colour Ad
½ page	½ A4 (210 x 148.5)	\$ 400	4- colour Ad
Spread (2 pages left & right)	2 x A4 (839 x 150)	\$ 1,200	4- colour Ad
Premium positioning	Size (mm)	Pricing (USD)	Details
Inside Front Cover	A4 (210 x 297)	\$ 1,800	4- colour Ad
Inside Back Cover	A4 (210 x 297)	\$ 1,100	4- colour Ad
Back Cover	A4 (210 x 297)	\$ 1,600	4- colour Ad
Special packages	Size (mm)	Pricing (USD)	Details
Inside Front Cover + 1 page	-	\$ 2,100	-
Back Cover + Spread	-	\$ 2,400	-

Become a Performance Management Advocate

State of the discipline review 2013

- > 200 countries
- > 20 interviews
- > 8 chapters
- > 116 pages
- > 2 formats



Performance Management in 2014 is an annual qualitative research study that reaches a global business readership comprised of TKI community members. Each year, the report provides an overview of the state of Performance Management as a discipline, by presenting interviews with academics, practitioners and consultants, performance management legislation and public sector implementations all around the world, relevant resources, each year's major performance related events based on recommendations from experts, and much more valuable resources from the field.

The magazine is available in both digital and printed formats. Each issue includes comprehensive knowledge, divided in the following sections:

- > **Perspectives** - Interviews with academics, practitioners and consultants;
- > **Around the world** - Legislation related to Performance Management in different countries;
- > **Trends** - Search and advertising trends for keywords that address Performance, along with the media exposure of Performance Management topics;
- > **Education** - Educational programs offered by universities worldwide, as well as international business schools rankings and Performance Management conferences;
- > **Career** - Job trends on six continents and two major job market, along with salary ranges for Performance Managers and Strategy Managers in various industries and functional areas;
- > **Resources** - Bestselling books, recently published articles and the latest publications on Performance Management, along with a selection of portals and professional communities interested in the field;
- > **Software** - Latest trends in solutions dedicated to Performance Management.

MEDIA KIT

Advertising rates

Advertising	Size (mm)	Pricing (USD)	Details
1 page	A4 (210 x 297)	\$ 1,400	4- colour Ad
½ page	½ A4 (210 x 148.5)	\$ 800	4- colour Ad
Spread (2 pages left & right)	2 x A4 (839 x 150)	\$ 2,400	4- colour Ad
Premium positioning	Size (mm)	Pricing (USD)	Details
Inside Front Cover	A4 (210 x 297)	\$ 3,600	4- colour Ad
Inside Back Cover	A4 (210 x 297)	\$ 2,200	4- colour Ad
Back Cover	A4 (210 x 297)	\$ 3,200	4- colour Ad
Special packages	Size (mm)	Pricing (USD)	Details
Inside Front Cover + 1 page	-	\$ 4,200	-
Back Cover + Spread	-	\$ 4,800	-

Promote your product along with the largest collection of publications dedicated to Key Performance Indicators



Top KPIs Report series

The “Top KPIs” series of reports is the result of a research program conducted by The KPI Institute’s analysts in the area of integrated performance management and measurement. The Top KPIs Report series is a synthesis of what smartKPIs.com is all about: they form an overview of how KPIs are used in practice today, by combining input from the online community

with analysis and insights from the Institute’s Research team. Having 2 previous series, with more than 110 reports published, and a new edition of the Top KPIs Report series scheduled to be launched by The KPI Institute research division, which will contain over 130 new reports, the collection is the largest publication dedicated to KPIs.

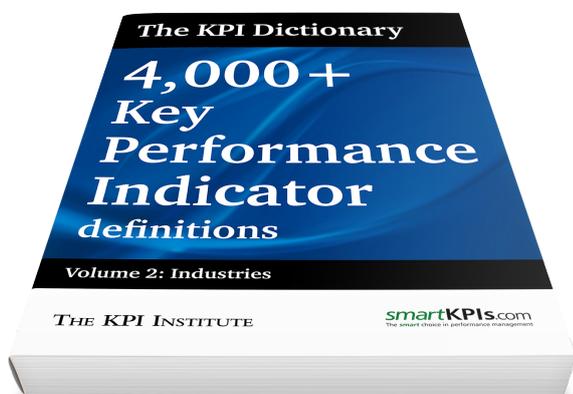
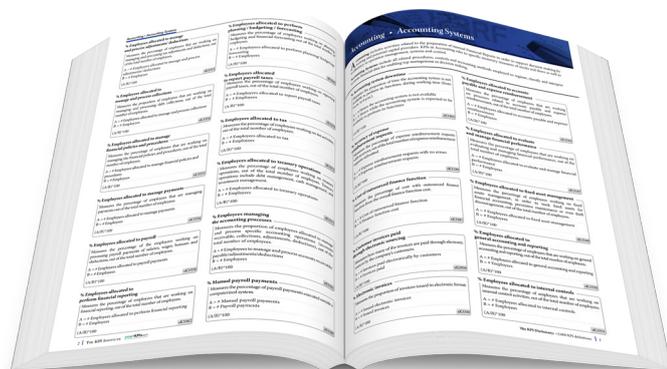
Advertising rates

Advertising	Size (mm)	Pricing (USD)	Details
1 page	A4 (210 x 297)	\$ 2,100	4- colour Ad
½ page	½ A4 (210 x 148.5)	\$ 1,100	4- colour Ad
Spread (2 pages left & right)	2 x A4 (839 x 150)	\$ 3,000	4- colour Ad
Premium positioning	Size (mm)	Pricing (USD)	Details
Inside Front Cover	A4 (210 x 297)	\$ 4,500	4- colour Ad
Inside Back Cover	A4 (210 x 297)	\$ 2,500	4- colour Ad
Back Cover	A4 (210 x 297)	\$ 3,500	4- colour Ad
Special packages	Size (mm)	Pricing (USD)	Details
Inside Front Cover + 1 page	-	\$ 5,000	-
Back Cover + Spread	-	\$ 6,000	-

MEDIA KIT



Get ahead of the market and advertise with one of the highly anticipated Performance Management publications



KPI Dictionary

The highly anticipated publication is comprised of two major parts:

- > **Volume 1:** Industries, with 4000 + Key Performance Indicator Definitions;
- > **Volume 2:** Functional Areas, with 3000 + Key Performance Indicator Definitions.

The Dictionary represents a novelty in the field. It differentiates itself from the classical structure by showing the KPIs grouped into 15 main functional areas and 25 main industries, each having several subcategories. The dictionary not only defines the indicators, but also contains an explicit presentation of the calculation formula.

Practitioners, consultants, researchers and academicians will have a rich database with the most important elements of KPIs: definitions and formulas. They don't have to look anymore for them through dozens of publications or websites as The KPI Dictionary brings the most relevant information in one single book!

The KPI Dictionary can be used in the early stages of implementing a performance management framework, in the process of selecting and documenting KPIs, but also to improve an existing performance measurement system. The ways in which one could get the best out of this dictionary are extremely diverse so we invite you to discover them on your own!

MEDIA KIT

Advertising rates

Advertising	Size (mm)	Pricing (USD)	Details
1 page	A4 (210 x 297)	\$ 2,500	4- colour Ad
½ page	½ A4 (210 x 148.5)	\$ 1,500	4- colour Ad
Spread (2 pages left & right)	2 x A4 (839 x 150)	\$ 3,400	4- colour Ad
Premium positioning	Size (mm)	Pricing (USD)	Details
Inside Front Cover	A4 (210 x 297)	\$ 4,900	4- colour Ad
Inside Back Cover	A4 (210 x 297)	\$ 2,900	4- colour Ad
Back Cover	A4 (210 x 297)	\$ 3,900	4- colour Ad
Special packages	Size (mm)	Pricing (USD)	Details
Inside Front Cover + 1 page	-	\$ 5,400	-
Back Cover + Spread	-	\$ 6,400	-

GCC Healthcare Benchmarking Project

The GCCHB project conducted by The KPI Institute subscribes to the current health programs objectives in regards to health promotion, knowledge generation and healthcare awareness in GCC states. This publication is based on an extensive research, which provides a unique framework for benchmarking in the healthcare sector.

The study contains a list of hospitals, benchmarked according to their actual performance and it provides inputs regarding Hospital Key Performance Indicators in the GCC states, along with specific performance recommendations.

The project concludes with a presentation Conference that will bring together notable professionals and practitioners, involved with the study.

Advertising rates

Domain	Comments	Exclusive Partner of the Benchmarking Study and the Conference	Industry Exclusive Sponsor (Pharmaceuticals, Software, Insurance)	Sponsor of the Benchmarking Study and the Conference
Benchmarking report	Details of the distribution are outlined in the Study Presentation Brochure	Be the first to receive the benchmarking study results 10 Copies of the Benchmarking Report Full Page Ad on the inside Front Cover and inside Back Cover Acknowledgement of Exclusive Sponsorship	10 Copies of the Benchmarking Report Full Page Ad Acknowledgement of Industry Exclusive sponsorship	5 Copies of the Benchmarking Report Full Page Ad
Benchmarking Study Brochure	The brochure will be distributed in electronic format to all participants invited to the study and all partners	Logo and Sponsorship Listing on the Presentation Brochure 1-Page company presentation	Logo and Sponsorship Listing on the Presentation Brochure	Logo and Sponsorship Listing on the Presentation Brochure
Benchmarking Study Brochure	The benchmarking study will be promoted on The KPI Institute website pages	Logo and Sponsorship Listing on our website page with hyperlink to your website	Logo and Sponsorship Listing on our website page with hyperlink to your website	Logo and Sponsorship Listing on our website page with hyperlink to your website
Performance Benchmarking Conference	Details about the Conference can be found in the Study Presentation as well as in the Agenda Brochure	3 invitations to the Report Launching Conference Acknowledgement as unique sponsor at Opening and Closing sessions Special guest 30-minutes speech 2 inserts in conference bag One roll-up at the Conference Table top display	2 invitations to the Report Launching Conference Acknowledgement as Industry Exclusive Sponsor at Opening and Closing sessions 1 insert in conference bag One roll-up at the Conference	1 invitation to the Report Launching Conference Acknowledgement as Sponsor at dinner and reception One roll-up at the Conference
		\$39,000 (USD)	\$19,000 (USD)	\$10,000 (USD)

MEDIA KIT

Specifications

ACCEPTABLE FILE FORMATS:

All ads should be minimum of 300dpi at 100% scaling and must be in CMYK mode.

Ads are accepted as digital “camera ready” art in the following:

Photoshop (.psd, .tif, .eps, .jpeg)

Illustrator (.ai, .eps)

InDesign

Acrobat (.pdf) (must be high resolution, no compression)

“Camera ready” art means no additional art or adjustments are necessary and art is ready for placement.

UNACCEPTABLE FILE FORMATS:

Microsoft Word, CorelDraw, Excel, Freehand, Pagemaker, Publisher, Powerpoint files or any

PDFs derived from these applications

> LIVE PROMOTION

Get our professional audience's attention, in a live broadcast



Webinar Series

The KPI Institute now offers weekly webinars that provide knowledge needed to understand the performance management architecture, overcome challenges and attain performance excellence.

Bringing expert speakers with experience in performance management research and practice ensures that the webinars will meet high-quality standards. This year's calendar includes a series of 12 webinars, with a record of 230 registrations for the first webinar alone.

MEDIA KIT

THE KPI INSTITUTE smartKPIs.com

CALCULATION FORMULAS

\$ Net cash flow

Calculation

Subordinate measures used for calculation
 A = \$ Cash inflows (money received as a result of the operating, investment and financing activities)
 B = \$ Cash outflows (money paid out as a result of the operating, investment and financing activities)

Calculation formula A-B	Formula type Volume	Trend is good when Increasing
----------------------------	------------------------	----------------------------------

Training hours per FTE

Calculation

Subordinate measures used for calculation
 A = # Training hours
 B = # Full time equivalent staff

Calculation formula A/B	Formula type Ratio	Trend is good when Within range
----------------------------	-----------------------	------------------------------------

THE KPI INSTITUTE smartKPIs.com

PRECOGNITIVE ATTRIBUTES

© The KPI Institute 2014. The KPI Institute. The KPI Institute. All Services. All Documentation. Core Competency and Research. All Management. Operating Model. From Long City.

THE KPI INSTITUTE smartKPIs.com

AGENDA

© The KPI Institute 2014

Advertising rates & Specifications

Advertising	Details	Pricing (USD)
1 Introductory Slide	Logo and Company description	\$ 350
1 Q&A Slide	Logo and Sponsorship Listing	\$ 200

Now it's easier than ever to demonstrate your commitment in the performance management field



TKI Courses

Understanding the fact that business success starts with having competent people, after assessing thousands of businesses, we have the authority to genuinely train professionals in acquiring new skills. The training portfolio currently contains 20 training courses which provide a combination of practical solutions for improving organizational performance, divided into the following categories:

- | | | |
|------------------------------|---------------------------|-------------------------------|
| 1. Certification Preparation | 4. KPI by Industry | 7. Procurement Performance |
| 2. KPI Framework | 5. Balanced Scorecard | 8. Performance through People |
| 3. KPI by Functional Area | 6. Performance Management | 9. Business Simulations |

MEDIA KIT

Advertising rates & Specifications

Advertising	Details	Pricing (USD) / year
Course materials	Acknowledgement of Premium Sponsorship and logo listing in the pre-course materials, course presentation and course resources	\$ 11,500
On site promotion	1 Roll-up printed by us and posted during the course	\$ 3,000
	Customized pens	\$ 1,000
	Flyer printed and posted on the tables	\$ 2,000

Become KPI Certified

Increase your competitiveness in the job market with the KPI Professional and Practitioner certifications




Terms and conditions

ACCEPTANCE OF ADVERTISEMENTS

1. By placing an order, the Advertiser (which is the person placing the order for the Advertisement whether they are the advertiser of the product or service referred to in the Advertisement or the advertising agency or media buyer for such advertiser) accepts and agrees to be bound by these Terms in full.
2. The KPI Institute may, without any responsibility to the advertiser, reject, cancel or require any advertisement to be amended that it considers unsuitable or contrary to these terms and remove, suspend or change the position of any such advertisement.

CONTENT OF THE ADVERTISEMENT

The advertiser guarantees to The KPI Institute that: any information supplied in connection with the advertisement is accurate, complete, true and not misleading; it has obtained the consent of any living person whose name or image (in whole or in part) is contained in any advertisement; the Advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice, are not obscene and do not infringe the rights of any person (including any person's intellectual property rights); all advertisements submitted for publication online will be free of any viruses and no advertisement will cause an adverse effect on the operation of the website; The subject matter, wording, illustration, photo content and typography of all advertisements are subject to the approval of The KPI Institute. The KPI Institute will notify the advertiser in advance regarding any requests for alterations, changes or exclusions. In no event shall The KPI Institute be responsible for errors either submitted by the advertiser or committed by The KPI Institute or its agents but approved by the advertiser. The KPI Institute reserves the right to refuse any advertisement at any time, for any reason. Claims for adjustment due to error must be made within seven days of insertion.

PAYMENT

Payment is subject to The KPI Institute's payment terms which are available on request. Advertisements are accepted on the basis that they will be paid for at the applicable rates set out in the current advertising rate card.

Advertisers agree to pay a finance charge of 5 percent per month on accounts past due and agree to pay attorney fees and court or collections costs.

LIABILITY OF THE KPI INSTITUTE

The KPI Institute accepts no responsibility for any interruption or delay the advertiser experiences in delivering any advertisement copy to The KPI Institute or any loss or damage to any advertisement copy or any other materials. The advertiser guarantees that it has retained sufficient quality and quantity of all materials supplied to The KPI Institute.

If an advertisement is not published at all solely due to a mistake on The KPI Institute's part, we will try to offer an alternative ad placement. If the alternative is not accepted, the original booking will be cancelled and the advertiser shall be entitled to a full refund if the advertiser has paid in advance for the advertisement.

If the Advertisement as reproduced by The KPI Institute contains a substantial error solely due to a mistake on The KPI Institute's part, it shall, on request, re-publish the advertisement at no additional cost to the advertiser. The KPI Institute shall not be responsible for repetition of errors and it is the advertiser's responsibility to inform The KPI Institute of any errors and provide any necessary assistance to prevent a repeat of the error.

In respect of Advertisements on the Website, The KPI Institute does not guarantee continuous, uninterrupted access to the users of the Website but will use reasonable efforts to provide it.

Nothing in these terms and conditions shall affect the statutory rights of an advertiser who is a consumer.

LIABILITY OF THE ADVERTISER

The advertiser will fully reimburse The KPI Institute for all claims, losses or expenses arising as a result of any breach or failure to perform of any of these terms.

CANCELLATION POLICY

The advertiser may cancel an advertisement provided that notice in writing is received by The KPI Institute within a 7 days cancellation period. Please send notice of your intention to cancel to the person who made your booking. Cancellation will only be effective on confirmation of receipt of your notice.

If the advertiser is insolvent or bankrupt or is otherwise in breach of these terms, The KPI Institute may treat the order as cancelled.

Why choose The KPI Institute?

Global expertise in:

- > Strategy Management
- > Performance Management
- > KPIs and analytics
- > Business Intelligence
- > Rigorous research programs
- > Extensive collections of publications
- > Comprehensive educational programs

Web:

- > <http://kpiinstitute.org/>
- > <http://www.smartkpis.com>
- > <http://www.purposefulidentity.com/>
- > <http://www.balancedscorecardreview.com>
- > <http://www.integratingperformance.com>
- > <http://www.performancemagazine.org/>
- > <http://elearning.smartkpis.com>



THE KPI INSTITUTE



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W: www.kpiinstitute.org

