



 SmartCitiesWorld.net

Infrastructure for Smart Society



 SmartCitiesWorld.net

Brand Overview

Smart Cities World is a dynamic online platform providing b2b users with a centralised source of intelligence about the infrastructure unpinning smart communities.

Whether you're in the business of providing, applying or researching current best practice and future developments in transportation, energy, buildings, governance, data and connectivity, Smart Cities World is the only place on the internet where all these vital components that facilitate the concept of smart living can be found.

As well as being a daily information resource, Smart Cities World also hosts seminars, conferences and exhibitions.



Sectors

The remit of Smart Cities World is to look at developments, trends and applications in infrastructure – the fundamental building blocks of any resilient community.



Energy

Cities have a significant impact on the social and economic development of nations. In terms of energy resources, they are centres of intense consumption. The smart cities agenda seeks to substantially increase energy efficiency, encourage long term sustainable management of resources as well as measuring and implementing environmental parameters.

Cities are 2% of the earth surface, 50% of world population, 75% of global energy consumption, 80% of global CO2 emissions, according to Schneider



Transport

A major part of smart city innovation involves urban mobility i.e. traffic management in real time, car park management, support of electric vehicles, introduction of driverless vehicles amongst others. Technological developments in public and commercial transportation – rail, air, and sea are also key areas of interest.

Gartner claims by 2020, about 150 million vehicles will be connected via Wi-Fi, and 60% to 75% of them will be capable of consuming, creating and sharing Web-based data



Data

Sensors and communications technologies are all a part of daily life. The Internet of Things (IoT) provides objects with a dynamic resonance producing data that can be analysed, which in turn leads to immediate response and on-the-fly improvements. It's a question of heading things off at the pass – proactive rather than reactive activity sets the tone for systems management.

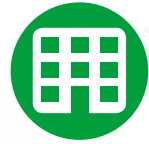
The global Internet of Thing's market is on track to hit \$7.1 trillion in 2020, according to IT research company, IDC



Connectivity

Connectivity is the lifeblood of any smart community. It is the way any smart device interacts with another. Connectivity ensures that wherever data is collected or stored it can be seamlessly and rapidly moved to where it is analysed and used accordingly. Connectivity examples are Wi-Fi, Cellular and RF mesh networks.

The Internet of Things (IoT), which excludes PCs, tablets and smartphones, will grow to 26 billion units installed in 2020 representing an almost 30-fold increase from 0.9 billion in 2009, according to Gartner



Buildings

New government policies, emerging communications technologies and innovation in design are creating new possibilities for the construction industry throughout the world. Smart Cities World explores and considers the latest developments in municipal and commercial buildings as well as new public and private enterprise hubs.

By 2050 the world population is expected to reach 9.7 billion, three quarters of the world's population will be Urban



Governance

A long-sighted smart city vision has to be underpinned by intelligent and far-reaching policy making and governance. For example, planning and rules that determine the usage of urban spaces should facilitate innovation. Smart Cities World will examine, report and comment upon political frameworks that enable the development and continuing evolution of smart cities.

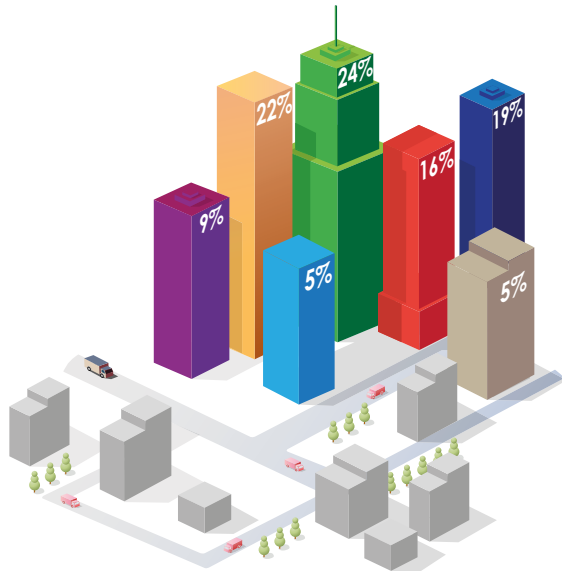
An Osborne Clarke (2015) survey showed that 95% of respondents believe regulations need introducing to supporting the interoperability of technologies across different markets

Audience

Smart Cities World will be unifying the vertical industries that are developing smart technology and how they can connect in a smart society. We will be bringing together the news and research that will help businesses deliver the building blocks of a smart infrastructure.

Audience Breakdown

- Technical/Design Engineers
- Connectivity Providers
- Policy-makers/Town planners
- Equipment manufacturers
- Facilities management/asset management
- Investors / Financial
- R&D departments

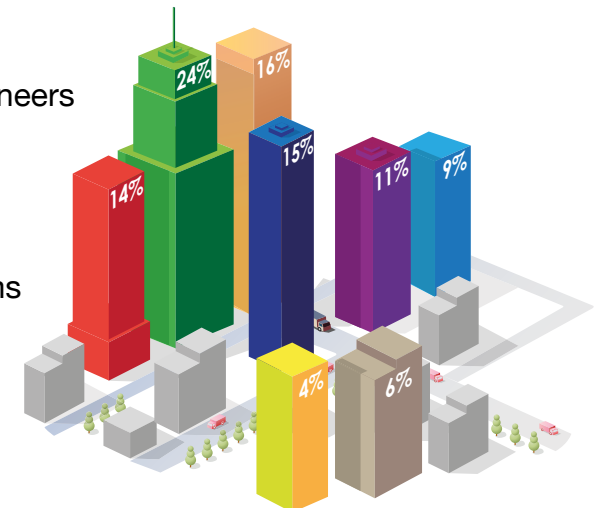


“As a Facilities Manager, I am often jumping from sector to sector and it’s often difficult to source information from one central location on the latest news and research in smart/connected infrastructure of my projects. This site can’t come soon enough!”

Malcolm Peek,
Key Account Manager, Carillion

Targeted Job Functions

- Engineering/Technical Operations/Software Engineers
- Facilities Managers
- C-Level- CEO, CTO, COO, CIO
- Investor/Financial Analyst, Banks
- Consultants
- IT, Business Systems, Security, Business Systems
- Data/Researchers/System integrators
- Architects, Surveyors, Contractors



Marketing Campaign

SJP Business Media Existing Community – 115,000 readership

Reader Database

Smart Cities World is launching with a database of 10,000 onboarded contacts

SJP's exclusive database includes sectors such as building services, transport, renewables, power generation & distribution, data centres connectivity & communications, planning, construction, legal & engineering and software development

Expert PR

Smart Cities World will launch with a dedicated PR agency who will target the six main vertical sectors of infrastructure to ensure our reports, trend analysis and opinion pieces bring traffic to the site.

SJP Business Media Titles

**ELECTRICAL
REVIEW**

**Electronics
WORLD**

**MOBILE
EUROPE**

**europaean
COMMUNICATIONS**

**Internet
Retailing**



Building Partnerships

Institute of Civil Engineers
Town and Country Planning
IOT Council
Society of Automotive Engineers
Renewable Energy Association
CIAT

External Media Advertising

The ENDS Report
Planning Magazine
Cities Today
FM World
Lux Review
Google
Tech Week Europe
CityAM
Planning Resource
DataCentre Dynamics

Promotional Campaign

£150k Launch Marketing Spend

Digital		 DM
Print		 List Build
PR		 Research



Precision Campaigns

Smart Cities World runs off an advanced media platform which incorporates its own CRM and CMS allowing the use of highly targeted marketing campaigns. We will build on this ethos in all of our marketing campaigns to promote the brand whether this is via direct mail, digital advertising, email and social media

Advisory Board and Brand Ambassadors:

Through our wide network of connections we have recruited Rudy de Waele to become our 'Curator of Content' whilst also chairing our Advisory Board. The Advisory Board will consist on twelve to fifteen members that will meet on a regular basis to help shape the content of the site and provide routine feedback



Editorial Features

April

Smart City London

We look at how smart London is as a city and talk to leading officials about what the future vision for London is and how this will be realised. We examine the particular problems that London has and how these can be overcome.

We will consider how smart city implementation is being funded and how legislation is helping its manifestation. We also look at how London is creating a smart city launch pad for other cities in the UK.

May

Energy

Current innovations in energy and energy supply: who are the players to watch and what are the implications? In the framework of Energy 3.0 we look at areas such as Smart Grids and latest offerings from the likes of ABB, Cisco, IBM, Itron, Siemens, S&C, Schneider, Opower, Silverspring & Tendril.

We explore at energy storage efficiencies i.e control of energy into buildings so air quality, temperature and lighting can be controlled and used more efficiently. We also look at real time cloud energy platforms from the likes of IBM, Schneider, Siemens, Johnson & Honeywell.

June

Connectivity

IoT – the new world of connectivity, what is required for seamless delivery? By 2020 Cisco estimates that 50 billion devices will be linked to the Internet. Implementing IoT to devices that previously have been inert brings a number of challenges.

How is this brave new world going to affect 5G development for example? What will this mean to the design and organisation of networks? How do we ensure reliable, fail-safe connectivity?

Other topics covered this year include:

- Transportation: smart highways & driverless vehicles
- Intelligent buildings – who's building them and where are they?
- Advances in lighting: what's happening in your city centre?
- The latest trends and innovations in data centre design and capability.

Subject to change

Sponsorship and Advertising

Smart Cities World is the only platform on the Internet dedicated to Smart Cities Intelligence. Take a leadership position in the future market and profile your technologies and business to a global marketplace.

Channel Sponsor

The Channel sponsorship gives your brand alignment within your chosen sector/s. There are six main channel categories to choose from Connectivity, Data, Buildings, Transport, Energy & Governance.

Headline banner of Channel

Cross platform laptop, mobile, tablet

MPU homepage

Eshot

Bespoke White paper

Webinar

Data lead generation

Sponsored leaderboard e-Newsletter
(running 1 per week X 4 weeks)

Channel sponsorship is sold on 3/6/12
month tenancy to maximise your ROI

Display Advertising

Headline banner, Leaderboard e-Newsletter, MPU, MPU by sector. There are multiple options for display advertising around the most current news stories. Display advertising is the perfect way to promote your brand message or White papers.

Headline banner located above the fold on the homepage

MPU's located on the home page or by chosen sector

Leaderboard banner located top of e-Newsletter

All Display ads are sold cross platform laptop, mobile, tablet and on a monthly tenancy to maximise your ROI

Display advertising is sold on rotation

Skin Advertising

Skin advertising is one of the most powerful advertising mediums delivering your advert across the entire platform

Cross platform laptop, mobile, tablet

Your brand will be seen across all areas of the website

Skin Advertising is perfect for raising awareness of your White paper/eBook or just promoting your company message.

Skin Advertising is high impact and sold on a weekly tenancy.

Webinars

The Webinar gives a bespoke online experience with a pre, at show marketing campaign.

Thought leadership delivered alongside Smart City company

Cross platform laptop, mobile, tablet

Hosted by Smart Cities World editorial team

8 weeks of in house marketing to our audience

Eshot (1 DB mailer)

MPU homepage

Data- lead generation

Online for 12 months with a renewal option

Case Study

Achieve a high level of engagement with your audience by writing a captivating case study that is highly targeted and subtly promotes your company's message.

Cross platform laptop, mobile, tablet

Eshot to database promoting your case study

Case studies run for 1 month, supply between 400/600 words.

Eshot

An Eshot is a targeted way of reaching the Smart Cities World database. An Eshot is a powerful web based e-Marketing manager solution enabling you to create your own stunning e-Newsletter. The Eshot is mailed to the database once.

White paper & eBook

Have your very own White paper commissioned and written in partnership with the Smart Cities World editorial team. Generate sales, credibility and trust within your sector.

Experienced editor will produce your White paper.

Cross platform laptop, mobile, tablet

MPU to advertise your White paper

Eshot

Data- lead generation

Your White paper will be hosted for 12 months with a renewal option

White paper

Supply you own commissioned White papers and gather key data throughout the year for your business.

The White paper will be hosted on the site for 12 months with a renewal option.

Rate Card

RATE CARD	1 Month 0%	3 months 15%	6 months 20%	12 months 25%
Headline banner	2,495	2,121	1,996	1,871
Channel sponsor	5,999	5,099	4,799	4,499
MPU homepage	2,179	1,852	1,743	1,634
Skin advertising homepage	4,355			
MPU sector	1,600	1,360	1,280	1,200
Case study	4,000			
Eshot	3,155			
Bespoke White paper & eBook	8,000			
Sponsored leaderboard e-Newsletter	1,255	1,067	1,004	941
Webinars				6,000
White paper hosting				4,000

Leaderboard e-Newsletter

Smart Cities World produces a weekly Editor's e-Newsletter that can be sponsored. The e-Newsletter has a horizontal leaderboard running along the top, this can be animated and is located alongside all of the hottest weekly news.

Any package offering cross platform advertising will require the correct mechanical data for each platform.

The Team



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business media