

MOBILE EUROPE

2014 MEDIA INFORMATION

www.mobileeurope.co.uk | @mobileeurope

Essential reading for
senior decision-makers
in the mobile
communications
industry

IN PRINT



ONLINE



TABLET



Available in print, online, via our new tablet edition and social media channels as well as through webinars and roundtables, Mobile Europe covers current and emerging issues such as 4G LTE, SDN/NFV, small cells and WiFi.

Our readers keep up-to-date with the latest news via our website and daily e-newsletter; they read our in-depth features and special reports and take part in our new CTO of the Year award. Readers also benefit from getting firsthand views from experts in the field at our events.

Mobile Europe is 100 percent independent and editorially led so we can guarantee impartial analysis of the key announcements and trends in the wireless space.

"The premier resource for technical teams at wireless operators and suppliers across Europe"



Graeme Neill
Editor, Mobile Europe

Features 2014/15

April/May 2014

Insight Report: Small cells
Deadline 20th March

June/July 2014

Insight Report: mPayments
Deadline 20th May

August/September 2014

Insight Report: SDN
Deadline 20th July

October / November 2014

Insight Report: LTE
Deadline 20th September

December/January 2015

(issue available at MWC)

Insight Report: Review of 2014/2015 Predictions

- Deadline 20th November
- Operator survey results
- 2 page vendor essays

For more
information

Please contact Graeme Neill on
+44 (0)20 7933 8981 or email
graeme.neill@mobileeurope.co.uk

Mobile Europe has been established for almost 15 years. The magazine is distributed six times a year to a controlled circulation of **5,210 (BPA June 2013)** 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.

“Mobile Europe is THE ONLY audited European telecoms title”



The most effective advertising medium in mobile communications



BPA audited since 2001

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

Tailor-made solutions

By utilising our portfolio of marketing solutions you are able to build the most targeted and effective campaign to reach your objectives.

Please contact the team to discuss advertising and sponsorship opportunities :
+44 (0)20 7933 8980
justyn.gidley@mobileeurope.co.uk

Mobile Europe magazine is read by senior decision-makers within the mobile industry. Over 57% of the readership is within operators from all tiers.

With a controlled and audited circulation of **5,210** copies delivered to named individuals across Europe (**BPA June 2013**), Mobile Europe is established as the leading title for the European mobile industry.

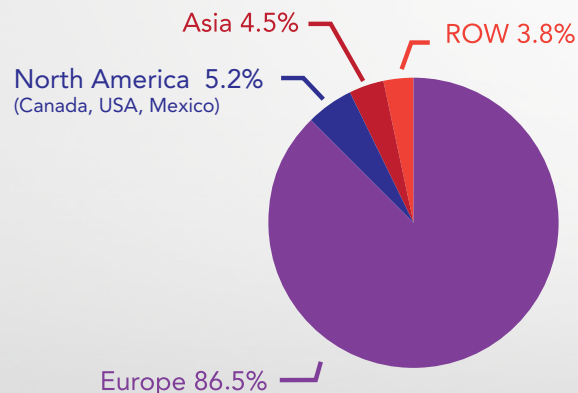
The digital magazine is viewed by over 14,000 Mobile Europe online users



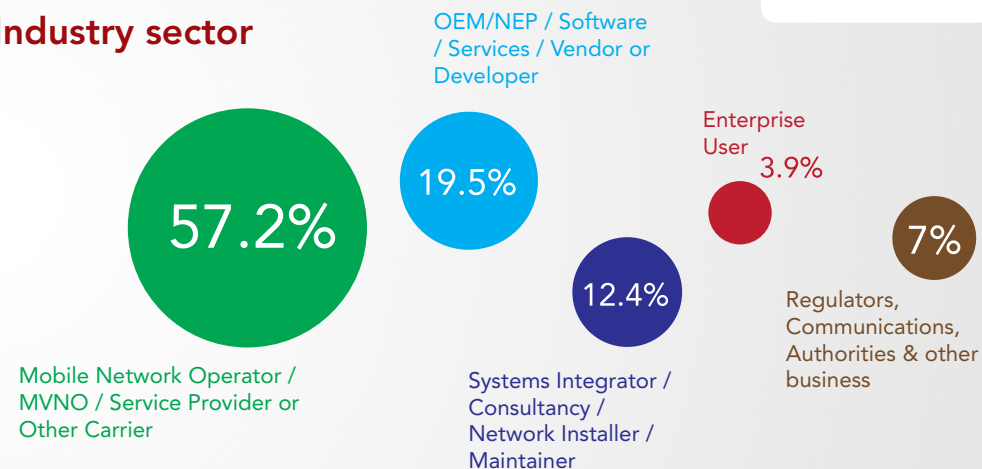
FAST FACTS

- BPA audited
- 76% operators and OEMs
- Senior decision makers – CTOs, Corporate and Technical Management

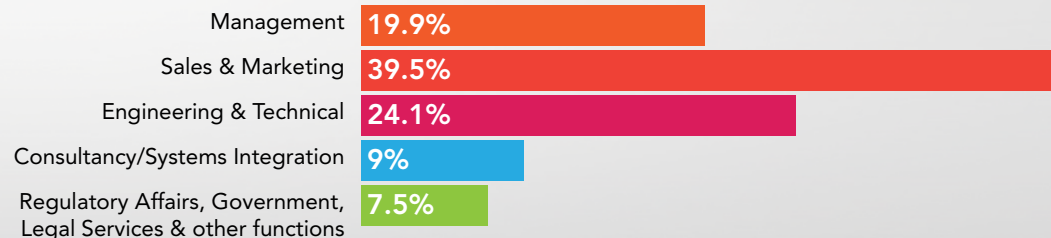
Geographical breakdown



Industry sector



Job description



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Combined with commercial innovations and interactive elements, mobileeurope.co.uk is an indispensable resource for the global wireless industry, carrying breaking news, analysis, research and informative opinion.

“Maximise the impact of your digital campaign”

FAST FACTS

www.mobileeurope.co.uk is viewed by an average of:

- 5,308 unique visitors per month
- 11,875 page impressions per month

Source: Google analytics 2013 / BPA June 2013

Key benefits of advertising

- Highly targeted opportunities
- Innovative and flexible solutions
- Clear ROI - all advertisers are sent regular usage reports

Daily e-newsletter

Delivering breaking news, views, opinions and industry comment to 14,000 subscribers, our daily bulletin is an excellent opportunity to promote your product or service to our readers.

Online opportunities

e-Newsletter sponsorship	£4,250 per month
e-Newsletter banner	From £1,150 per week
Banner on mobileeurope.co.uk	From £1,850 per month
Digital issue sponsorship	£14,950
Tablet edition sponsorship	£9,950
CTO of the Year Award 2015 sponsorship	£19,950
Bespoke marketing campaigns	POA

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“Interact with your potential customers and generate high-quality leads”

Webinars

Webinars are a cost-effective channel to help you deliver your specialist message or product benefits directly to your prospective clients.

FAST FACTS

- Cost-effective with clear ROI
 - Promoted for a minimum of four weeks via print, online, e-marketing and editorial routes
 - A moderated live Q&A session with attendees
 - Full database of registered attendees will be shared with sponsor
 - Each webinar is recorded and hosted on www.mobileeurope.co.uk
- Rate from £10,500

Generate relevant leads

Roundtables

The experience and expertise of our 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

- On the record discussion with senior industry figures
 - Full project management by Mobile Europe team
 - Exclusive networking opportunity
 - All registrants contact details provided to you
- Rate from £10,000

Networking opportunity

Managed interviews

An in-depth editorial profile exploring your 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.

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

- Alcatel-Lucent
- Oracle
- InfoVista
- Ericsson
- Amdocs
- Radisys

Rate from £9,500

Share your company message

MEi Research

MEi is a new research service from Mobile Europe. Create exclusive market intelligence on a topic chosen by you. We can deliver this intelligence for your brand using a range of innovative outputs including bespoke reports and events.

FAST FACTS:

- Survey questions created by our editorial team, to your brief
 - Survey designed by our team and promoted via the full marketing mix
 - Full results and analysis shared with sponsor after survey has closed, including contact details of all participants
 - Option to turn the results into an e-book, or present the findings via an interactive webinar
- Rate from £4,950

Research, analysis and data

Print advertising

Insight report sponsorship	£16,000
Front cover sponsorship	£18,000
Back cover package	£8,000
Full page advert	£4,950
Double page spread	£7,450
2 page advertorial	£9,500
Bellyband	£4,950
Bellyband with DPS	£9,950

Mechanical data

Double Page Spread	
Bleed size	432mm x 281mm Inc 6mm gutter allowance
Trim size	420mm x 275mm Inc 6mm gutter allowance
Type size	378mm x 257mm Inc 6mm gutter allowance

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

Half Page Spread	
Bleed size	432mm x 136mm Inc 6mm gutter allowance
Trim size	420mm x 133mm Inc 6mm gutter allowance
Type size	378mm x 112mm Inc 6mm gutter allowance

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

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

Added value packages

Gold package

- **Webinar** – on your chosen topic and date, promoted by Mobile Europe and hosted by the editor
- **Online banner** – hosted on mobileeurope.co.uk for 1 month
- **White paper** – hosted on mobileeurope.co.uk for 12 months
- **e-Newsletter** – White Paper promoted for 1 month (75 words description & hyperlinked)
- **Dedicated email campaign** – to our receptive audience of 14,000

Rate: £12,950

Silver package

- **Online banner** – hosted on mobileeurope.co.uk for 1 month
- **White paper** – hosted on mobileeurope.co.uk for 12 months
- **e-Newsletter** – White Paper promoted for 1 month (75 words description & hyperlinked)
- **Dedicated email campaign** – to our receptive audience of 14,000

Rate: £5,450

Bronze package

- **White paper** – hosted on mobileeurope.co.uk for 12 months
- **Dedicated email campaign** – to our receptive audience of 14,000

Rate: £3,950

Bespoke packages: Tell us what you need to achieve and we'll find the right mix of elements to hit your objectives.

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.

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

* All specifications are width x height.

Website and newsletter:

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, except banners for the newsletter, which must be static. 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.

To discuss any of the opportunities featured in this document or to talk about new ideas for promoting your products and services to our readership please feel free to contact one of the team.

Mobile Europe is published by SJP Business Media.



SJP Business Media
52-54 Gracechurch Street
EC3V 0EJ London

Advertising



Justyn Gidley

Publisher
+44 (0)20 7933 8980
justyn.gidley@mobileeurope.co.uk



Ilyas Ismail

Sales Manager
+44 (0)20 7933 8979
ilyas.ismail@mobileeurope.co.uk



Tim Robinson

Sales Manager
+44 (0)20 7933 8980
tim.robinson@mobileeurope.co.uk

Editorial



Marc Smith

Group Editor
+44 (0)20 7933 8982
marc.smith@mobileeurope.co.uk



Graeme Neill

Editor
+44 (0)20 7933 8981
graeme.neill@mobileeurope.co.uk



Ghazanfar Hyder

Staff Writer
+44 (0)20 7933 8999
ghaz.hyder@mobileeurope.co.uk

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justyn.gidley@mobileeurope.co.uk