

## 2011 media Information



# MOBILE EUROPE

**ESSENTIAL READING** for senior decision-makers in the European Mobile Communications Industry

**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 7,500 and there are an additional 20,000+ 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.

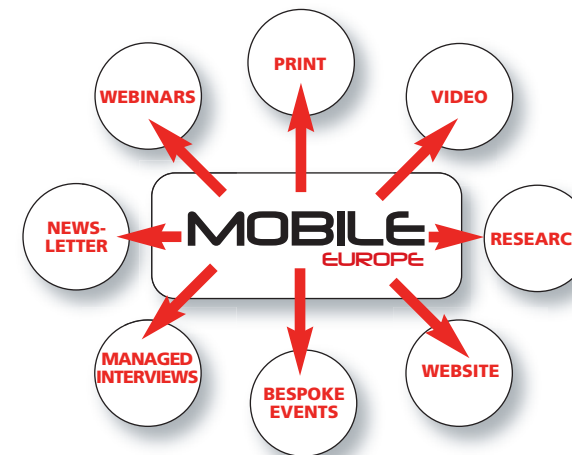
The website reaches 25,132 unique visitors every month from a global audience.

**Keith Dyer** Editor  
Mobile Europe



**MARKETING OPPORTUNITIES**

Mobile Europe has been established for over 14 years. The magazine is distributed six times a year to a controlled circulation of over 7,500 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.

*Build a bespoke package by taking advantage of our innovative and flexible channels to the marketplace*

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

**CIRCULATION**

Mobile Europe magazine is read by senior decision makers within the mobile industry. Almost 70% of the readership is within operators from all tiers.

With a controlled and audited circulation of 7,752 copies delivered to named individuals across Europe (BPA 2010), Mobile Europe is established as the leading title for the European mobile industry.

The digital magazine is viewed by over 40,000 Mobile Europe online users

**FAST FACTS**

- BPA audited
- 70% operator audience
- Senior decision makers – Corporate Management, Technical and Sales & Marketing



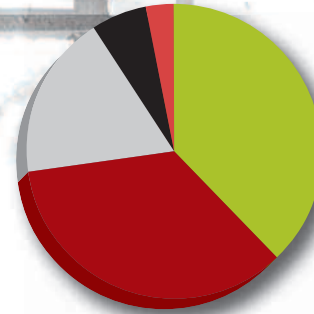
BUSINESS & INDUSTRY	TOTAL QUALIFIED	% OF TOTAL
Mobile Network Operator/MVNO/Service Provider or Other Carrier	5,317	68.6
OEM/NEP/Software/ Services Vendor or Developer	1,025	13.2
Systems Integrator/ Consultancy/Network Installer/Maintainer	696	9.0
Enterprise User	371	4.8
Regulators, Communications Authorities & Other businesses	343	4.4
<b>Total Qualified Circulation</b>	<b>7,752</b>	<b>100.0</b>

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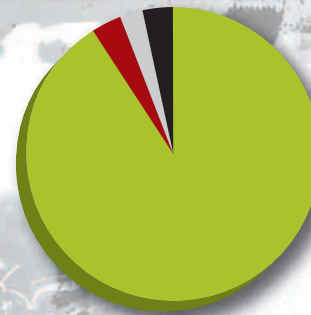
**Industry Sector**

- Mobile Network Operator/MVNO/ Service Provider or other Carrier 69%
- OEM/NEP/Software/Services/ Vendor or Developer 13%
- Systems Integrator/Consultancy/ NetworkInstaller/Maintainer 9%
- Enterprise User 5%
- Regulators, Communications, Authorities & other business 4%



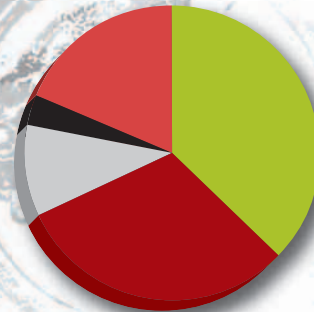
**Job Description**

- Management 38%
- Engineering & Technical 35%
- Sales & Marketing 18%
- Consultancy/Systems Integration 6%
- Regulatory affairs, Government, Legal Services & other functions 3%



**Geographical (Printed Edition)**

- Europe 91%
- North America (Canada, USA, Mexico) 3%
- Asia 3%
- ROW 3%



**Geographical (Digital Edition)  
Aug/Sept 2010 Issue**

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

**EDITORIAL FEATURES 2011**

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.

**February / March 2011**

- WAC attack
- MWC 2011 Preview – by sector
- CEM
- SDM

**April / May 2011**

- A voice for IMS voice
- Dealing with video

**June / July 2011**

- Location as a service
- RCS and messaging

**August / September 2011**

- Policy management
- Network Optimisation

**October / November 2011**

- Mobile payments
- Billing/CRM

**December / January 2011**

- Prediction 2012



**INSIGHT REPORT**

**RESEARCH & MARKET INTELLIGENCE**

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 over 7,500 senior decision-makers within Europe's mobile operators. A digital version is delivered to 11,556 Mobile operator readers globally and promoted online to 22,000 + monthly unique visitors at [www.mobileeurope.co.uk](http://www.mobileeurope.co.uk)

**February / March 2011**

- Insight Report: App strategies
- Advertising Deadline 1st February 2011

**April / May 2011**

- Insight Report: Indoor (DAS/Femto/WiFi)
- Advertising Deadline 12th April 2011

**June / July 2011**

- Insight Report: M2M and embedded
- Advertising Deadline 2nd June 2011

**August / September 2011**

- Insight Report: OSS
- Advertising Deadline 9th August 2011

**October / November 2011**

- Insight Report: Advertising
- Advertising Deadline 10th October 2011

**December / January 2011**

- Insight Report: Annual research by sector
- Advertising Deadline 22nd November 2011

Align your brand and message by exclusively **sponsoring** the Insight Reports. 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](mailto:shahid.ramzan@mobileeurope.co.uk)



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.

**FAST FACTS**

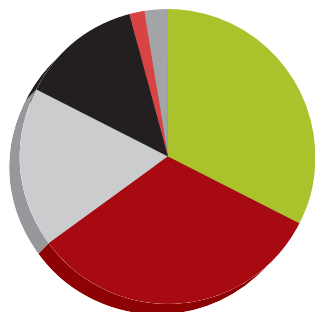
www.mobileeurope.co.uk on average is viewed by;

- 22,119 unique visitors per month
  - 44,103 average page impressions every month
- source Google Analytics 2010

**KEY BENEFITS OF ADVERTISING**

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

*A truly global reach*



**www.mobileeurope.co.uk users by Geography**

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

**E-newsletter**



**www.mobileeurope.co.uk**



**WEEKLY E NEWSLETTER**

The Mobile Europe weekly e-newsletter is delivered every Tuesday to the inbox of around 11,500 "opt-in" 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	£1150 per week
Exclusive Headline banner	486 x 60	£1150 per week
Exclusive Button	120 x 90	£695 per week
Exclusive Sponsorship		POA

**BANNER ADVERTISING ON [www.mobileeurope.co.uk](http://www.mobileeurope.co.uk)**

Headline banner	486 x 60	£1950 per month
MPU	300 x 250	£1950 per month
Skyscraper banner	120 x 600	£1850 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 (11,445 opt-in recipients)	£4,200
Event listings	POA
Directory profile of your company	POA

## 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".

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

### 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 the [www.mobileeurope.co.uk](http://www.mobileeurope.co.uk).
- A link will be delivered to the sponsoring partner to promote further.

**Rate: from £7,500**

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

## 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](http://www.mobileeurope.co.uk). Videos are also made available for your own use in a variety of formats.

Supported events include; Mobile World Congress 2011, Femtocells World Summit 2011, LTE World Summit 2011 and many others...

**Rates: Individual Video from £2,500**

**Overall Sponsorship of Editors Interviews - POA**

## 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.

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

Mobile Europe also provides an opportunity to professionally film the interview which will shown on [www.mobileeurope.co.uk](http://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 £5,500**

## 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 £10,000**

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

**RATES**

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
Full colour half page	£3,150
SPECIAL POSITIONS	
Opposite editor's foreword	£6,600
Opposite contents page	£6,600
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%

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**SPECIFICATIONS**
**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
- Button - 120 x 90

**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.

**CONTACT**
**Editor**

Keith Dyer keithd@mobileeurope.co.uk

**Commercial Manager**

Shahid Ramzan +44 (0) 207 933 8980 shahid.ramzan@mobileeurope.co.uk

**Publisher**

Justyn Gidley +44 (0) 207 933 8979 justyn.gidley@mobileeurope.co.uk

St John Patrick Publishers

6 Laurence Pountney Hill, London EC4R 0BL

Tel: +44 (0) 207 933 8999

Fax: +44 (0) 207 933 8998



John Patrick Publishers