

# BROADCAST

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ADVERTISING & SPONSORSHIP 2025

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# BROADCAST

EST: 1959

## Introduction



**BUSINESS  
DEVELOPMENT  
DIRECTOR,**

Francesca Verduco

**F.Verduco**

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**B**roadcast 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 //



// Broadcast Indie Survey //



// Broadcast Sport //

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.



**HEAD OF SALES,  
INTERNATIONAL,**

Michael Callan


**M.Callan**

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# BROADCAST

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## Audience & reach



7200+

Subscribers

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

Job function  
& sector



153k

Unique visitors  
a month



98%

Of print subscribers  
are from the UK



in f  
98k

Social media followers

BROADCAST SUBSCRIBERS INCLUDE:

**A13**  
MEDIA  
INTERNATIONAL

amazonstudios

**B** **F** **I**  
Banijay

**B** **F** **I**

**CBS**  
CORPORATION

**4** **5**

Discovery Fremantle

fulwell  
PRODUCTIONS

itv

NBCUniversal

NETFLIX

Paramount

sky

Tinopolis

UK  
TV

WARNER BROS.  
DISCOVERY

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## Print: Magazines // Supplements

ISSUE	RELEASE DATE	SUPPLEMENTS/OTHER
January 2025	14/01/2025	Broadcast International Special
January 2025	30/01/2025	Broadcast featuring the Best Places to Work in TV 2025
February 2025	24/03/2025	Broadcast International: MIP London & London TV Screenings
March 2025	27/03/2025	Broadcast / Indie Survey supplement
June 2025	26/06/2025	Broadcast Hot Shots
August 2025	19/08/2025	Broadcast Edinburgh TV Festival / Broadcast Tech
September 2025	25/09/2025	Distributors Survey / MIPCOM / Broadcast Sport / IBC
November 2025	27/11/2025	Broadcast featuring the Commissioner Survey

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## Events: Awards // Conferences // Exhibition

EVENT	DATE	VENUE
Best Places to Work in TV 2025 Reveal Event	29 Jan 2025	Everyman Cinema, Broadgate, London
Broadcast Awards	05 Feb 2025	JW Marriott Grovesnor House Hotel, London
Broadcast Summit	02 Apr 2025	1 Wimpole Street, London
MPTS (Media Production & Technology Show)	14-15 May 2025	Olympia Grand Hall, London
Broadcast Digital Awards	02 Jul 2025	The Brewery, London
Broadcast TechFest: Archive & Restoration	Oct 2025	Everyman Kings Cross, London
Broadcast TechFest: Cloud Innovations Forum	Oct 2025	Everyman Kings Cross, London
Broadcast Sport Summit	Nov 2025	Emirates Stadium, London
Broadcast Sport Awards	13 Nov 2025	London Hilton on Park Lane, London
AI Creative Summit	18 Nov 2025	BFI Southbank, London
Broadcast TechFest: Post-Production	Nov 2025	TBC
Broadcast Tech Innovation Awards	Nov 2025	The Brewery, London

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

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## Print

### ADVERT

### RATE CARD – NET

Cover wrap	£26,750
Front cover	£16,050
Double page spread advertorial	£5,350
Double page spread advert	£4,280
Full page advertorial	£4,015
Full page advert	£2,945

### 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 / Trim .....220 x 285 mm

Full page / Bleed.....226 x 291 mm

Half-page horizontal .....190 x 125 mm

Half-page vertical .....93 x 257 mm

Full  
page

Half  
page  
horizontal

Double  
page  
spread

### AD PRODUCTION CONTACT

Jonathon Cooke

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File delivery: [jonathon.cooke@mbi.london](mailto:jonathon.cooke@mbi.london)



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## Bespoke opportunities

ROUNDTABLE	WEBINAR	PODCAST	MICROSITE	NATIVE CONTENT
<ul style="list-style-type: none"><li>• Concept and specific top to be mutually agreed</li><li>• Broadcast to manage guest list, recommending appropriate attendees</li><li>• Broadcast journalist to host</li><li>• Four-page write-up post-event published in print and online</li><li>• Promoted via social channels and daily newsletter</li></ul> <p><b>Investment: £16,050</b></p>	<ul style="list-style-type: none"><li>• Live or pre-recorded webinar hosted on broadcastnow.co.uk</li><li>• 20,000 Banner ads promoting webinar</li><li>• Included in daily newsletter</li><li>• E-shot sent to 15,000 recipients</li><li>• Promoted via Broadcast social channels</li><li>• Data capture available</li></ul> <p><b>Investment: £16,050</b></p>	<ul style="list-style-type: none"><li>• 20,000 Banner ads promoting podcast</li><li>• Included in daily newsletter</li><li>• E-shot sent to 15,000 recipients</li><li>• Promoted via Broadcast social channels</li><li>• Continued promotion up until one month after launch</li></ul> <p><b>Investment: £7,500</b></p>	<ul style="list-style-type: none"><li>• Curated content specifically for client</li><li>• Open for six months or more</li><li>• Broadcast to build the site</li><li>• 30,000 Billboard ads on Broadcast per month</li><li>• 6 x standalone newsletters sent to 14,000</li><li>• 3 x social media posts per month</li><li>• Monthly analytics reports</li></ul> <p><b>Investment: £37,450</b></p>	<ul style="list-style-type: none"><li>• Approx. 600 words for full page / 1000 words for double page spread</li><li>• Promotion via homepage, daily newsletter, social channels</li><li>• Published in print and online</li></ul> <p><b>Full page investment: £4,280</b></p> <p><b>Double page spread: £6,450</b></p> <p><b>Gated content: £6,450</b></p>

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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 **£2,945**



### INTERNATIONAL

- **Three ad positions**
- Daily, weekly 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

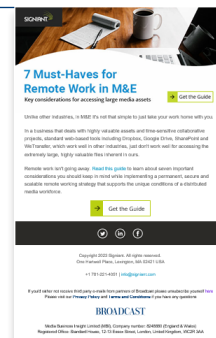
£3,745 per month



### 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

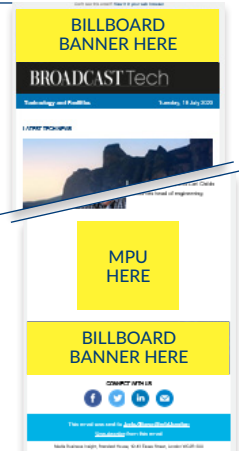
Investment **£2,945**



### 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

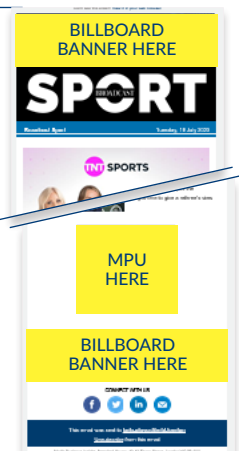
£1,605 per week, or  
£3,745 per month



### 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

£1,605 per week, or  
£3,745 per month





# BROADCAST

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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	£12,850
Ratings		£8,560
Other (ROC) e.g. International		£6,450

### IMPRESSION RATES

FORMAT	HOME PAGE	RUN OF CHANNEL
	CPR £	
Skins	85	75
Billboard	75	65
Super MPU	65	55
MPU	55	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

**MPTS**

**BROADCAST Tech**

**AI MEDIA NEWS**