

BROADCAST

ADVERTISING & SPONSORSHIP **2021**

BROADCAST

EST: 1959

Introduction



COMMERCIAL DIRECTOR

Talia Levine

t.levine

[talia.levine@](mailto:talia.levine@broadcastnow.co.uk)

broadcastnow.co.uk

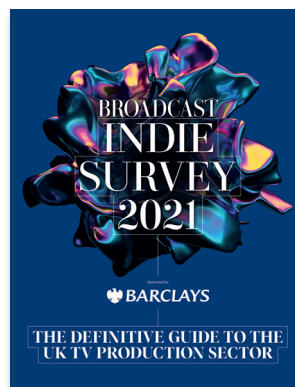
+44 (0)20 8102 0858

Broadcast is the essential source of business information about the British TV industry, at home and around the world. It sits at the heart of the industry, serving large and small production companies, the post-production community and the UK's PSB and commercial broadcasters. We are also a leading authority on TV around the world, and the powerful emerging digital players such as Netflix, Apple, Facebook and Amazon.



// Broadcast monthly //

We have played a leading role in the drive for TV to improve its gender balance and its wider diversity, and *Broadcast* has led the debate over the future of the BBC. We operate a news-led website, with two daily email alerts, and publish a prestigious monthly magazine that delivers deep and rich analysis of the industry. Our journalism is fast, accurate and independent and we are the key forum for debate in the TV industry.



// Broadcast Indie Survey //



// Broadcast Sport //



COMMERCIAL DIRECTOR, SPORT & TECHNOLOGY

Richard Hewes

R.hewes

[richard.hewes@](mailto:richard.hewes@broadcastnow.co.uk)

broadcastnow.co.uk

+44 (0)20 8102 0851

BROADCAST

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Meet the team

EDITORIAL

Editor-in-chief CHRIS CURTIS

Deputy editor ALEX FARBER

Insight editor JESSE WHITTOCK

International editor JOHN ELMES

Senior reporter MAX GOLDBART

Reporter HANNAH BOWLER

Content lead ALICE REDMAN

Technology & facilities editor JAKE BICKERTON

Online content manager PAUL WEATHERLEY

Digital production manager, MBI NEIL SINCLAIR

Production manager, MBI JON COOKE

COMMERCIAL

Commercial director TALIA LEVINE

Commercial director, Sport & Technology RICHARD HEWES

SUBSCRIPTIONS

Commercial director, MBI MATT WRIGHT

Account manager JESSICA ATKINS

Corporate account manager, MBI ALICE ROSE

MARKETING

Marketing manager, MBI JADE GLOVER

Marketing executive, MBI RORY FREEBORN

BROADCAST AWARDS & EVENTS

Head of events, MBI CANDICE DUCKETT

Commercial manager, MBI SHANE MURPHY

Events marketing manager, MBI LOUISE LENZI

MEDIA PRODUCTION & TECHNOLOGY SHOW

Event director, MBI CHARLOTTE WHEELER

Sales manager, MBI MARK CHAPMAN

Marketing manager, MBI JULIA HEIGHTON

EXECUTIVE TEAM

Managing director, MBI ALISON PITCHFORD

Chief executive officer, MBI CONOR DIGNAM

CONTACT THE TEAM

The formula to email individual staff is: **firstname.surname@broadcastnow.co.uk**

Or for names with MBI after their job title: **firstname.surname@mbi.london**

BROADCAST

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Content

NEWS

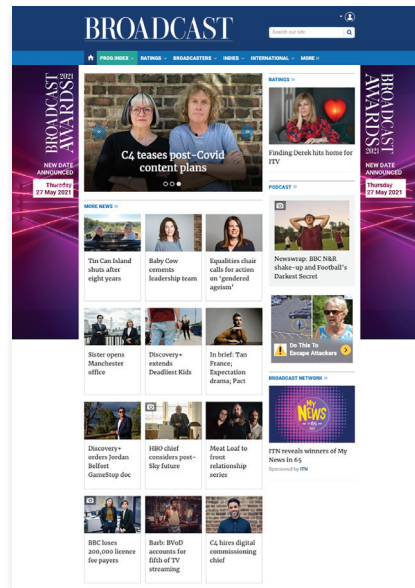
Our website and newsletters dovetail to keep subscribers up to date with the most significant industry news, via an outstanding combination of exclusive stories and swift, accurate reporting on the latest announcements.

ANALYSIS

Deep dive looks into burning industry issues, such as the sector's response to coronavirus and the production restart; explorations of the latest genre trends; and articles assessing the challenges for broadcasters, indies and streaming services.

ROUND TABLE // IN CONVERSATION

Each issue will include key industry figures debating and discussing major issues and topics. These will range from creatively led one-on-ones in which two leading doc makers, directors, script writers etc grill each other to 4-5 person roundtable events featuring industry leaders.



// News //



// In Conversation //



// Interview //



// Analysis //



// Behind The Scenes //

INTERVIEWS

The new *Broadcast* interview will focus on the top executives, creatives, and power players.

BEHIND THE SCENES

Image-led, authored articles about how the most important productions are made. These will continue to include the story behind the production and budgeting, along with enhanced sections on technical aspects (cameras, drones, kit). Only exclusive stories will be considered for print. BTS articles will still print as online-only exclusives.

FEATURES

Each issue will feature creative, exclusive features that could range from analysis of sectors, genres or companies to agenda-setting list pieces and content showcases. These may tie in with existing *Broadcast* brands such as Best Places to Work or Hot Shots.

BROADCAST

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Content

RATINGS

Our ratings section will be supercharged with increased focus on consolidated ratings, 16-34s, total TV viewing, individual programme focuses and features. The weekly Top 100 will become a monthly Top 100.

NEW & DIVERSE TALENT

Broadcast will place more effort than ever in showcasing emerging talent, diverse voices and issues of equality and discrimination; uniting us with efforts to democratise television and better represent the diverse voices across the industry.

INTERNATIONAL

Regular monthly coverage including features, interviews and analysis of major international production and distribution markets, buyer profiles, market focuses, US coverage (including the LA Screenings), Distributors Showcase and Hot Picks.



// Ratings //



// Tech //



// New and Diverse Talent //



// Indie Survey //



// International //



// Broadcast Sport //

TECH

Focusing on the creative use of technology for the media and entertainment sector -broadcast, production and post production.

SUPPLEMENTS & SPECIALS

Broadcast's Indie Survey, Distributors Survey and Best Places to Work in TV are long-established set pieces that the industry looks forward to and references throughout the year.

BROADCAST SPORT

Focusing on the 'Business of Sports Media' with interest in Broadcast, OTT, Production, Content Creation, Esports and Tech.

BROADCAST

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Audience & reach



4,500+

Subscribers



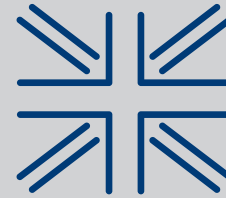
13,509

Print readership



35K

Registered users



94%

Of print subscribers
are from the UK



in f

74,000

Social media followers

CORPORATE SUBSCRIBERS INCLUDE



EndemolShine UK

Fremantle



NBCUniversal

NETFLIX



VIACOM
INTERNATIONAL
MEDIA NETWORKS



BROADCAST

EST: 1959

Sub Products

BROADCAST

BROADCAST
INTERNATIONAL

SPORT

Broadcast Tech

PRINT

Broadcast monthly
Supplements
Sport
International
Inserts

DIGITAL

Website
Newsletters
E-solus
Podcasts
Webinars

BESPOKE

Broadcast Network – native content
Custom microsites
Podcasts
Webinars
Roundtables
Anniversary celebrations
Exclusive events

EVENTS

Broadcast Awards
Broadcast Digital Awards
Broadcast Tech Innovation Awards
Broadcast Sports Awards
Indie Survey Reveal
Distributors Survey Reveal
Sports Breakfast Club
Media Production and Technology Show
Commissioner Index
Sports Content Forum
Best Places to Work in TV
Tech Fest

BROADCAST

EST: 1959

Print: Monthly // Supplements

MONTH RELEASE	COVER DATE	RELEASE DATE	SUPPLEMENTS/OTHER
January	February	28/01/2021	
February	March	25/02/2021	
March	April	25/03/2021	Indie Survey 2021, Broadcast Sport
April	May	29/04/2021	
May	June	27/05/2021	
June	July	24/06/2021	Broadcast Sport
July	August	29/07/2021	
August	September	26/08/2021	
September	October	30/09/2021	Distributors Survey, Broadcast Sport
October	November	28/10/2021	Mipcom
November	December	25/11/2021	Emerging Talent
December	January	16/12/2021	

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Print Readership reach 13.5k

ADVERT	RATE CARD - NET
Cover wrap A: Front & back B: Front, back & inside	A: £20,000 B: £30,000
Belly band	£10,000
Front cover	£15,000
Back cover	£15,000
A: Inside front cover B: Inside front cover gate fold C: Inside front cover spread (DPS)	A: £5,000 B: £12,500 C: £10,000
Inside back cover	£5,000
A: Early / left hand page B: Early / right hand page C: Early / DPS D: Early / QPS spread E: Early / QPS	A: £2,500 / £2,000 B: £3,500 / £3,000 C: £4,500 / £4,000 D: £3,500 / £3,000 E: 2,200 / £1,500

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Print Readership reach 13.5k

SIZE DIMENSIONS // WIDTH x HEIGHT

Deadline nine days prior to publication date

Full page / Trim 220 x 285 mm

Full page / Bleed 226 x 291 mm

Double-page spread / Trim 440 x 285 mm

Double-page spread / Bleed 446 x 291 mm

Half-page horizontal 190 x 125 mm

Half-page vertical 93 x 257 mm

Quarter-page strip 182 x 55 mm

Quarter-page double strip 410 x 55 mm

COPY REQUIREMENTS

- Please supply high-res PDFs
- Please ensure all fonts are embedded and colour spacing is CMYK
- File resolution should be 300dpi and all high-res images must be embedded in the file
- Do not use OPI settings

** MBI can take no responsibility for adverts that have been incorrectly supplied. The file construction is the responsibility of the sender.*

AD PRODUCTION CONTACT

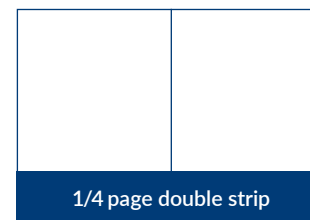
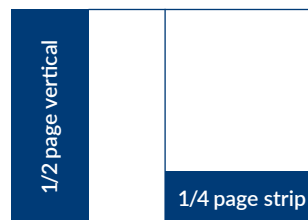
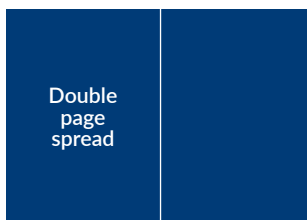
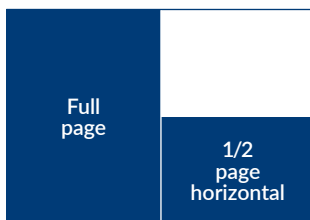
Jonathon Cooke

e: jonathon.cooke@mbi.london

m: 07584 335 148

FILE DELIVERY

jonathon.cooke@mbi.london



BROADCAST

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BROADCAST NETWORK



ABOUT

Broadcast Network allows advertisers to work with Broadcast's expert editorial staff to craft high-quality, engaging articles for readers. It's a great way to be creative and working with our industry experts ensures that commercially supported content is just as relevant and engaging as other types of content.

We promote it across our social media and daily newsletter channels for two weeks from launch. It is then archived.

➤ www.broadcastnow.co.uk/home/broadcast-network

ITN AT 65 EDITORIAL



ITN AT 65 ONLINE



CONTENT

- You supply the copy – we edit and layout for your approval
- We provide a few questions for you to answer – we edit and layout for your approval.
- You can also include pre-recorded video or audio content, which can appear alongside copy.
- We recommend no more than 600 words.
- We will provide you best practice tips on types of content that work well and in what format: Q&A, comment piece, etc.
- A journalist from our team will interview you/ representative – we produce the article and layout for your approval. Additional cost: £350.

PODCAST

Podcast interview – you in conversation with a client(s) or a member of the editorial team.

WEBINAR

- Webinar/video – you in conversation with a client(s) or a member of the editorial team live or pre-recorded.
- If you opt to have a live webinar, we will also produce a marketing campaign in the lead-up to inform people to register. We will include a GDPR-compliant message for data capture.

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BROADCAST NETWORK



Content

PROMOTION WEEK 1	PROMOTION WEEK 2	PROMOTION ONGOING	RATE (NET)
<ul style="list-style-type: none">• Promoted on the homepage broadcastnow.co.uk within the <i>Broadcast</i> Network hub – bottom fold of the website• Searchable via the toolbar• Promoted on the Daily Newsletter (12,697 recipients; average open rate 30%) as a <i>Broadcast</i> Network article four times across the week• Promoted via our social media channels daily across the week• Branded MPU will run across the site	<ul style="list-style-type: none">• Promoted on the homepage broadcastnow.co.uk within the <i>Broadcast</i> Network hub – bottom fold of the website• Searchable via the toolbar• Promoted on the Daily Newsletter (12,697 recipients; average open rate 30%) as a <i>Broadcast</i> Network article twice across the week• Promoted via our social media channels twice across the week• Branded MPU will run across the site	<ul style="list-style-type: none">• Promoted within the <i>Broadcast</i> Network hub archive• Searchable via the toolbar• One month post launch we will include an 'in case you missed it' post in the newsletter• One month post launch we will put an 'in case you missed it' post on social media	<p>£2,500 Per article</p> <p>£1,500 Upgrade to print</p>

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BROADCAST NETWORK



Podcast

PROMOTION WEEK 1	PROMOTION WEEK 2	PROMOTION ONGOING	RATE (NET)
<ul style="list-style-type: none">• Promoted on the homepage broadcastnow.co.uk in a premium position – top fold of the site• Promoted further down within the <i>Broadcast</i> Network hub – bottom fold of the website• Searchable via the toolbar• Promoted on the Daily Newsletter (12,697 recipients; average open rate 30%) as a Broadcast Network article four times across the week• Promoted via our social media channels daily across the week• Branded MPU will run across the site	<ul style="list-style-type: none">• Promoted on the homepage broadcastnow.co.uk within the <i>Broadcast</i> Network hub – bottom fold of the website• Searchable via the toolbar• Promoted on the Daily Newsletter (12,697 recipients; average open rate 30%) as a <i>Broadcast</i> Network article twice across the week• Promoted via our social media channels twice across the week• Branded MPU will run across the site	<ul style="list-style-type: none">• Promoted within the <i>Broadcast</i> Network hub archive• Searchable via the toolbar• One month post launch we will include an 'in case you missed it' post in the newsletter• One month post launch we will put an 'in case you missed it' post on a social media	<p>From £5,000</p> <p>Curated, produced and promoted by <i>Broadcast</i></p>

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Webinar

PROMOTION WEEK 1	PROMOTION WEEK 2	PROMOTION ONGOING	RATE (NET)
<ul style="list-style-type: none">• Promoted on the homepage broadcastnow.co.uk in a premium position – top fold of the site• Promoted further down within the <i>Broadcast</i> Network hub – bottom fold of the website• Searchable via the toolbar• Promoted on the Daily Newsletter (12,697 recipients; average open rate 30%) as a <i>Broadcast</i> Network article four times across the week• Promoted via our social media channels daily across the week• Branded MPU will run across the site	<ul style="list-style-type: none">• Promoted on the homepage broadcastnow.co.uk within the <i>Broadcast</i> Network hub – bottom fold of the website• Searchable via the toolbar• Promoted on the Daily Newsletter (12,697 recipients; average open rate 30%) as a <i>Broadcast</i> Network article twice across the week• Promoted via our social media channels twice across the week• Branded MPU will run across the site	<ul style="list-style-type: none">• Promoted within the <i>Broadcast</i> Network hub archive• Searchable via the toolbar• One month post launch we will include an ‘in case you missed it’ post in the newsletter• One month post launch we will put an ‘in case you missed it’ post on a social media	<p>From £7,000</p> <p>Curated, produced and promoted by <i>Broadcast</i></p>

BROADCAST

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Custom microsites

Broadcast's development team will build a custom microsite for you. We will manage the design, traffic, content and creativity. The custom microsite will be a great platform to promote an anniversary, talent, launch, thought leadership or insight.

BENEFITS

- Expanding beyond your usual audience and tapping into *Broadcast's* strong subscription base
- Focused content
- Cost-effective
- SEO advantage
- Focused path
- Effective branding
- Less crowded homepage
- Great for implementing user-generated social media content
- Personalised URL leading on from broadcastnow.co.uk/
- Rolling content to be uploaded by *Broadcast* based on an agreed schedule
- Content/other will be promoted through numerous traffic drivers (breakdown within *Broadcast* Network)
- *Broadcast* editorial to support with editing, developing ideas further and making recommendations if and when needed on style/format
- As well as traditional content, the custom microsite can include video footage, social media feed, audio, photo gallery and other interactive elements such as a timeline with archive footage/ similar, which we can build for you
- A monthly campaign report will be sent to you outlining traffic to the custom hub (broken down by article)

OPTIONS

3 months **£24,000 // £8k per month**
6 months **£42,000 // £7k per month**
9 months **£54,000 // £6k per month**
12 months **£60,000 // £5k per month**

BROADCAST

EST: 1959

Custom microsites

ITN AT 65

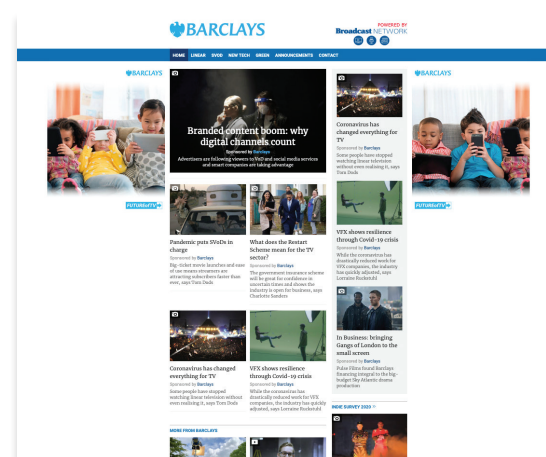
www.broadcastnow.co.uk/itn-65
Launched 08/2020 to mark ITN's 65th anniversary. More than 65 pieces of content that celebrate its groundbreaking stories, news and fantastic people. "The *Broadcast* team were a dream to work with, bringing our vision to life with a can-do, creative approach, producing content that really engaged *Broadcast* readers and ITN staff alike."

Lisa Campbell



BARCLAYS FUTURE OF TV

www.broadcastnow.co.uk/home/barclays-future-of-tv
Launched 09/2017 Future of Content showcases over 30 years of TMT expertise. A hub where we will examine the key issues facing the sector. Featuring a range of content from industry insiders and outside commentators that, we hope, will help businesses navigate those changes and make the most of the opportunities that arise.



BROADCAST

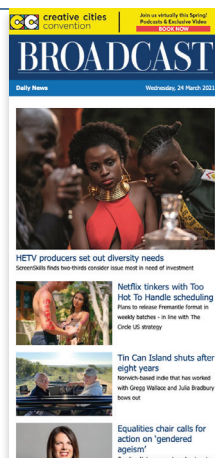
EST: 1959

Newsletters

DAILY

- Exclusive sponsorship:
Three ad positions
- Sent twice daily Mon-Fri and once on Saturday
- Sent to over **14,500** recipients
- Average open rate over **30%**
- Average clicks: **7%**
- Direct traffic to the site
- Post campaign report

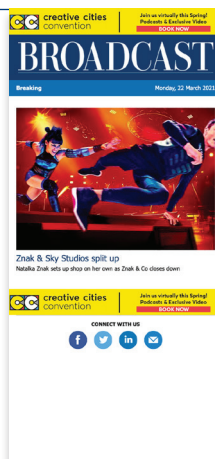
£2,750 per week, or
£6,000 per month



BREAKING

- Exclusive sponsorship:
Two ad positions
- Sent when appropriate
- Sent to over **10,000** recipients
- Average open rate over **37%**
- Average clicks: **6%**
- Direct traffic to the site
- Post campaign report

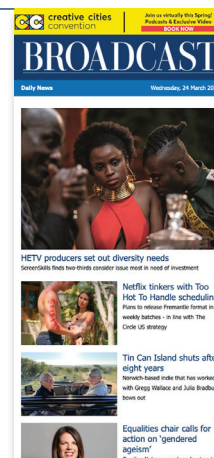
£2,750 per week, or
£6,000 per month



INTERNATIONAL

- Exclusive sponsorship:
Three ad positions
- Monthly and increased during festivals and markets
- Sent to over **8,200** recipients
- Average open rate over **31%**
- Average clicks: **4%**
- Direct traffic to the site
- Post campaign report

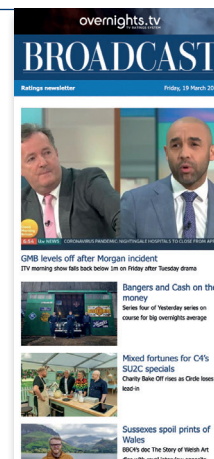
£3,500 per month



RATINGS

- Exclusive sponsorship:
Three ad positions
- Sent weekly (Thurs or Fri)
- Sent to over **9,600** recipients
- Average open rate over **33%**
- Average clicks: **5%**
- Direct traffic to the site
- Post campaign report

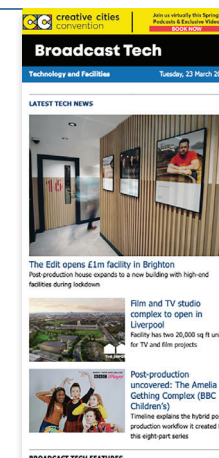
£1,500 per week, or
£3,500 per month



TECH

- Exclusive sponsorship:
Three ad positions
- Weekly
- Sent to over **6,700** recipients
- Average open rate over **27%**
- Average clicks: **4%**
- Direct traffic to the site
- Post campaign report

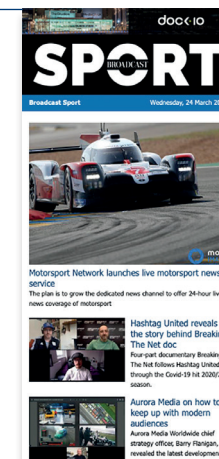
£1,500 per week, or
£3,500 per month



SPORT

- Exclusive sponsorship:
Three ad positions
- Weekly
- Sent to over **3,600** recipients
- Average open rate over **38%**
- Average clicks: **5%**
- Direct traffic to the site
- Post campaign report

£1,500 per week, or
£3,500 per month



BROADCAST

EST: 1959

broadcastnow.co.uk Reach

E-SOLUS EMAILS



Average
solus reach

6,552



Average
open rate

23%



Average
click rate

6%

Broadcastnow.co.uk is the essential source of business information about the British TV industry. Our website and newsletters dovetail to keep subscribers up to date with the most significant industry news, via an outstanding combination of exclusive stories and swift, accurate reporting on the latest announcements.

AVERAGES PER MONTH

2020

	Sessions	95,729
	% of subs using the site	69%
Subs only	Page views	235,469
	Sessions	309,721
All users	Users	148,365
	Page views	569,720

PODCAST STATS



14,961



10,570

BROADCAST
Tech Talks

6,102

TOTAL
31,633

BROADCAST

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Online specifications



// MPU //



// Leaderboard //



// Skin //



// Double MPU //



// Billboard //



// Fireplace Skin //



// Channel Takeover //



// Overlay //



// Newsletter Leaderboard //



// Newsletter MPU //

ONLINE EXAMPLES

- You can opt for exclusive therefore no rotation (subject to availability)
- If you opt for impressions, we will discuss how long you want your advert to remain and decide if you want to cap the impressions per day

CHANNEL TAKEOVER RATES

CHANNEL	CPM
Home	£12,000
Ratings	£8,000
Broadcasters	
Indies	
International	£6,000
Tech	

- We recommend a minimum of two weeks engagement on Broadcastnow.co.uk
- We are already seeing a spike in the digital site and expect this to be subscribers first place to look for industry news
- You can imbed video into billboard, super mpu adverts
- We will give you a post campaign report regarding open rate, clicks and engagement

➤ Specifications can be found at www.broadcastnow.co.uk/onlinespecs

IMPRESSION RATES

TYPE	SIZE	CPM
Run of site	970 x 250 300 x 600	£65
	320 x 250 728 x 90 300 x 250	£50
Run of channel	970 x 250 300 x 600	£75
	320 x 250 728 x 90 300 x 250	£60

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Media Business Insight

We are the leading content, insight and events business for the creative media industry. Through our market leading brands in the TV, film and advertising sectors, *Media Business Insight* has unrivalled reach and access across the global content and creative sectors. We provide essential daily information, insight and major industry networking opportunities for our customers and partners.



BROADCAST

SCREEN
INTERNATIONAL

KFTV
KEMPS FILM TV VIDEO

THE KNOWLEDGE

ALF INSIGHT
POWERING BUSINESS GROWTH

BROADCAST
INTERNATIONAL

Broadcast Tech

SPORT

THE
MEDIA
PRODUCTION
& TECHNOLOGY
SHOW

BROADCAST intelligence