

BROADCAST

ADVERTISING & SPONSORSHIP 2024

BROADCAST

EST: 1959

Introduction



**BUSINESS
DEVELOPMENT
DIRECTOR,**

Francesca Verduco

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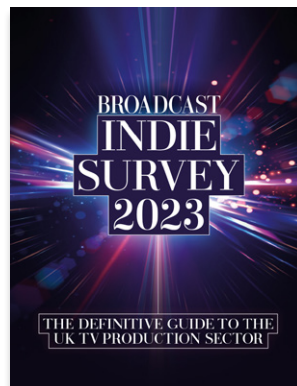
+44 (0)20 7947 2952

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.

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 monthly //



// Broadcast Indie Survey //



// Broadcast Sport //



**BUSINESS
DEVELOPMENT
MANAGER,**

Callum Blackwell

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BROADCAST

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Audience & reach



5,600+

Subscribers

40% — [Indies]
15% — [Broadcasters]
15% — [Freelancers]
26% — [MD/CEO/Owner]

Job function
& sector



139K

Unique visitors
a month



98%

Of print subscribers
are from the UK



in f
80K

Social media followers

BROADCAST SUBSCRIBERS INCLUDE:



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Print: Monthly // Supplements

MONTH RELEASE	RELEASE DATE	SUPPLEMENTS/OTHER
January	25/01/2024	Best Places to Work in TV supplement
February	29/02/2024	London TV Screenings
March	28/03/2024	MIPTV / Broadcast Sport / Indie Survey supplement
April	25/04/2024	Broadcast Tech
May	30/05/2024	
June	27/06/2024	
July	25/07/2024	Hot Shots
August	22/08/2024	Edinburgh TV Festival / Broadcast Tech / Broadcast Sport / IBC
September	26/09/2024	Distributors Survey / MIPCOM
October	31/10/2024	MIPCOM Hot Picks supplement
November	28/11/2024	Commissioner Survey
December	17/12/2023	

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Events: Awards // Conferences // Exhibition

EVENT	DATE	VENUE
Best Places to Work in TV	Jan 2024	Tbc
Broadcast Awards	08 Feb 2024	Grosvenor House
Broadcast Sport Content Summit	07 Mar 2024	dock10 Studios
Indie Summit	19 Mar 2024	1 Wimpole Street
Media Production & Technology Show	15-16 May 2024	London Olympia
Broadcast Digital Awards	03 Jul 2024	The Brewery
TechFest: Archive & Restoration	Tbc	Tbc
Broadcast Sport Summit	Tbc	Lords Cricket Ground
Broadcast Sport Awards	Nov 2024	London Hilton on Park Lane
TechFest: Post-Production	Tbc	Tbc
Broadcast Tech Innovation Awards	Nov 2024	The Brewery

For information on how to get involved with any of our events, please contact **Francesca or Callum**

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Print

ADVERT

RATE CARD - NET

Cover wrap

£25,000

Front cover

£15,000

Double page
spread advertorial

£5,000

Double page
spread advert

£4,000

Full page advertorial

£3,750

Full page advert

£2,750



SIZE DIMENSIONS // WIDTH x HEIGHT

Deadline nine days prior to publication date

Double-page spread / Trim.....440 x 285 mm

Double-page spread / Bleed.....446 x 291 mm

Full page / Trim220 x 285 mm

Full page / Bleed226 x 291 mm

Half-page horizontal190 x 125 mm

Half-page vertical93 x 257 mm

Full
page

Half
page
horizontal

Double
page
spread

AD PRODUCTION CONTACT

Jonathon Cooke

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Bespoke opportunities

ROUNT TABLE	WEBINAR	PODCAST	MICROSITE	NATIVE CONTENT
<ul style="list-style-type: none">• Concept and specific top to be mutually agreed• Broadcast to manage guest list, recommending appropriate attendees• Broadcast journalist to host• Four-page write-up post-event published in print and online• Promoted via social channels and daily newsletter Investment: £15,000	<ul style="list-style-type: none">• Live or pre-recorded webinar hosted on broadcastnow.co.uk• 20,000 Banner ads promoting webinar• Included in daily newsletter• E-shot sent to 15,000 recipients• Promoted via Broadcast social channels• Data capture available Investment: £15,000	<ul style="list-style-type: none">• 20,000 Banner ads promoting podcast• Included in daily newsletter• E-shot sent to 15,000 recipients• Promoted via Broadcast social channels• Continued promotion up until one month after launch Investment: £7,000	<ul style="list-style-type: none">• Curated content specifically for client• Open for six months or more• Broadcast to build the site• 30,000 Billboard ads on Broadcast per month• 6 x standalone newsletters sent to 14,000• 3 x social media posts per month• Monthly analytics reports Investment: £35,000	<ul style="list-style-type: none">• Approx. 600 words for full page / 1000 words for double page spread• Promotion via homepage, daily newsletter, social channels• Published in print and online Full page investment: £4,000 Double page spread: £6,000 Gated content: £5,000

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Newsletters & emails

DAILY

- **44.2%** avg open rate
- **14,000+** opted-in recipients
- **66%** of our subscriber traffic comes through the newsletters
- Top four countries: **UK** (64%), **USA** (17%), **Germany** (6%), **France** (3%)
- Example [here](#)
- Sponsorship is exclusive for one week and includes:
 - Billboard banner across the top and bottom, and MPU towards the middle
 - Minimum of two newsletters sent per day

Investment **£2,750**



INTERNATIONAL

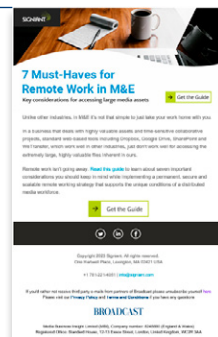
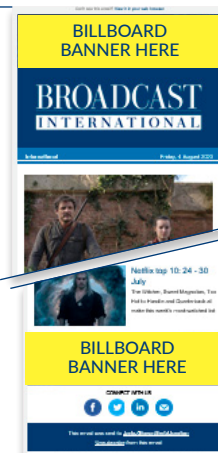
- Exclusive sponsorship:
 - Three ad positions**
- Monthly and increased during festivals and markets
- Sent to over **8,200** recipients
- Average open rate over **31%**
- Average clicks: **4%**
- Direct traffic to the site
- Post campaign report

£3,500 per month

E-SHOT

- **35%** open rate
- **1.2%** avg CTR
- **15,000** opted-in recipients
- Two recent successful emails can be found [here](#) and [here](#)
- HTML format

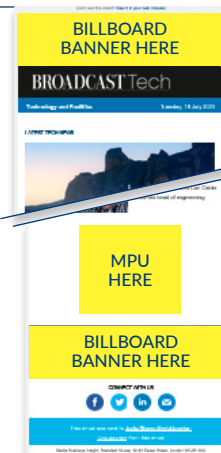
Investment **£2,750**



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

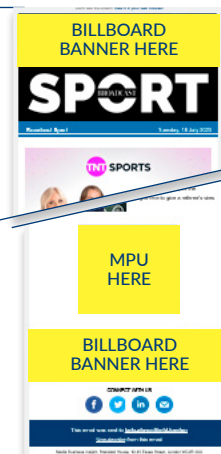
£1,500 per week, or
£3,500 per month



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



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Online rates & specs



// MPU //



// Skin //



// Double MPU //



// Billboard //



// Fireplace Skin //



// Overlay //



// Leaderboard //

CHANNEL TAKEOVER RATES

CHANNEL	FORMAT	CPM £ PER WEEK
Home page	All positions	£12,000
Ratings		£8,000
Other (ROC) e.g. International		£6,000

IMPRESSION RATES

FORMAT	HOME PAGE	RUN OF CHANNEL
	CPR £	
Skins	80	75
Billboard	70	65
Super MPU	60	55
MPU	50	45
Overlay	POA	

Specifications
can be found at:
[broadcastnow.co.uk/
online-specs](http://broadcastnow.co.uk/online-specs)



140k

Average unique users
per month



267k

Average sessions
per month



467k

Average page
views per month

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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 intelligence

SPORT
BROADCAST

THE
MEDIA
PRODUCTION
& TECHNOLOGY
SHOW

BROADCAST Tech

RAPIDTV News