

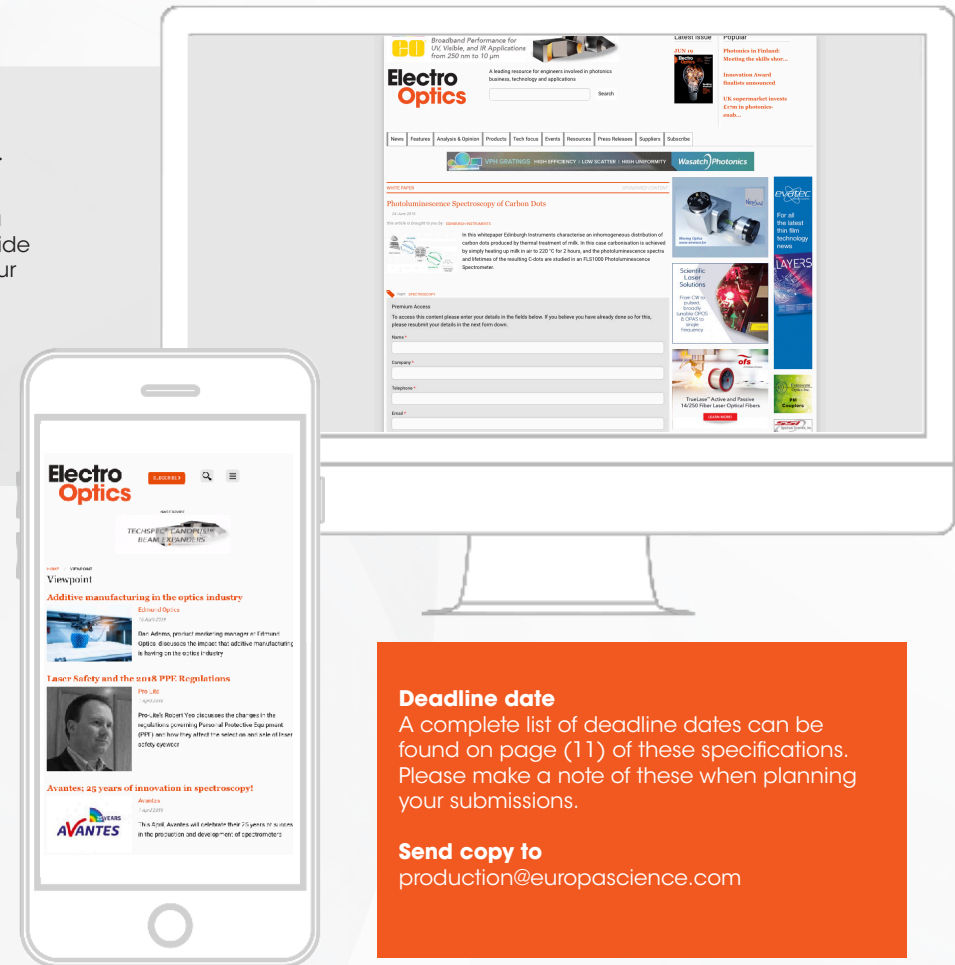
VIEWPOINT

Viewpoint represents an opportunity for your company to demonstrate thought leadership. From your CEO to your technical director and beyond, you will have more expertise in your company than you realise, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- **Viewpoint appears online only but is promoted via the magazine (as part of our own house adverts, and via email on the newswire)**

SPECIFICATIONS

- Comprising approximately 750 words
- A lead image in 3:2 ratio, 72dpi, RGB
- 10- to 15-word headline
- Summary



Deadline date
A complete list of deadline dates can be found on page (11) of these specifications. Please make a note of these when planning your submissions.

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