

The Voice of the MPS Industry

mps insights media guide



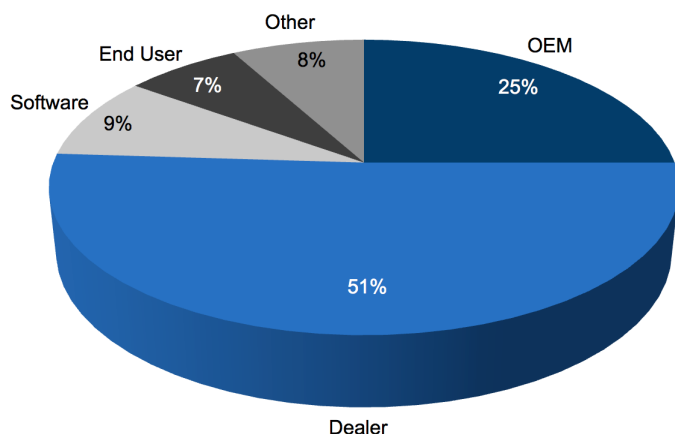
MPS Insights PRO

PRO is a brand-new community packed with premium content, targeted at the managed print services professional. It is home to the only professional journal dedicated to the managed print services industry. Pro members are truly an elite group of the MPS industry. And the MPS Insights PRO has unique opportunity to influence the influencers, with 45 percent of our subscribers being director level and above, and 72 percent being manager level and above.

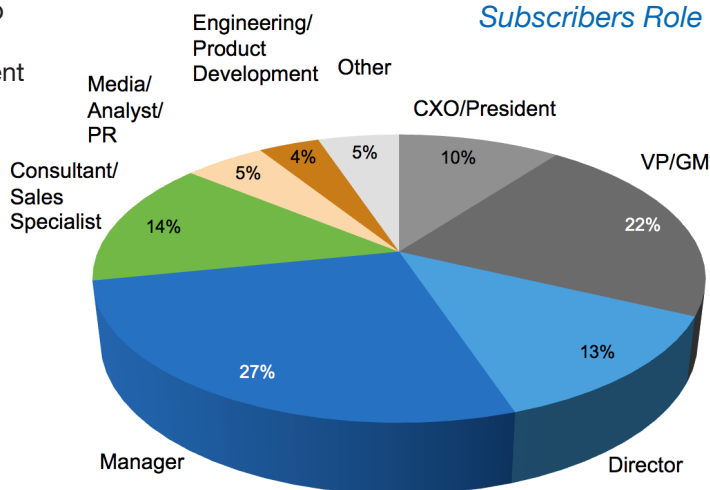
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Subscribers Industry



Subscribers Role



MPS Insights Journal

Bringing perspectives and insights from the entire MPS ecosystem, this bi-monthly publication is a go-to source of information for MPS professionals around the globe. Each issue brings unique case studies, best practices, in-depth profiles and more premium content any other source. PRO members receive a hardcopy of each issue as well as full access to current and archived issues at MPSInsightspro.com.

The journal is distributed at MPS Conferences and industry events around the globe, including the Everything Channel's Printing and Imaging Summit and Midsize Enterprise Summit. Pass through is estimated at more than 1,500.

MPS Insights Journal Advertising Rate

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2 placements	\$3,750	\$3,330	\$2,250	\$1,500
4 placements	\$7,000	\$6,125	\$4,200	\$2,800
6 placements	\$9,000	\$7,875	\$5,400	\$3,600

mpsinsights.com

MPSinsights.com has become a regular destination for professionals seeking information on managed print services. You will find expert articles, industry news, case studies, white papers, MPS business directory and industry events. This site continues to be a leading source of information in the industry.

Truly, a global audience, in 2010 the site received more than 21,000 unique visitors from 136 different countries.

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BLOGS

[Crossroads to Content Management](#) – MPS Insights, Justin West
[Content in Context: Perceptive Software's Inspire 2011](#) – MPS Insights, Misty Hamel
[2011 North American Managed Print Services Conference - Ken Stewart](#) – The Death of The Copier, Greg Walters
[Four Reasons a Prospect Should Buy Your Web-to-Print Solution](#) – What They Think, David Dodd

NEWS

AUXILIO Publishes White Paper on Sustainable Managed Print Services for Health Care

Business Wire: AUXILIO is a pioneer in managed print services for the health care industry. They just announced the release of an industry white paper: "Is your managed print services program sustainable?" The white paper examines the greater value of continuous process improvement methodology and standardization of workflow for managing change in a patient care environment. Although the white paper is slanted toward Electronic Health Records (HER), it can be applied to other industries as well. The "Managed Print Services Evaluation Criteria" table is good for companies considering MPS for the first time. [Read more](#)

Ricoh's Clean Sheet in Ireland

Irish Dev: Ricoh had a strong year in Ireland and saw the successful merger of IKON into a single, integrated Ricoh business. This merger resulted in a number of high profile customer wins across the commercial, higher education and public sectors, beating competitors like HP, Canon, Xerox and Kyocera. Ricoh also has a strong partner network in Ireland, including leading local distributors such as Bizquip, Digicom and KopyKat. Not sure how they measured being number one in Ireland – if it was MPS revenue, MFP placements, page counts or another metric. [Read more](#)

Executive Recruitment Firm Names Spencer for Lead in Document Solutions Expansion

PR Inside: The Morisey-Dart Group, an executive recruitment firm that specializes in various industries including Document Management Solutions and managed print services, announced their expansion in the Document Solution Services area in order to match its explosive growth. Steve Spencer, expert recruiter for the Morisey-Dart Group, specializes in the Document Solutions area of the firm's business. For years, Greg Walters over at Death of the Copier has kept track of MPS positions available. With the move toward document workflow, Morisey-Dart is seeing a new avenue to pursue to find knowledgeable employees. [Read more](#)

Metro News to save 40 hours of staff time each week with V1 Document Management integrated into Sage Accpac

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May 2-4, 2011

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[Archived Webcasts of Select Presentations from the 2010 European MPS Conference](#)
[Archived Webcasts of Select Presentations from the 2010 Asia Pacific MPS Conference](#)
[2010 MPS Software Tool Study - Stage Two Asset Management](#)
[2010 Japan MPS Market Report](#) - This analysis provides an understanding of leading Japanese MPS providers in regards to market size, market share position and competitive differentiation.
[2010 MPS Market Size, Share and Forecast Report](#) - This report provides one of the most comprehensive examinations of the MPS market opportunity, including the share position of more than 10 major competitors in the global market.

Daily MPS Insights Newsletter

More than 1,000 individuals currently subscribe to the Daily MPS Insights newsletter. Since its launch in February 2010, the list has experienced rapid growth, increasing from 68 to 515 subscribers in two months. With a satisfaction rating of over 96%, subscribers are opt-in only and actively seeking industry news. Each day the newsletter averages more than 350 opens and 200 total clicks. That's 10,500 opens every month.

Daily MPS Insights Newsletter Advertising Rate

Standard ad: \$2,700 / four months

Contact

Advertising & Subscriptions

David Brown

dbrown@photizogroup.com
+1 859.846.9830 ext. 108

Editorial Content

Misty Hamel

mhamel@photizogroup.com
+1 859.846.9830 ext. 109

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