

# MOBILE EUROPE

2016/17 MEDIA INFORMATION

[www.mobileeurope.co.uk](http://www.mobileeurope.co.uk) | @mobileeurope

UNRIVALLED REACH TO THE MOBILE INDUSTRY

IN PRINT



ONLINE



TABLET



MOBILE



SOCIAL



Mobile Europe is a leading B2B title for the telecoms industry, exploring the latest innovations and trends in the wireless technology space; providing CTOs and their teams with news, analysis and opinion about the latest developments in the sector.

Across a bi-monthly magazine, website, tablet editions, social media presence and events, Mobile Europe provides a comprehensive guide to what's happening in the industry and where its future lies.

We are 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 2016/17

**April/May**  
**Insight Report:**  
Small cells

**June/July**  
**LTE**

**August/September**  
**NFV/SDN**

**October/November**  
**IOT**

**December 15 /**  
**January 16**  
(issue available at MWC)

**End of Year Report:**  
2016 & 2017 predictions  
Annual reader survey

**February/March 16**  
CTO of the Year  
Special supplement

For more information

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

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.

## Advertising



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Mobile Europe has been established for over 20 years. The magazine is distributed six times a year to a controlled circulation of **4,926 (BPA June 2015)** 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 reach of decision makers in the mobile industry



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.

#### 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.

#### Longer-lasting

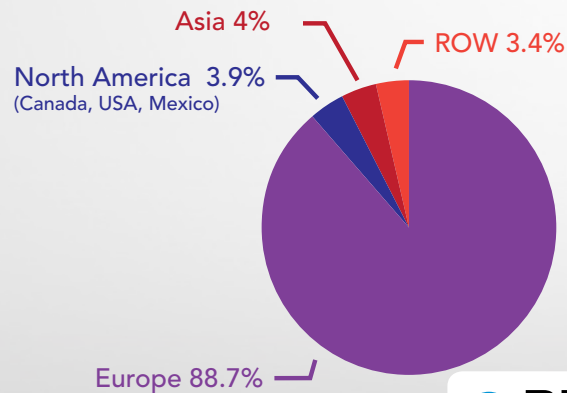
Keeps your specialist services and products in operators' minds when they are actually making their decisions.

Mobile Europe magazine is delivered to 4,926 senior decision-makers within the mobile industry 6 times a year. Over 71% of the readership is within operators from all tiers.

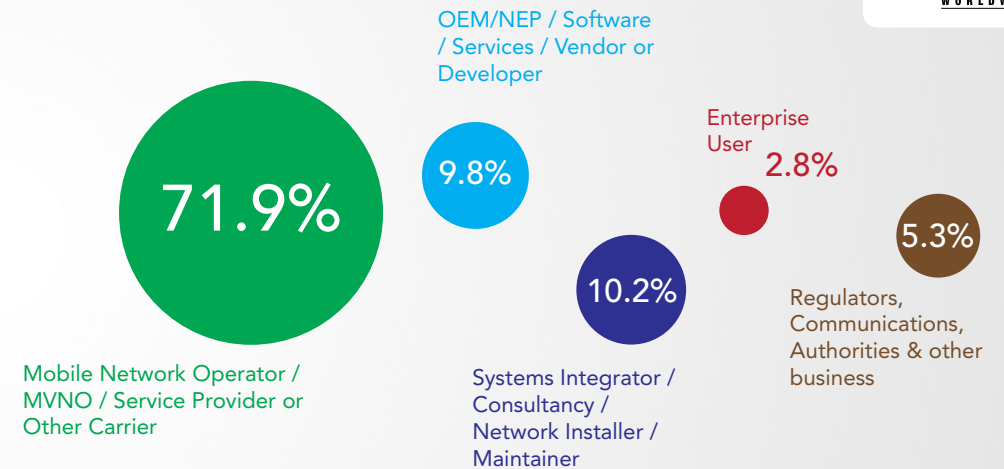
### FAST FACTS

- 7968 unique visitors
- 17073 page impressions

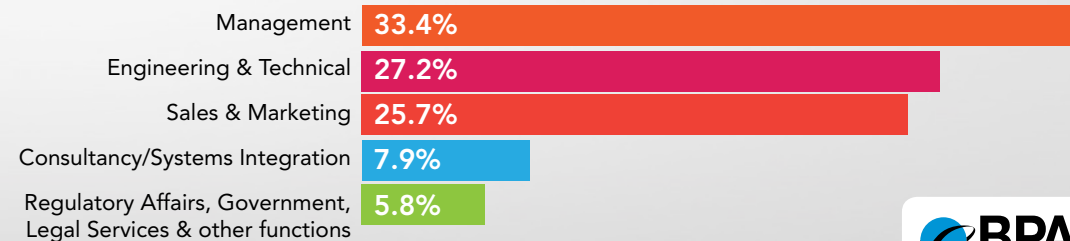
### Magazine geographical breakdown



### Industry sector



### Job description



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

**Maximise the impact of your digital campaign**

## WEBSITE FAST FACTS

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

- 7,226 unique visitors per month
- 14,723 page impressions per month

Source: Google analytics audited by BPA June 2014



## Key benefits of online advertising

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

## Daily e-Newsletter

### FAST FACTS

- Delivered to 13,000 recipients daily
- Exclusive advertising opportunities
- Whitepapers, webinars and video content delivered directly to your customers desktops

## 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

## Top 10 geographical reach

- |                                |                         |
|--------------------------------|-------------------------|
| 1. United Kingdom <b>27.6%</b> | 6. Finland <b>2.6%</b>  |
| 2. USA <b>12.1%</b>            | 7. Russia <b>2%</b>     |
| 3. Germany <b>6.2%</b>         | 8. Spain <b>1.9%</b>    |
| 4. Sweden <b>4%</b>            | 9. Italy <b>1.93%</b>   |
| 5. France <b>3.7%</b>          | 10. Benelux <b>1.8%</b> |



“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

### Whitepapers

Hosting your whitepapers on the daily newsletter and website is an ideal way to drive relevant and pre-qualified leads

#### FAST FACTS

- Effective and targeted delivery of your thought leadership
  - Generates a sales database of new leads
  - Offers an extended campaign in a cost effective format
- Rate from £3,950

### 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 £14,000

### 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
  - Amdocs
  - Cobham
  - Ericsson
  - Radisys
- Rate from £5,500

#### 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

Generate relevant leads

Networking opportunity

Share your company message

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

## Online opportunities

Digital issue sponsorship	£14,950
Tablet edition sponsorship	£9,950
CTO of the Year Award 2015/16 sponsorship	£19,950
Bespoke marketing campaigns	POA

## Thought leadership packages

Webinars	£10,500
Whitepaper	£3,950
Roundtables	£14,000
Managed Interviews	£5,500
MEi Ressearch	£4,950

## 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 MB

## 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.

## 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

## 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.

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