

theibcdaily

MEDIA INFORMATION 2017





The IBC Daily continues to drive business to your stand to maximise opportunities that can be converted into revenue

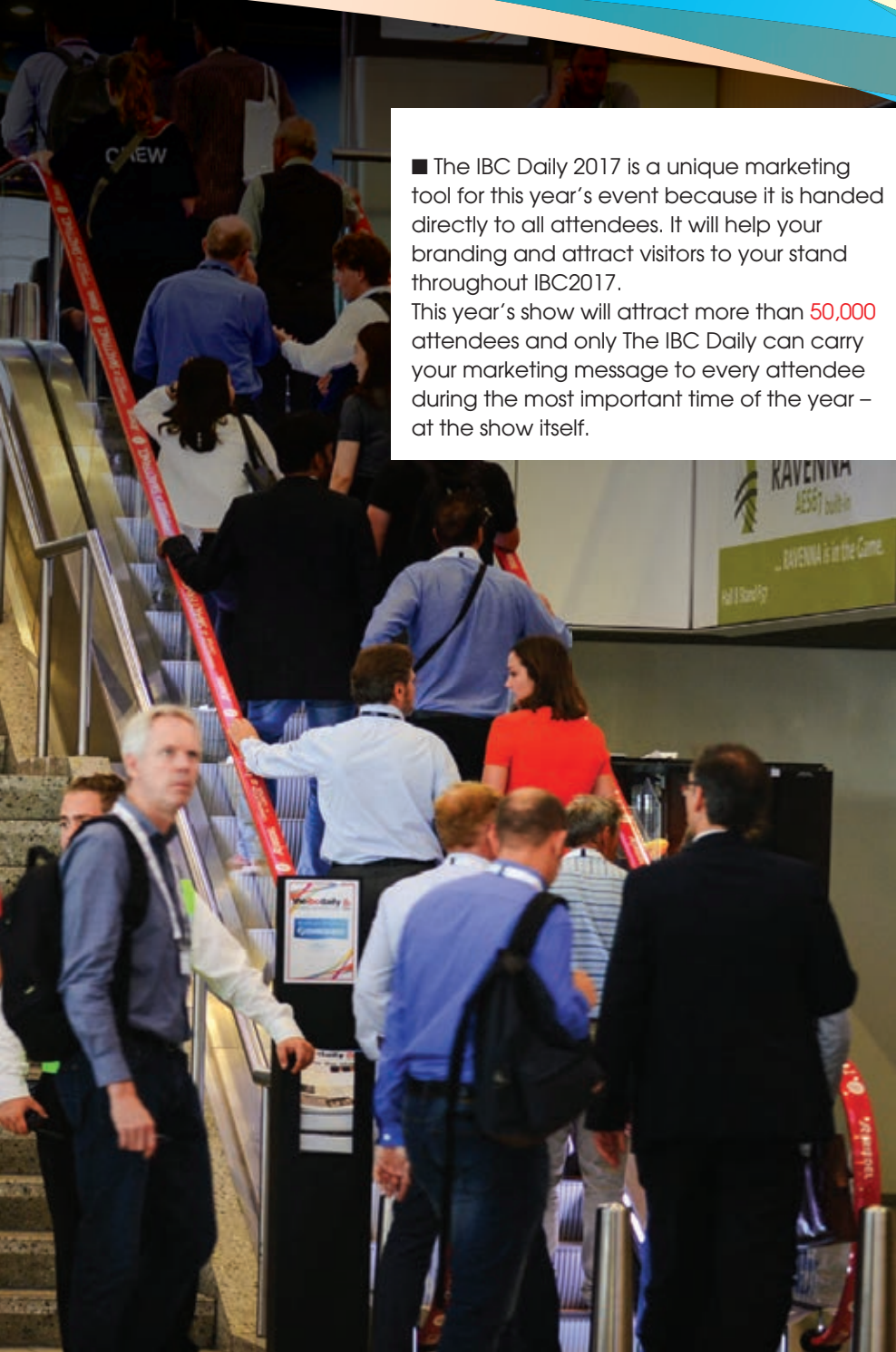
The editorial and advertising combination in The IBC Daily works to increase your business at Europe's biggest media entertainment and technology event because it is handed directly to all attendees. It will enhance your branding, attract visitors to your stand and enable your sales team to get face-to-face with your customers.



We employ the best international editorial team in the business to work with exhibitors in each hall of the RAI, throughout the show.

The IBC Daily is successful, respected, well-read and will help maximise your investment in the show.





■ The IBC Daily 2017 is a unique marketing tool for this year's event because it is handed directly to all attendees. It will help your branding and attract visitors to your stand throughout IBC2017.

This year's show will attract more than **50,000** attendees and only The IBC Daily can carry your marketing message to every attendee during the most important time of the year – at the show itself.

■ The Daily is distributed directly to delegates every day with the most up to date news, views and opinions from the show floor and conference. It contains exhibitor news, product launches, floor plans, technical and business features on the market, plus news from the trade associations. Digital Edition downloads of all issues dramatically increased in 2016 giving a wider readership than ever.



PREVIEW ISSUE:

We will once again publish a special IBC Preview Issue. It comes out in early August to showcase the event and circulates to 9,000 pre-registered delegates of IBC2017 and is also sent as a digital magazine to broadcast professionals pre-show.

Distribution to 25 selected hotels and the RAI at 7am each morning

FIVE LIVE ISSUES:

The five live issues are handed directly to attendees throughout the day and have print runs thus:



Friday
11,000 copies distributed



Saturday
12,500 copies distributed



Sunday
12,500 copies distributed



Monday
12,500 copies distributed



Tuesday
10,000 copies distributed

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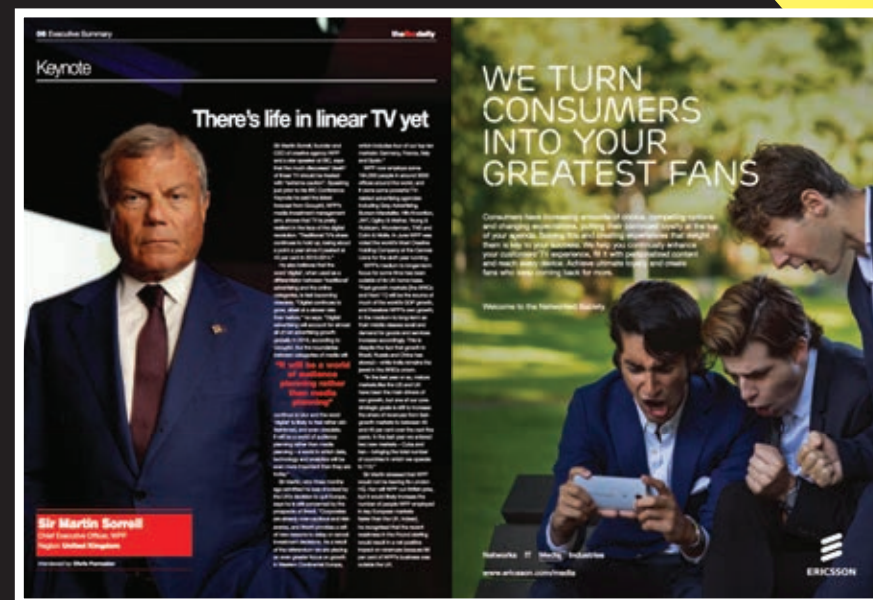
Executive Summary

is now a firmly established addition to the Preview and five live show editions of The IBC Daily.

Corporate advertising in this year's Executive Summary gives you exposure to the most senior and influential broadcast and media professionals post-IBC.

The Executive Summary Issue reflects and continues the thought leadership generated at IBC. We will interview some of the world's most influential media business thinkers and publish that insightful content in both digital and print formats in 2017. This issue will provide a unique vehicle that captures the most innovative and provocative discussions from the international 'brain trust' gathering in Amsterdam in early September.

This will be sent out to all VIPs from the IBC Leaders' Summit in an exclusive preview mailing before being sent to 5,000 further hand-picked VIPs from the 2017 visitor database. It will also be sent as a digital magazine to all our IBC attendees post-show.



Advertising Rates

DAILY ADVERTISING	€	£	\$
Tabloid DPS	12,254	10,338	13,363
Tabloid Page	7,510	6,337	8,190
Junior Page	5,443	4,592	5,935
1/2 Page	5,019	4,235	5,473
1/3 Page	4,643	3,918	5,063
1/2 Page Junior Tabloid	4,505	3,801	4,912
1/5 Page Tabloid	3,986	3,364	4,346
Centre Kiosk Advert (appears in centre section of magazine for all 5 issues)	4,653	3,927	5,074

MULTIPLE DISCOUNTS

2 adverts in any issues – **7% per ad**
 3 adverts in any issues – **15% per ad**
 4 adverts in any issues – **25% per ad**

5 adverts in any issues – **30% per ad**
 6 adverts in any issues – **35% per ad**
 For adverts in all 7 issues – **45% per ad**



INFORMATION: MATERIAL REQUIREMENTS

- Please supply your advertisements as PDF files. (PDFX1A2001)
- All layers and transparencies should be flattened before making the pdf
- Files should be sent to ataylor@nbmedia.com

Advert Sizes



Full Page
 Trim area
 245mm (w)
 x 335mm (h)

 Bleed area
 250mm (w)
 x 340mm (h)



Full Page DPS
 Trim area
 490mm (w)
 x 335mm (h)

 Bleed area
 495mm (w)
 x 340mm (h)



Junior Page*
 181mm (w)
 x 255mm (h)



1/2 Horizontal*
 228mm (w)
 x 154mm (h)



1/2 Vertical*
 111mm (w)
 x 314mm (h)



1/2 Junior Horizontal*
 181mm (w)
 x 121mm (h)



1/3 Horizontal*
 228mm (w)
 x 111mm (h)



1/5 Tabloid*
 228mm (w)
 x 60mm (h)



Kiosk*
 65mm (w)
 x 85mm (h)

*All fractional ads are type area only



The official electronic newsletter before, during & after IBC2017

The IBC e-Daily will be emailed to the IBC's database of past and future attendees. The e-newsletter will go out to the entire IBC database with news stories, views and opinions and a limited amount of advertising; before, during and after the event.

There will be **22** IBC e-Daily Newsletters in total.

The IBC e-Daily will inform potential IBC delegates of new products, upgrades, services and conference sessions they should plan to see at IBC2017. News stories appearing on The IBC e-Daily will be selected by editorial director James McKeown based on stories submitted to The IBC Daily team of writers through our well-established newsgathering process before, during and after the show.



The official electronic newsletter
before, during & after IBC2017

WHY BEFORE?

This is a great opportunity to contact the whole of the IBC database with your message to alert attendees to new products, to book appointments, notify attendees of where your stand is, or just to give your organisation the edge over the competition exhibiting at IBC2017.

WHY DURING?

Seventy per cent of attendees at IBC do not attend for all five days. The IBC e-Daily will be sent direct to attendees before and after they come to the show to give you the opportunity to get your product/message directly to them. Many attendees also access their emails during the show itself, and again your message will be front of mind even during the show.

WHY AFTER?

There will be five e-Dailies after the show to wrap up the highlights. The IBC Daily receives over 1,000 requests each year for a complete set of IBC Dailies. This year they will be available online and again this is a chance to remind over 35,000 broadcasters of your product range and what they saw, or even missed, at IBC.

12 pre show e-newsletters

- 9 June
- 19 June
- 3 July
- 17 July
- 31 July
- 7 August
- 14 August
- 21 August
- 29 August
- 4 September
- 6 September
- 11 September
- 13 September

**5 live show
e-newsletters**

- 15 September
- 16 September
- 17 September
- 18 September
- 19 September

5 post show wrap up e-newsletters

- 25 September
- 2 October
- 16 October
- 6 November
- 4 December



PRICES PER E-NEWSLETTER	€	£	\$
Feature two-minute video	4,430	3,740	4,830
Top MPU (230x190)	2,883	2,435	3,145
Mid MPU (230x190)	2,465	2,080	2,688
Leaderboard (600x75)	3,340	2,660	3,437
Mid Text Banner (350x55)	1,970	1,660	2,150
1/2 MPU (230x75)	1,155	975	1,260

MULTIPLE BOOKINGS

BUY FIVE - e-newsletters and get **one free**

BUY EIGHT - e-newsletters and get **two free**

BUY TEN - e-newsletters and get **five free**

IBC E-DAILY ADVERTISING RATES

- These are strictly limited to a maximum of 15 positions per e-daily and maximum of 22 e-newsletters.
- All prices are per send.
- **Technical specifications**
- All packages include advertisements on the newsletter and the website e-newsletter advertisements must be static gif files, web advertisements can be static or animated gif files or flash files.

NB. All advertisements on the website rotate with others.

Contact Information

Contact the advertising team to get your company message delivered directly to the computer terminal of all the attendees to IBC2017.

Please get in touch today as advertising is strictly on a first come first served basis.

And, unlike the print Daily, we cannot add to the nine advertisements on each e-newsletter so when the sites have gone - they've gone!

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