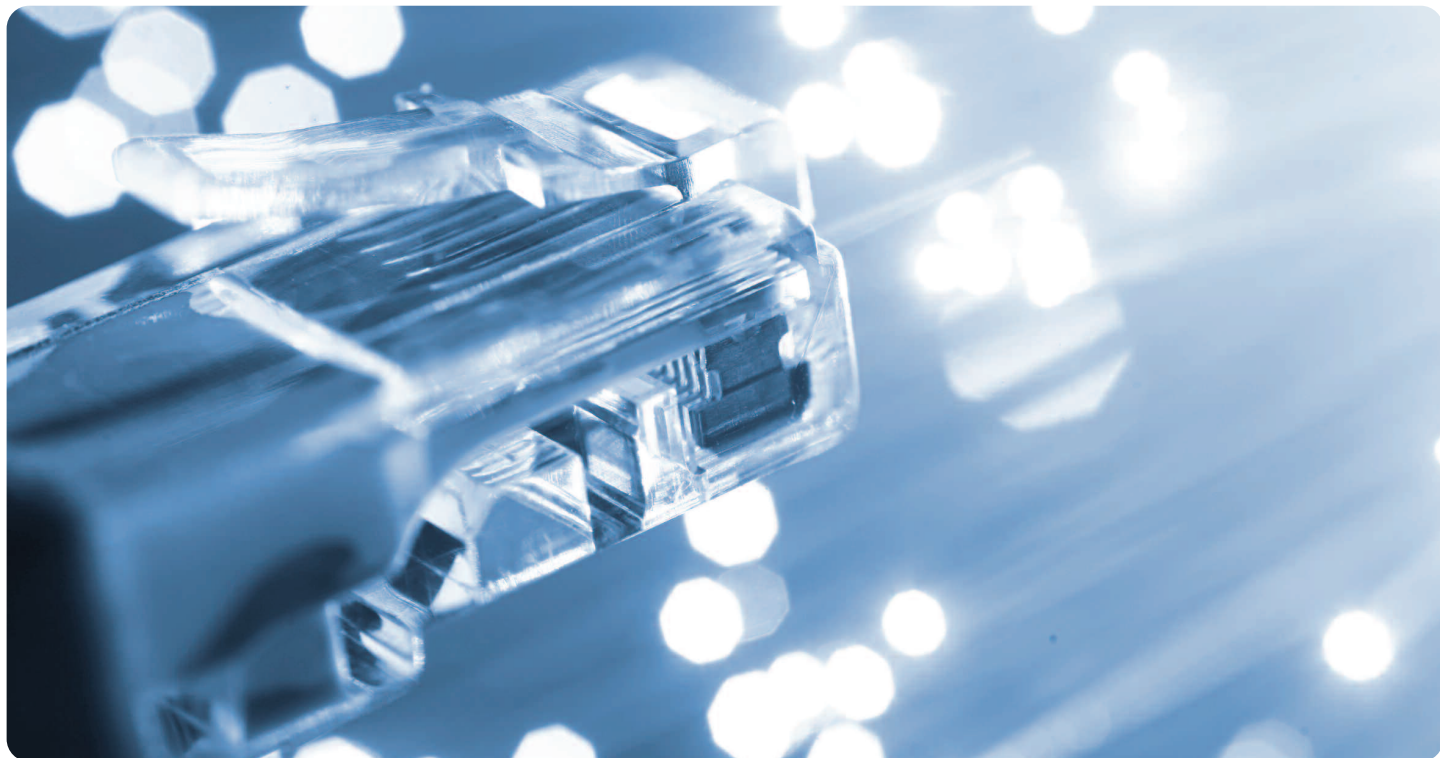


europaean
COMMUNICATIONS



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magazine | online | events

mediapack2011-2012

europaean COMMUNICATIONS



EUROPEAN COMMUNICATIONS serves communications service providers and their suppliers with news, exclusive interviews and insightful features in print, online and across social media.

Comprising a quarterly magazine, a website and a dedicated Twitter feed, European Communications covers the latest developments in operator strategy, back office, networks and content and services.

For over 20 years, European Communications has been a leading voice in the telecoms sector and today provides its readers with the knowledge they need to prosper in this exciting yet challenging industry.

Marc Smith, Editor

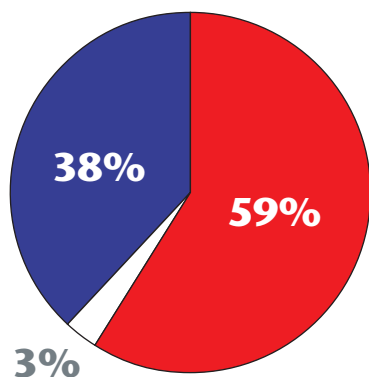
Magazine

Circulation

12,975 copies are distributed each quarter (BPA Dec 2010)

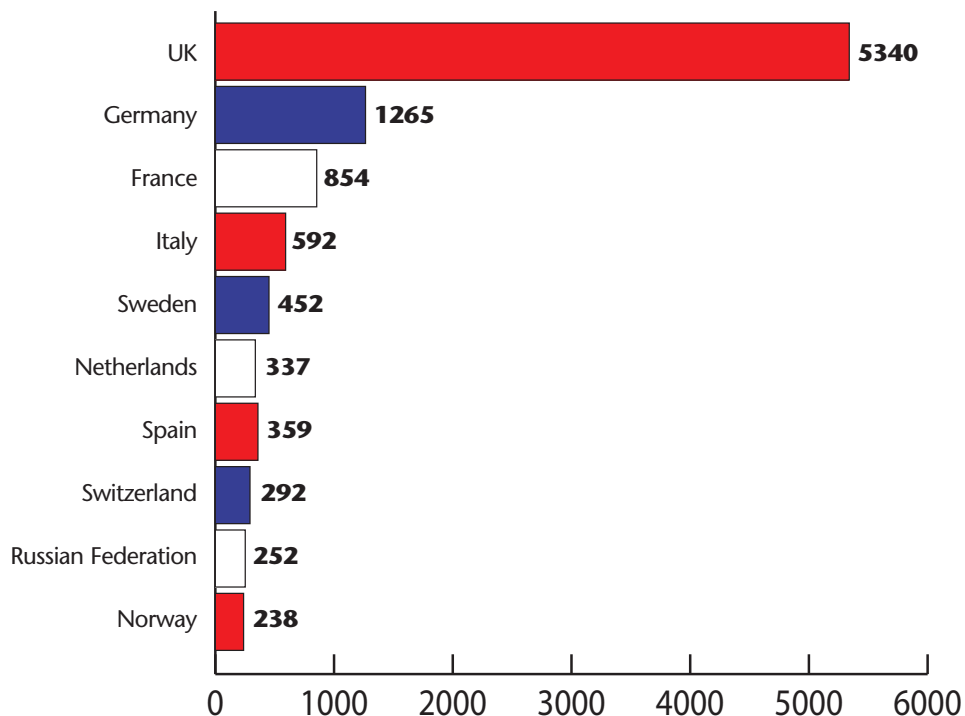
- Recipients are typically corporate or technical management
- 100% of the circulation is delivered to qualified individuals
- 94% of distribution is within European markets
- On average 6,000 additional copies are distributed at the major trade shows each quarter
- This combined circulation offers advertisers **the best possible reach of active decision makers in the telecoms marketplace**

Circulation by job function



- carriers, fixed and mobile network operators, service provider and content and service providers
- equipment manufacturers, software developers and other vendors
- policy makers, standards authorities, forums and trade associations.

Circulation by geography (Top 10)

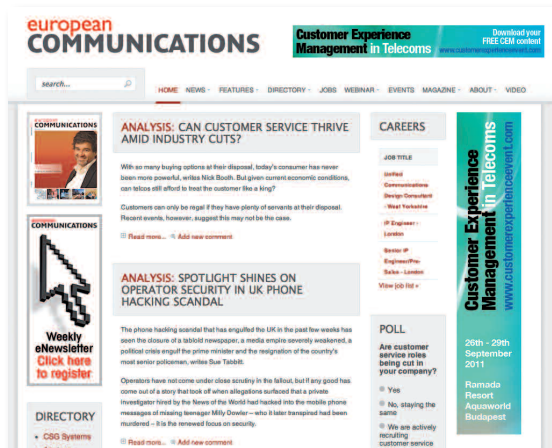


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Online

WWW.EUROCOMMS.COM provides a range of exclusive content to a global audience of telecoms professionals: daily news, features, comment and dedicated surveys alongside videos, white papers, jobs and a directory service. For advertisers, banner, skyscraper and mpu advertisement sites are available per month

- 17,000 unique visitors per month
- 64,000 page impressions per month
- Reach to over 110 countries around the world



EC DAILY E-NEWS ALERT

- The latest business news, features and jobs delivered to your inbox every morning
- Received by **27,000** opted-in telecom professionals each day
- Advertising, sponsorship and other promotional opportunities available

MAGAZINE DIGITAL EDITION

A digital edition of the magazine is emailed to **40,000** recipients around the world immediately after publication of the print edition. Advertisers' web links are live within the digital edition to generate additional responses. The digital edition is also available for sponsorship, offering advertisers the largest distribution of telecoms professionals available in print.



www.eurocomms.com provides our global audience with up to the minute news, in depth commentary and exclusive features on the issues affecting the industry.

Marc Smith, Editor



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Events

By partnering with European Communications on our live events you have the opportunity to reach out directly to the industry with your message and to build a database of new contacts and sales leads.

WEBINARS: European Communications runs a series of webinar events each quarter on a range of topics relevant to our audience. From pre promotion, to shaping content, to hosting the webinar, let European Communications work with you to deliver your thought leadership to the market. **Cost £9,950**

For more information contact the sales team on how you can be involved in our next event

ROUNDTABLES: Each quarter European Communications runs an exclusive invitation only event on a topic of major importance to a selected audience of senior telco professionals. **Cost £15,000**

For more information contact the sales team on how you can be involved in our next event

SEMINAR PROGRAMME: European Communications produces a series thought leadership seminar events. These bespoke half day events bring together 100 network operator professionals to hear the latest thinking from their peers, analysts and respected industry experts. By becoming a sponsor of these high level events your team will be able to network with senior operators and can associate yourselves with the best in thought leadership. The content of the day is distributed via video and webcast following the event and is written up within the pages of European Communications. **Cost from £7500**

For more information contact the sales team on how you can be involved in our next event.



Yankee Group worked closely with the team at European Communications to co-host two excellent Mobile Customer Experience seminars in London and Paris. The EC events division organized and marketed the events, attracting an audience of senior operators. In addition, the videoed content was a major benefit - helping us to continue marketing our thought leadership well after the live event.

Shirley Macbeth,
Vice President of Marketing, Yankee Group



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Editorial Strategy

IN PRINT

Published four times a year, European Communications has a rich heritage as one of the sector's leading titles that goes back over 20 years. Today, it covers four key areas of interest to senior managers: operator strategy, back office, networks and content and services.

Operator strategy: Through analysis of the key news stories and the latest financial data, exclusive interviews with c-suite executives of Europe's largest operators and in-depth special reports, European Communications assesses the challenges facing major operators, such as:

- Evolving business models to encourage growth and innovation
- Dealing with regulation and OTT players
- Enriching customer experience
- Exploring new market opportunities
- Reducing costs
- Convergence
- The bandwidth squeeze and managing data

Each issue we will feature an exclusive interview with the CEO, CTO or CIO of a major operator that will delve into how the industry's leading players are dealing with the current challenges and future opportunities that face them.

Special report: Our special reports go in-depth over 20 pages into a hot topic to cover all the angles. The special reports scheduled over the next year are:

Autumn 2011: OTT players – friend or foe? Most influential list; net neutrality; infrastructures needs; how to create an own-brand OTT service; how to successfully partner with OTT players.

Winter 2012: Data wars; are telcos losing the battle for data ownership? Data centres and managing/securing data.

Spring 2012: Customer experience; latest developments in providing innovative, customer-focused services.

Summer 2012: Future growth markets; analysis of the major new opportunities open to operators to return to growth.

Back office: The back office section covers the latest trends in OSS/BSS that will enable operators to implement leaner, more cost-effective businesses and improve customer experience.

Networks: The networks section covers infrastructure and access including the implementation of NGNs, maximizing the flexibility of existing networks plus how to improve network efficiency through better management, processes and equipment.

Content and services: The content and services sector analyses the new products available to operators that enable them to keep up-to-speed with customer expectations, drive innovation, increase revenue and compete or partner with the ever-increasing number of content providers.



PRs: please send all press releases, interview opportunities and other relevant information to the following:

For operator strategy, special reports and executive interviews: Marc Smith (marc.smith@eurocomms.com)

For back office subjects: Sue Tabbitt (sue.tabbitt@gmail.com)

For networks: Priscilla Awde (prawde@googlemail.com)

For content and services: Ian Grant (ianrbi@gmail.com)

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Mechanical data

FORMAT

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

AD SPECS

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.

ONLINE DESIGN SPECS

- 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
- Button - 120 x 90

Banners and MPU adverts: gif/Flash 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-underers or adverts with sound. All white and light coloured creative should have 1 pixel, solid, dark boundary to clearly mark its border.

Flash banners must include a click tag within the file to ensure correct reporting. This can be provided by your sales contact.

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Rates

PAGES	£	€	\$
Double Page Spread	£13,350	€16,153	us\$20,692
Full Page	£8,950	€10,829	us\$13,872
Full Colour Half Page	£5,250	€ 6,352	us\$8,137
SPECIAL POSITIONS			
Opposite Editor's Foreword	£9,950	€12,039	us\$15,422
Opposite Contents Page	£9,950	€12,039	us\$15,422
COVER POSITIONS			
Inside Front Cover (single page)	£12,350	€14,943	us\$19,142
Inside Front Cover (double page)	£15,700	€18,997	us\$24,335
Inside Back Cover (single page)	£10,650	€12,886	us\$16,507
Inside Back Cover (double page)	£14,550	€17,605	us\$22,552
Outside Back Cover	£16,750	€20,267	us\$25,962
INSERTS			
	Up to 10G	11-20G	OVER 2G
Cost per 1,000	£250	£300	P.O.A
LIST RENTAL (via third party)			
Fixed and Wireless Names (13,000)	£4,550		
EDITORIAL PROFILES			
COVER STORY INTERVIEW PACKAGE	£19,950	€23,776	us\$30,922
INDUSTRY PROFILE PACKAGE	£13,950	€16,879	us\$21,622
SERIES DISCOUNTS			
2 issues	10%		
3 issues	20%		
Annual Series (4 issues)	30%		

ISSUE DATES		
	DISTRIBU- TION	COPY DEADLINE
Autumn issue 2011	October 2011	Sept 20th 2011
Winter issue	February 2012	Jan 20th 2011
Spring issue	May 2012	April 21st 2012
Summer issue	July 2012	June 22nd 2012
Autumn issue	October 2012	Sept 20th 2012