

MOBILE EUROPE

www.mobileeurope.co.uk




2012 MEDIA INFORMATION

**ESSENTIAL READING
FOR SENIOR DECISION-MAKERS
IN THE
EUROPEAN MOBILE
COMMUNICATIONS INDUSTRY**

marketing opportunities | circulation | editorial features | online | roundtables | webinars | interviews

Editor's Overview

 Our aim is to be the primary source of information for and about Europe's mobile operators

That means covering all aspects that affect operators' business models and strategies, focusing on how operators can meet consumer demand for mobile services, manage and develop their networks and systems, and work in partnership with content and application providers to respond to changing customer needs.

Mobile Europe Magazine

Mobile Europe is the only magazine that specifically serves the European mobile industry and offers the chance for in-depth analysis. Each issue features a commissioned central report into a key industry issue, and is intended to provide a reference work into that area. Allied to the report is the opportunity for sponsored comment and interviews. Each issue also includes features that address mobile operator strategy.

The print magazine has a circulation of over 5,705 and there are an additional 16,000+ readers of our digital issue.

Mobile Europe Online

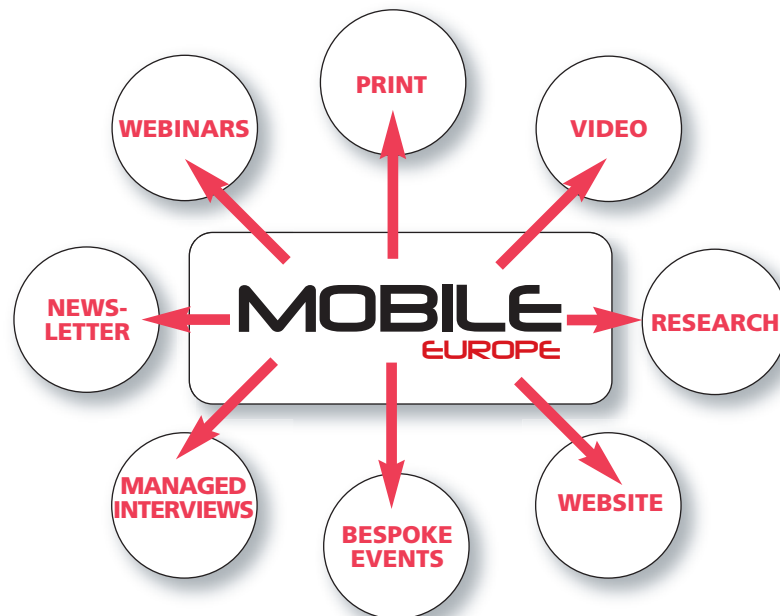
www.mobileeurope.co.uk is the daily source for wireless news and opinion, including the following elements: news analysis of the latest stories, editorial and guest opinion and articles, a selective newswire feed of company news, live webinars, video features and interviews, and a weekly newsletter.

Keith Dyer Editor
Mobile Europe



Marketing opportunities

Mobile Europe has been established for over 15 years. The magazine is distributed six times a year to a controlled circulation of 5,705 BPA audited decision-makers. We are able to offer thought-provoking content through numerous innovative channels, providing readers and advertisers with a unique mix to meet their marketing needs.



THE MOST EFFECTIVE ADVERTISING MEDIUM IN MOBILE COMMUNICATIONS...

Better Targeted

Mobile Europe is BPA audited and comprehensively circulated among Europe's operators – so you know for sure that your message is reaching your target audience.

Longer-Lasting

Keeps your specialist services and products in operators' minds when they are actually making their decisions.

Maximises Exhibition Investment

Show editions attract new customers to your exhibition stands and reinforce your brand message and presence – with both existing clients and new prospects.

Over 62% of the readership work within mobile network operators

Circulation

Mobile Europe magazine is read by senior decision makers within the mobile industry. Over 62% of the readership is within operators from all tiers.

With a controlled and audited circulation of 5,705 copies delivered to named individuals across Europe (BPA December 2011), Mobile Europe is established as the leading title for the European mobile industry.

The digital magazine is viewed by over 16,000 Mobile Europe online users

FAST FACTS

- BPA audited
- 62% operator audience
- Senior decision makers – Corporate Management, Technical and Sales & Marketing

MOBILE EUROPE

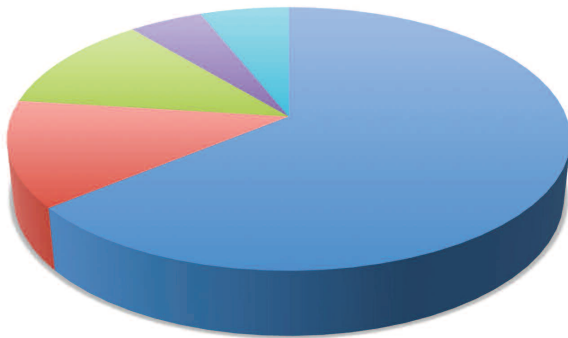


BUSINESS & INDUSTRY	TOTAL QUALIFIED	% OF TOTAL
Mobile Network Operator/MVNO/Service Provider or Other Carrier	3,513	61.6
OEM/NEP/Software/ Services Vendor or Developer	1,034	18.1
Systems Integrator/ Consultancy/Network Installer/Maintainer	609	10.7
Enterprise User	205	3.6
Regulators, Communications Authorities & Other businesses	344	6.0
Total Qualified Circulation	5,705	100.0

Statistics

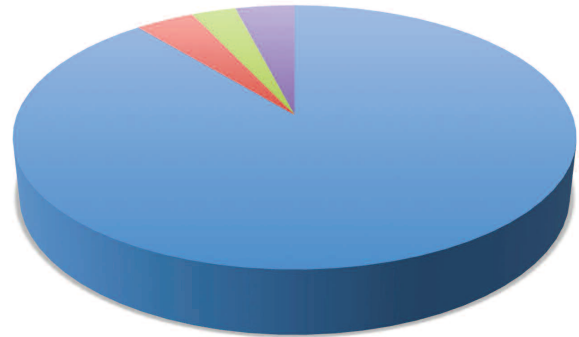
INDUSTRY SECTOR

■ Mobile Network Operator/MVNO/ Service Provider or Other Carrier	62%
■ OEM/NEP/Software/Services/ Vendor or Developer	18%
■ Systems Integrator/Consultancy/Network Installer/Maintainer	11%
■ Enterprise User	3%
■ Regulators, Communications, Authorities & other business	6%



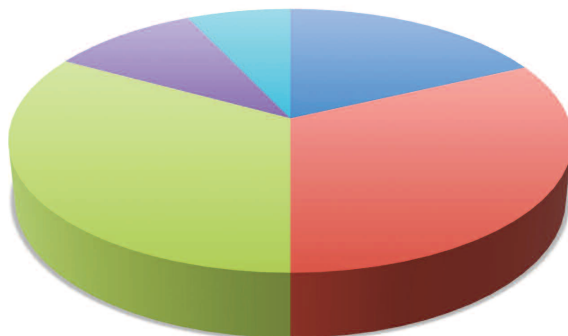
GEOGRAPHICAL (PRINTED EDITION)

■ Europe	90%
■ North America (Canada, USA, Mexico)	4%
■ Asia	3%
■ ROW	3%



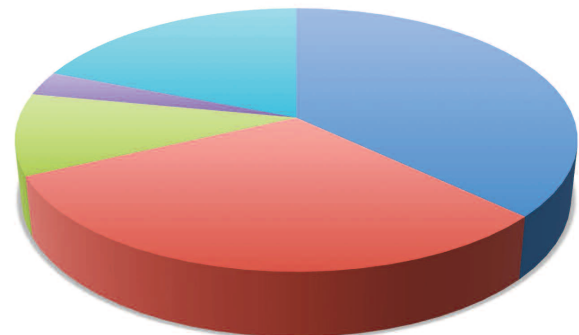
JOB DESCRIPTION

■ Management	18%
■ Engineering & Technical	32%
■ Sales & Marketing	33%
■ Consultancy/Systems Integration	10%
■ Regulatory Affairs, Government, Legal Services & other functions	7%



GEOGRAPHICAL (DIGITAL EDITION) JAN 2012 ISSUE

■ USA	37%
■ Canada	31%
■ Australia	10%
■ United Kingdom	3%
■ ROW	19%



Thought provoking, informative, entertaining articles and features

Editorial Features

Mobile Europe magazine aims to provide thought-provoking, informative, entertaining articles and features so our readers can stay better informed in the mobile market place.

Mobile Europe's 'Insight Reports' are commissioned reports written by an independent and respected analyst from within the mobile industry. The reports typically run to 16 pages and provide an in-depth focus into key industry issues and provide a reference work for that area.

Delivered within the printed edition of each issue of Mobile Europe to 5705 senior decision-makers within Europe's mobile operators. A digital version is delivered to 16,000+ readers globally and promoted online to an average of 7,500+ monthly unique visitors at www.mobileeurope.co.uk

FEBRUARY / MARCH 2012 – MWC 2012 EDITION

Insight Report: Mobile Backhaul

Features:

Full MWC Preview (including):

- LTE-A
- Operator App Stores
- RCS-e
- Payments
- In-building
- Monetising Video
- ID Management and the telco
- Webinar Programme: Mobile Backhaul

APRIL / MAY 2012 – MATERIALS/ SPACE DEADLINE 25TH MARCH

Insight Report: CEM – loyalty across the channels

Features:

- VoIP and IMS
- Cloud services
- Webinar Programme: CEM



JUNE / JULY 2012 – MATERIALS/ SPACE DEADLINE 25TH MAY

Insight Report:
SONs and daughter cells

Features:
Policy Control
M2M
Webinar Programme: Small Cells

AUGUST / SEPTEMBER 2012 – MATERIALS/ SPACE DEADLINE 25TH JULY

Insight Report:
Mobile Marketing – location, NFC, AR

Features:
WiFi for all
Mobile Payments
Webinar Programme: Mobile Marketing & Advertising

OCTOBER / NOVEMBER 2012 – MATERIALS/ SPACE DEADLINE 25TH SEPTEMBER

Insight Report:
LTE-A/ 4G Networks

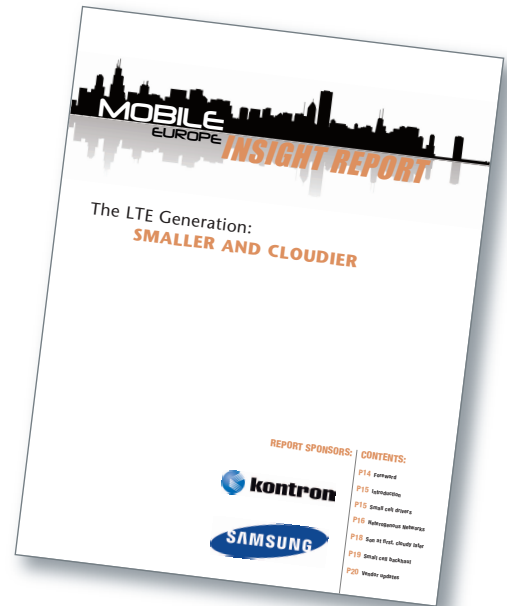
Features:
The mobile enterprise opportunity
Video
Webinar Programme: 4G/LTE

DECEMBER 2012 / JANUARY 2013 – MATERIALS/ SPACE DEADLINE 25TH NOVEMBER

Insight Report:
Annual research. Annual Review and Predictions

Book your advertising and advertorial features early for exclusive thought-leadership options.

For fuller information contact **Shahid Ramzan** on +44 (0) 207 933 8980 shahid.ramzan@mobileeurope.co.uk



A truly global reach

Online Opportunities

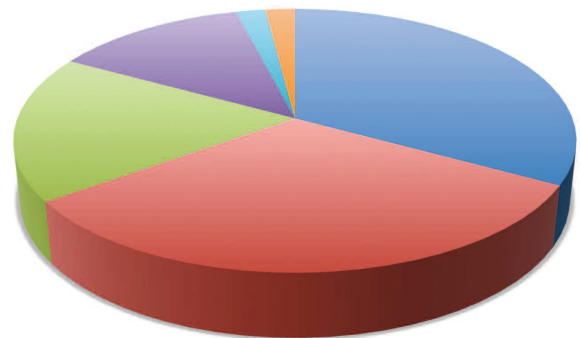
www.mobileeurope.co.uk is Europe's leading online business resource with a worldwide user base. It carries breaking news, analysis, research and informative opinion. Combined with commercial innovations and interactive elements www.mobileeurope.co.uk is an indispensable resource for the global wireless industry.

www.mobileeurope.co.uk



WWW.MOBILEEUROPE.CO.UK USERS BY GEOGRAPHY

UK	33%
Rest of Europe	32%
Asia Pacific	18%
North America	13%
South America	2%
Africa	2%



FAST FACTS

www.mobileeurope.co.uk on average is viewed by;

- 7,510 unique visitors per month
- 16,841 page impressions per month

Source: Google Analytics 2011

KEY BENEFITS OF ADVERTISING

- Highly Targeted Opportunities
- Innovative & Flexible Solutions
- Clear ROI – all advertisers are sent regular usage reports

www.mobileeurope.co.uk

WEEKLY E-NEWSLETTER

The Mobile Europe weekly e-newsletter is delivered every Tuesday to the inbox of around 14,900 subscribers. This key bulletin delivers breaking news, views, opinions and industry comment – promoting your product or service on the newsletter is an excellent opportunity to interact with our readers.

E-NEWSLETTER RATES

Exclusive Skyscraper banner	120 x 600	£1,150 per week
Exclusive Headline banner	486 x 60	£1,150 per week
Exclusive Button	120 x 90	£695 per week
Exclusive Sponsorship		POA

BANNER ADVERTISING ON www.mobileeurope.co.uk

Headline banner	486 x 60	£1,950 per month
MPU	300 x 250	£1,950 per month
Skyscraper banner	120 x 600	£1,850 per month
Button	120 x 90	£695 per month

OTHER COMMERCIAL OPPORTUNITIES ONLINE INCLUDE:

Video interviews	£2,500
Hosting your white paper	£1,250 for 12 months
Podcasts	POA
Bespoke email campaign (14,900 recipients)	£4,200
Event listings	POA
Directory profile of your company	POA

E-newsletter



www.mobileeurope.co.uk



Interact directly with your potential customers and generate high-quality leads

Thought Leadership

WEBINARS

Webinars are a cost-effective channel to help you deliver your specialist message or product benefits directly to your prospective clients and position your company as the industry thought-leader.

Fast Facts:

- Generate high-quality leads
- Position yourself as a thought-leader
- Engage directly with your potential clients within operators, carriers and vendors
- Cost-effective with clear ROI
- Promoted for a minimum of four weeks via print, online, e-marketing and editorial routes
- The webinar is designed to be an hour long session with a moderated live Q&A section at the end of the event
- Full database of registered attendees will be shared with the sponsoring partner
- Each webinar will be recorded and will be hosted by Mobile Europe on a dedicated webinar section of www.mobileeurope.co.uk
- A link will be delivered to the sponsoring partner to promote further

Rate: from £10,500

To find out more and discuss topics/ format/ scheduling/ panellist selection please contact Shahid Ramzan +44 207 933 8980 shahid.ramzan@mobileeurope.co.uk

ROUNDTABLES

Roundtable events offer a real-time opportunity for sponsors to associate their products and services with a particular topic.

The experience and expertise of the high calibre attendees ensures a roundtable event is the ideal place to raise the profile of your company with senior decision-makers in the industry.

Fast Facts:

- The opportunity to take part and put your views into the roundtable discussion
- Inclusion in pre and post-event marketing: email, print and web
- Receive a PDF copy of the write-up, usually in the following print and online edition of Mobile Europe magazine
- Copies of any event photography
- Podcast and video recording of the event, if appropriate
- All registrants contact details provided to you
- Mention in a pre-event press release and post-event press coverage

Rate: From £15,000

To discuss roundtable sponsorship opportunities please contact Shahid Ramzan +44 (0) 207 933 8980 shahid.ramzan@mobileeurope.co.uk



Present your tailored, thought-leading messages direct to the industry enhancing your company's profile amongst your peers

MANAGED INTERVIEWS

Mobile Europe's Managed Interviews are in-depth editorial profile pieces between your company's figurehead and our editorial team. These interviews explore the organisation's priorities, products and key messages as well as profiling executives. They can be designed as either 2, 3 or 4 page features within Mobile Europe's print and digital magazines and the website.

Mobile Europe also provides an opportunity to professionally film the interview which will shown on www.mobileeurope.co.uk and made available via e-blasts and our weekly newsletter.

Companies recently featured in Mobile Europe's managed interviews include...

■ Alcatel-Lucent ■ Huawei ■ Spirent ■ NEC ■ Cisco ■ HP ■ NetCracker ■ Agilent ■ Acme Packet ■ Axell Wireless ■ Dragonwave ■ Tekelec ■ IMImobile ■ Transmode... to name but a few!

Rate: From £7,500

VIDEO INTERVIEWS

Take the opportunity to be interviewed by the editor of Mobile Europe at major industry events. We can also arrange editorial videos to be filmed at your offices or landmark venues.

Ideal for delivering your key messages or showcasing your services/ products to a receptive audience. Videos appear on the dedicated Mobile Europe TV section of www.mobileeurope.co.uk. Videos are also made available for your own use in a variety of formats.

Supported events include; Mobile World Congress, Femtocells World Summit, LTE World Summit and many others...

Rates: Individual Video from £2,500
Overall Sponsorship of Editors Interviews - POA

Costs

MOBILE EUROPE

We can help create a bespoke campaign offering you the opportunity to maximise your awareness and exposure whilst providing a clear ROI.

DISPLAY ADVERTISING	
Double page spread	£9,450
Full page	£5,500
Half page	£3,150
SPECIAL POSITIONS	
Inside front cover	£6,600
Inside front spread	£10,395
Outside back cover	£6,600
Inside back cover	£6,600
EDITORIAL PROFILES	
4-page managed interview package	£15,000
3-page managed interview package	£11,250
2-page managed interview package	£5,500
SERIES DISCOUNTS	
2 issues	10%
4 issues	20%
Annual series (6 issues)	30%

MECHANICAL DATA

Double Page Spread

Bleed size	281mm x 432mm <i>Inc 6mm gutter allowance</i>
Trim size	275mm x 420mm <i>Inc 6mm gutter allowance</i>
Type size	257mm x 378mm <i>Inc 6mm gutter allowance</i>

Whole Page

Bleed size	281mm x 216mm
Trim size	275mm x 210mm
Type size	257mm x 172mm

Half Page Spread

Bleed size	136mm x 432mm <i>Inc 6mm gutter allowance</i>
Trim size	133mm x 420mm <i>Inc 6mm gutter allowance</i>
Type size	112mm x 378mm <i>Inc 6mm gutter allowance</i>

Half Page Horizontal

Bleed size	136mm x 216mm
Trim size	133mm x 210mm
Type size	112mm x 172mm

Half Page Vertical

Bleed size	281mm x 105mm
Trim size	275mm x 102mm
Type size	257mm x 90mm

All specifications are height x width.

Disc Format: High Res PDF File, 300 dpi, CMYK and pass for press suitable.

Email: Must be a High-Res PDF File 300 dpi, CMYK, pass for press ready and under 10 Meg.

Digital Copy submission: We can accept copy supplied in PDF formats. All graphical content should be CMYK four colour at a minimum of 300 dpi at 100% of the final printed size. PDF files should be generated using the 'X1A' setting of distiller. You can send large files via yousendit.com, rapidshare.com or any other site of that nature. Please ensure that a colour proof is sent in conjunction with the ad materials, so we can verify that no elements are missing.

Bound: Perfect

Covers: Laminated

All adverts must be in gif/jpeg/Flash format and must not be over 25KB in size. If the advert has alternating images it should have no more than 4 frames

Main site: Pixel dimensions – width x height

■ MPU - 300 x 250 ■ Banner - 468 x 60 ■ Skyscraper - 120 x 600

Banners and MPU adverts:

gif/Flash/jpg file with click through links; can be animated.
We do not accept some media rich formats.

We do not accept expandable formats, pop-ups/ pop-unders or adverts with sound. All white and light coloured creative should have 1 pixel, solid, dark boundary to clearly mark its border.

Flash banners can include a click tag within the file to allow clients own reporting. This can be provided by your sales contact.

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