MOBILE EUROPE

THEMEDIAPACK2010/11

Overview

Mobile operators are seeing great changes to their businesses. Radio and core networks are being transformed to support booming data growth at new cost bases. Legacy and service specific IT and back office systems are tasked with being agile, open and customer-centric. Consumers have access to more sophisticated devices and sevices.

Mobile Europe tracks and reports on the transformation of European operators' businesses across all these areas, making business sense of market and technical developments.

Our aim is to be the primary source of information for and about Europe's mobile operators, and we thank all our partners who help us achieve that.

www.mobileeurope.co.uk is the daily source for wireless news assisting Mobile Operators with their investment plans.

Mobile Europe's online service focuses on expert-led resources. Easy to navigate, our online facilities are designed to engage the user to thoroughly explore this resource to its maximum potential.

As part of the group's strategy Mobile Europe launched a new website in August 2010. The website reaches 25,132 unique visitors every month from a global audience.

In addition to breaking news, the site offers an archive of past features, access to white papers, case studies and details of coming events. Promotion on www.mobileeurope.co.uk offers advertisers a more global reach of the wireless industry.

Keith Dyer
The Editor

Marketing Opportunities

Mobile Europe provides it readers with content available in seven different channels. As an advertiser this provides a compelling range of marketing opportunities and bespoke package opportunities
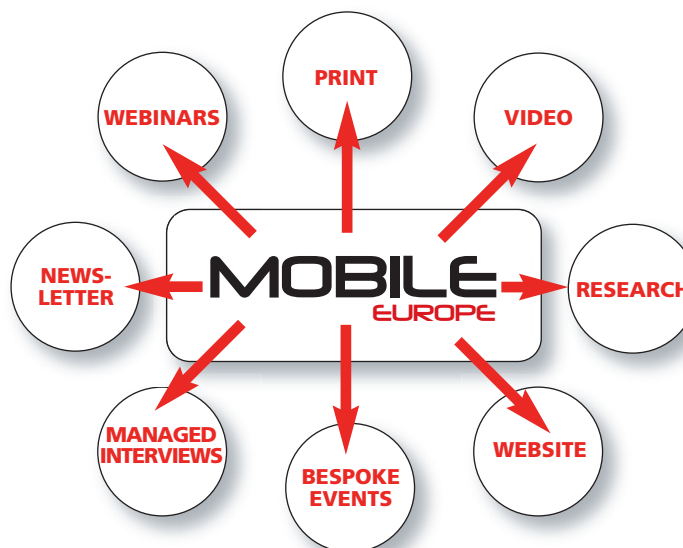
Mobile Europe serves its advertisers with a compelling range of media options

Reader Requirements

In December 2009 Mobile Europe conducted research amongst a sample of its readers. Over 300 respondents replied to the survey and gave us direction for 2010. Below is a selection of some of the responses.

01. Deeper insight
02. Figures – concrete data
03. Comparative reviews/features
04. Carrier analysis and vendor analysis
05. Concise but insightful reporting of news, developments, issues
06. Mobile market research news
07. Security issues – mobile banking solutions & news
08. I am interested in market data mostly
09. It is quite excellent as it is!
10. Market Update sales data analysys
11. More content (SVA)
12. Insight into the business, status and strategies of all of the major companies in the mobile industry
13. Analysis of operator strategies
14. Highlight some of the smaller companies that are doing well
15. More strategic insights on the direction of the mobile industry
16. Development of hspa+/wimax networks
17. As a network owner/operator, we are interested in private GSM/3G/4G developments
18. Indepth value on news, that extra bit which gives meaning to a piece of news
19. Opinion on what is coming down the pipe
20. Future market initiatives and developments
21. Digital professional mobile radio
22. More new technology from around the world
23. News on mobile handsets being released
24. Inside stories and interviews from service providers on everything within the industry, the honest and apolitical take on reguatory, vendors. etc
25. More analysis – there are enough publications that cover major news
26. More an analysis on where operators are actually spending money or planning to spend money and less vendor hype & bs
27. Article on environmental and how telco could contribute to it
28. Analysis and market trends
29. Future market projections
30. Market reviews and reports
31. What solution is deployed at what operator and what was driving it
32. Statistical analysis
33. More on mobile internet and key topics like the location article you recently did
34. More news on the smaller companies
35. Mobile network architecture and evolution subjects
36. Something more about marketing trend
37. Keep doing what you're doing!
38. More statistics and facts
39. The presentation is rather good also today!!
40. About over the top services
41. Funding solutions for start-ups and SMEs
42. The current format is very good. Maybe a section on industry regulations across the major markets
43. More and more focus on innovative services launched by operators and vendors world wide

St John Patrick Publishers

6 Laurence Pountney Hill, London, EC4R OBL
tel: +44 (0) 20 7933 8999
fax: +44 (0) 20 7933 8998

MOBILE
EUROPE

all enquiries please contact: Justyn Gidley
tel: +44 (0) 20 7933 8979
email: justyng@stjohnpatrick.com

Circulation

Mobile Europe is read by senior decision makers within the wireless industry. Nearly 70% of the readership work within Mobile Operators.

Nearly 70% of the readership work within Mobile Operators

2010 / 11 editorial features

June / July
- Managing user data for profit
- Applications development

August / September
- Roaming management
- Customer care and support

October / November
- Service delivery
- Network optimisation

December / January
- Annual review
- 2011 Predictions

February / March
- WAC attack
- MWC Preview

April / May
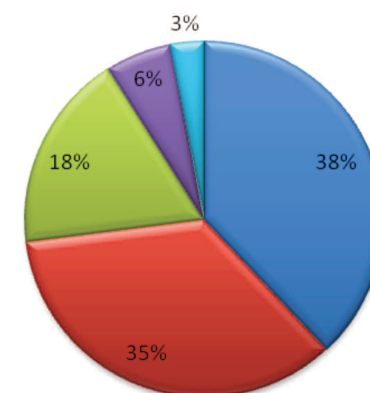- A voice for voice
- Social mobility

Industry Sector

- Mobile Network Operator/MVNO/Service Provider or other Carrier
- OEM/NEP/Software/Services/Vendor or Developer
- Systems Integrator/Consultancy/Network Installer/Maintainer
- Enterprise User
- Regulators, Communications, Authorities & other businesses

(Pie chart: 69%, 13%, 9%, 5%, 4%)
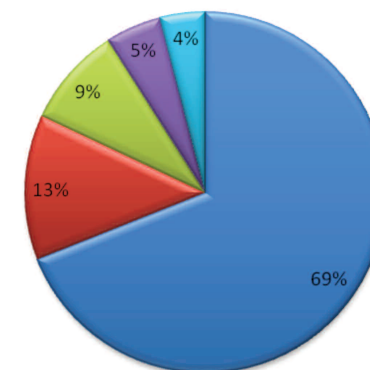
Job Description

- Management
- Engineering and Technical
- Sales and Marketing
- Consultancy/Systems Integration
- Regulatory affairs, Government, Legal Services & Other funstions

(Pie chart: 38%, 35%, 18%, 6%, 3%)

BUSINESS & INDUSTRY	TOTAL QUALIFIED	% OF TOTAL	MANAGEMENT (NOTE 1)	ENGINEERING & TECHNICAL (NOTE 2)	SALES & MARKETING (NOTE 3)	CONSULTANCY/ SYSTEMS INTEGRATION (NOTE 4)	REGULATORY AFFAIRS. GOVERNMENT, LEGAL SERVICES & OTHER FUNCTIONS
Mobile Network Operator/MVNO/Service Provider or Other Carrier	5,317	68.6	2,373	2,129	598	121	96
OEM/NEP/Software/ Services Vendor or Developer (Note 5)	1,025	13.2	212	275	472	47	19
Systems Integrator/ Consultancy/Network Installer/Maintainer	696	9.0	162	144	107	273	10
Enterprise User (Note 6)	371	4.8	95	117	93	22	44
Regulators, Communications Authorities & Other businesses (Note 7)	343	4.4	74	68	118	25	58
Total Qualified Circulation	**7,752**	**100.0**	**2,916**	**2,733**	**1,388**	**488**	**227**

Mobile Europe Insight Report

MOBILE EUROPE INSIGHT is a new, in-depth report service addressing key issues across the mobile sector. Our Insight reports will provide detailed, condensed information to time-poor executives, meeting their research needs.

JUNE/JULY – LTE Test & Assurance

The next edition of our insight report will investigate how operators can adapt their test, monitoring and assurance methodologies to the LTE environment. With an all-IP architecture across the radio, transport and core networks the straightforward application of the techniques that operators have used in 3G networks will not be enough. The transition to IP networks brings with it new interfaces and protocols to support and manage, as well as different service and application usage in terms of volume and type. So what are the challenges operators face and the solutions they require? Who provides them? This report will describe the new environment, outline the challenges and, most importantly, focus on the solutions and methods available to mobile operators.

AUG/SEP – Backhaul: a question of timing

How are European operators planning to support the coming growth in mobile broadband usage? This report will analyse operator intentions for evolving their backhaul networks. Is the challenge purely around capacity, or are there other issues in play? As operators move to LTE and EPC, when and how is investment in the backhaul factored in?

OCT/NOV – Mobile Money: The challenge of the developed world

This report will assess the current state of mobile money services in Europe, as well as look at the future opportunity. Key players in the value chain will be analysed, and the report will also include the results of a survey of operators into how they view mobile money services.
Includes:
- Analysis of what mobile money services have been successful, and less successful, in Europe. Who have the players been? Operators, financial services, platform providers, application developers
- How can operators benefit from mobile money?
- What is the market opportunity for them?
- Which services stand to be most profitable and useful?

DEC/JAN – Mobile Cloud Services: All cloud, no silver lining?

According to ABI Research, more than 240 million business customers will be leveraging cloud computing services through mobile devices by 2015. This, in turn, will drive revenues for the services to $5.2 billion. But what are the requirements for mobile operators to support this growth? Do they have the data centres, the availability, the bandwidth required to move to a high level of application support for enterprise and retail customers? Are the back office systems in place to support the new customer environment?
Includes:
- What are the key elements required to support a cloud strategy?
- Are operators culturally aligned to provide cloud services?
- Who are the natural "cloud enablers" – the best technology and platform partners?
- Operator survey on the potential of cloud services

To support the publication of the report, we are offering several value-added opportunities that offer high level branding, thought leadership opportunities, and direct lead generation and client contact.

Each report will be commissioned by a leading analyst in their respective field

Email Direct Marketing

Deliver your message to our "opt-in" email database of 11,455 wireless professionals. Our database of subscribers includes Mobile Network Operators, MVNO, Service Providers, System Integrators, Network Installer, OEMs, Enterprise Users and Regulators.

Mobile Europe TV

Mobile Europe TV (ME TV) is a popular resource that allows you to speak directly to your customers and peers. Mobile Europe's video interviews and content, captured at major events or in our own studio, is professionally directed, captured and edited.

It is then streamed on our popular sites, delivered via newsletter and can also be hosted on your own site, or embedded in other communications. It's an ideal way to deliver key messages clearly and directly, gaining maximum exposure and multiplatform distribution. Content is easily found, and can be directly linked to within our player. Visit www.mobileeurope.co.uk/me_tv to find more details.

Webinars

Mobile Europe can host or deliver your webinar to an audience of over 40,000 users. Proactive targeting of, and marketing to, a demographically-matched audience.

- Fresh new sales leads
- Raise product or brand awareness
- Increase thought leadership position

Whitepaper

Mobile Europe can host your whitepaper and promote it to our audience with dedicated e-blasts and e-newsletter promotion.

E Newsletter

The Mobile Europe weekly e-newsletter is delivered every Tuesday to the inbox of 8,455 "opt-in" subscribers. A vital bulletin of the latest news and views, promoting your product or service on the newsletter is an excellent opportunity to talk with our readers while they are focused on this important communication.

Promotion on www.mobileeurope.co.uk offers advertisers a global reach of the telecoms industry

BANNER ADVERTISING ON WWW.EUROCOMMS.COM

Header 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
- Hosting your white paper
- Podcasts
- Webinars
- Event listings
- Directory profile of your company

Exclusive Skyscraper banner 120 x 600	£1150 per week
Exclusive Header banner 486 x 60	£1150 per week
Exclusive Button 120 x 90	£695 per week
Overall sponsorship of the E-Newsletter is available on request.	

Managed Interviews

Mobile Europe's managed 'cover profile' is an in-depth discussion between a company representative and industry-renowned editor Keith Dyer. The discussion will explore the organisation's priorities, products and key messages and is designed to run across 3 pages within the Mobile Europe print magazine, digital magazine and website.

Under the heading 'Cover Feature' this unique opportunity guarantees to accurately represent any given message to our targeted audience, including cover branding and headlining.

Mobile Europe's has the capacity to extend your options by giving you the opportunity to professionally document the interview. By exploring the option of filming your interview the video will then be placed on our website & made available via e-casts etc.

A LIST OF FEATURED INTERVIEWEES THAT HAVE RECENTLY APPEARED IN MOBILE EUROPE:

Huawei – Lance Lin

Acme Packet - Seamus Hourihan

IMImobile - Anu Shah

Comfone - Mathias Prüssing

Tekelec - Vince Lesch

Transmode – Sten Nordell

Spirent – Nigel Wright

Radio Waves – Andy Singer

Monitise – Peter Simpson

NEC – Anil Kohil

Cisco – Jim Tavares

Axell Wireless – Ian Brown

> *Interviews on Mobile Europe TV have been viewed by approximately 500 unique visitors after the first month*

Video Interview

The opportunity to be interviewed by the editor of **Mobile Europe**. The output of the interview to appear online at www.mobileeurope.co.uk and be available for further promotion by the sponsoring partner. Price and details on application.

Telecom Hot House

Mobile Europe magazine and European Communications magazine joined with Telecoms Hot House, an independent initiative designed to create debate and discussion about the future of the telecoms industry.

The team will publish a series of exclusive roundtables that will incite debate, court controversy and engender the interest of the European telecoms community. Each Telecoms Hot House debate will be sponsored by a single company. The sponsor will work with the Telecoms Hot House team to set the topic for debate.

Every month a debate will be published in Mobile Europe and European Communications magazines, with multimedia content publishing on www.mobileeurope.co.uk and www.eurocomms.com. This consists of a 4 full page report within the magazine – both in printed and digital version- including a prominent front cover headline. On top of that the debate will reach a combined audience of more than 50,000 unique visitors, and will create a wealth of marketing collateral for use by the sponsor.

> *This unique opportunity guarantees to accurately represent any given message to our targeted audience*

PAGES	£
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
COVER POSITIONS	
Inside front cover (single page)	£6,600
Inside front cover (double page)	£10,395
Inside back cover (single page)	£6,600
Outside back cover	£6,600
INSERTS (up to 10g)	
Cost per 1,000	£350
LIST RENTAL (via third party)	
Fixed and Wireless Names (12,000)	£4,200
EDITORIAL PROFILES	
Cover story interview package	£15,000
Industry profile package	£9,000
WEB/VIDEO	
Webinar programme	£7,500
Video interview	£2,500
SERIES DISCOUNTS	
2 issues	10%
4 issues	20%
Annual series (6 issues)	30%

Ad Specs

Double Page Spread

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

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
	Inc 6mm gutter allowance
Trim size	133mm x 420mm
	Inc 6mm gutter allowance
Type size	112mm x 378mm
	Inc 6mm gutter allowance

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.

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

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/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.