

media pack 2010



the leading
publication
for the changing
face of the
Broadcast Market





Despite the global economic upheaval, the broadcast market continues to evolve, driven by consumer demand for content anywhere, on any device, and in ever-improving definition. The roll-out of IPTV services across the world is also radically changing the traditional broadcast model, particularly in terms of revenue streams. Indeed, the models for IPTV roll-out are themselves changing, particularly with the emergence of Hybrid TV.

IBE will continue to reflect the changes affecting our industry during the coming 12 months, keeping its readership one step ahead of its competition. Through its website – www.ibeweb.com – and its weekly news e.cast, IBE is able to communicate every development as it happens. This daily news service and weekly summary allow the bi-monthly magazine to be more analytical as it considers the business and technological challenges and opportunities facing the market.

IBE continues to introduce new subject areas, reflecting the changing needs of its global readership. IPTV, Internet TV, and Hybrid TV are all covered in IBE's sister online publication, IPTV in Focus. Other associated publications include: C2M, looking at the world of Mobile TV; and Digital Signage Scene, covering developments within the digital signage market – produced by another BPL publication, Retail Technology. Technology convergence, market analysis and the global economic recovery are some of the other subject areas that will be covered by the magazine during 2010.

The circulation of IBE, IBEweb, the news e.cast, as well as IPTV in Focus, C2M and Digital Signage Scene are constantly being developed and improved. The magazine has the largest truly international readership compared with any of its competitors, and the circulation of the e.cast – already at over 60,000 subscribers – is distributed to an ever-growing audience. In addition to this, the magazine itself is now available on-line as a fully functioning e.zine.

In the year ahead IBE will continue to offer the very best coverage of this rapidly evolving market. With a dedicated editorial team and key industry experts retained as regular contributors, readers are assured that they will not miss out on anything that affects the future of the international broadcasting industry.

Neil Nixon
Editor IBE.

2010 Features agenda

January/February

- Automation & Asset Management
- Protecting Broadcast Assets in an IT World
- Shows:
BVE, London;
Cabsat, Dubai

March/April

- IPTV & Hybrid TV
- 'Green' Broadcasting Supplement
- Shows:
IPTV World Forum, London;
NAB, USA

May/June

- Acquisition, Live Production & Outside Broadcasting
- Audio with Video
- Shows:
Broadcast Asia, Singapore

July/August

- Test & Measurement
- 3D Television

September/October

- Post Production
- Content for Mobile
- Digital Signage
- Shows:
IBC, The Netherlands

November/December

- News Technology & Live Sport
- Shows:
Interbee, Japan

In every issue...

Every issue of IBE contains regular coverage of content distribution, content creation, audio and the general business of broadcasting. Written by our own in-house staff or one of our key industry experts, these reports offer an insider's view of everything currently impacting the world of broadcast: satellite, cable, IPTV and mobile networks; current trends in capturing and producing cutting edge content; audio technologies; market research; convergence; mobile TV; HDTV; digital signage....and anything else that impacts on the global broadcasting market.



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bpl.
Business Media

Marketing Opportunities

“IBE can supply you with a Total Marketing Solution.”

Rate Card

Double page spread		1x	3x	6x
		£5520	£4968	£4140
Single page	4 colour	£3150	£2835	£2632
	Black/White	£2370	£2133	£1777
1/2 page (vertical)	4 colour	£1890	£1700	£1418
1/2 page (horizontal)	Black/White	£1134	£1048	£963
1/4 page (vertical)	4 colour	£975	£877	£731
1/4 page (horizontal)	Black/White	£585	£541	£497
1/3 page	4 colour	£1417	£1275	£1062
	Black/White	£850	£786	£722

Sponsorship opportunities

Front page sponsorship (includes front cover and focus pages) (including up to a maximum 8 pages plus mini banner on website)	£5500
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ON-LINE OPPORTUNITIES

Weekly News E-Cast - (sent weekly to over 60,000 subscribers)

	Monthly	3 Months	6 Months
Main BANNER (top)	£1925	£1732	£1540
Full Banner (within text)	£1500	£1350	£1200
Vertical Banner	£1200	£1080	£960
Square Bannner	£1000	£900	£800
Mini Banner	£825	£742	£700
			net per month

IPTV Monthly Newsletter - (sent monthly to over 60,000 subscribers)

	Monthly	3 MONTHS	6 MONTHS
Full Banner	£1750	£1575	£1400
Vertical Banner	£1020	£918	£816
Square Banner	£850	£765	£680
Mini Banner	£700	£630	£595
			net per month

WEB Rates for either Home Page, News Page or Product page

	Monthly	3 Months	6 Months
Full Banner	£750	£650	£550
Vertical Banner	£750	£650	£550
Square Button	£600	£500	£400
Mini Button Banner	£500	£400	£300
			net per month

All other sites

Full Banner	£650	£550	£450
Vertical Banner	£600	£500	£400
Square Button	£500	£400	£300
Mini Button Banner	£400	£300	£200
			net per month

Email List Rental

Over 60,000 addresses available. Reach your customers direct.
1 off use 45p per email address
DISCOUNTED RATES FOR REGULAR ADVERTISERS
Multiple use at a discounted rate

Inserts

Use IBE to maximise the use of your marketing material.			
Inserts (per 1000)	0-10g	10-20g	20-30g
Loose	£180	£257	£320
Bound	£212	£285	£352

Reprints Service

Use IBE independent editorial to maximise your marketing spend.
Price On Application

List Rental

1 off mailing	£240 per 1,000
min charge	£240
set up charge	£75



E-Copy Right Package

A package for companies wishing to use material which has appeared in the magazine on websites, emailing to clients etc. The package also includes a license to print hard copies of the article.

Specifications for the e-copyright package -

We supply .PDF's of the article(s) in both low and high resolution formats (PDF format on disk/ email.) We supply the article in an Acrobat .pdf format optimised for web delivery (i.e. low file size) plus a higher resolution version for print purposes.

- Client is then able to post the article on websites/deliver via email.
 - Permission is also provided for client to print their own copies up to a limit of 2000 hard copies from the high resolution file.
- Cost £500 per page

Circulation Breakdown + Readership Profile

The only truly international magazine published in Europe

A BPA audited circulation of 10,101 reaching your customers worldwide (June 2009 audit)

Digital Version of IBE –

Distributed to over 60,000 subscribers worldwide
Publishers Statement November 2009

Geographical Breakout

Asia	7.3%	Asia	8.1%
Middle East	3.8%	Middle East	4.7%
UK	23.5%	Central America	0.1%
Europe	53.2%	UK	14.2%
Africa	4.3%	Europe	60.0%
North America	3.7%	North America	7.3%
Caribbean	0.1%	South America	1.1%
Central America	0.2%	South Pacific	1.0%
South America	2.2%	Africa	3.5%
Asia Pacific	1.7%	TOTAL	100%
TOTAL	100%		

Organisation type

Television Station	38.5%	Both TV & Radio	1.30%
Radio Station	2.0%	Broadband Services	3.47%
Both TV & Radio	7.2%	Broadcasting Station/Network	18.83%
Independent Audio Facility	4.6%	Cable/Satellite Distributor	5.75%
Independent Video Facility	10.0%	Consultancy	6.89%
Cable & Satellite Distribution	2.7%	Dealer/Distributor	10.51%
Transmission Link Services	0.6%	Government & Regulatory Bodies /	
Program Producer/ Distributor	1.6%	Broadcast Union Assoc	1.75%
PTT/ Telecommunications	4.6%	Independent Video Facility	1.58%
Govt. & Regulatory Bodies	1.0%	Internet Service Provider	1.59%
Consultant/ Agent	4.8%	Iptv Provider	1.57%
Equipment Distributors	5.4%	Manufacturers	17.46%
OEM	0.7%	Post Production	8.00%
Manufacturer	8.3%	Production	9.30%
Other	8.0%	Research & Development	1.74%
TOTAL	100%	Studio And/or Equipment Hire	2.30%
		Systems Integrator	3.73%
		Telco / Mobile Operator	1.17%
		Web Services / Applications	3.06%
		TOTAL	100%

Job title

Technical Management	35.5%	Corporate management	27.8%
Operational Management	12.7%	Technical Management	25.9%
Creative Management	3.3%	Operational Management	11.1%
Corporate Management	18.7%	Creative Management	0.5%
Research & Development	4.5%	Engineer	1.8%
Training	0.7%	Programming	2.9%
Engineering	8.5%	Sales and marketing	21.0%
Other Titled Personnel	16.1%	Research & Development	9%
TOTAL	100%	TOTAL	100%

94% of Readers - key decision makers globally - say they trust what they read in IBE

Copy requirements

Please note that we no longer accept film; only digital files are accepted.

Production Caroline Yates 001: +44 (0)845 299 8596. eMail: typesetting@whitewatergfx.co.uk

CD

Delivery Address -

WhitewaterGFX
Attn: Caroline Yates
Unit 2, A1 Parkway, Southgate Way
Orton Southgate
Peterborough
PE2 6YN

1) Both the CD & the file itself should be marked with the following -

- Advertisement name.
- Magazine title.
- Insertion month.

2) A colour proof of the advert should be supplied either digitally (PDF) or as a hardcopy.

3) Please include a read me file containing the following -

- Contact name & phone number of sender.
- Client name & contact.

4) Data can be supplied in any of the following formats -

- Hi-Res pass4press quality PDF.
- Quark/Indesign documents, including all images (must be high resolution (300 dpi min used at 100%), screen fonts & printer fonts.
- Photoshop, Tiff or EPS high resolution files.
- Illustrator/Freehand EPS files with embedded images & fonts (converted to paths).

FTP

Access to an FTP site can be arranged on request.

To request access to an FTP site, please email to Caroline Yates (typesetting@whitewatergfx.co.uk) and a username and password will be sent by return email.

Repeat Instructions

These should be emailed to:

Caroline Yates (typesetting@impressgroup.co.uk) prior to copy deadline & must contain -

- 1) Advertisement name & headline.
- 2) Last insertion date - Magazine, Month, & Page number (if known).

Advert specification

Page



Double page spread

Bleed 303mm(h) x 426mm(w)
Trim 297mm(h) x 420mm(w)
Type area 265mm(h) x 396mm(w)



Single page

Bleed 303mm(h) x 216mm(w)
Trim 297mm(h) x 210mm(w)
Type area 265mm(h) x 185mm(w)



1/2 page (vertical)

Size 265mm(h) x 87mm(w)



1/2 page (horizontal)

Size 128mm(h) x 185mm(w)



1/4 page (vertical)

Size 128mm(h) x 87mm(w)



1/4 page (horizontal)

Size 61mm(h) x 185mm(w)



1/3 page (horizontal)

Size 92mm(h) x 185mm(w)



1/3 page (vertical)

Size 265mm(h) x 62mm(w)



1/8 strip

Size 30mm(h) x 185mm(w)

Web Spec

Full Banner 468 x 60 Pixels
Vertical Banner Running down right hand side
120 x 240
Square Button 125 x 125 pixels
Mini Button Banner 120 x 60 pixels
Other sizes and positions available on request, including run of site.
Formats: JPEG, GIF, Animated GIF and Flash