



BUSINESS

TECHNOLOGY

CONTENT

▶ *section 1*

# ***PRINT media kit 2017***

*STATUS • PEDIGREE • PROFILE*

- *four european issues: spring, summer, autumn, winter*
- *sourcebook & industry directory*
- *EDITorial and ADVERTorial*
- *digital edition*
- *superguides*
- *partner sections*

[www.europe.streamingmedia.com](http://www.europe.streamingmedia.com)



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## what is Streaming Media Europe magazine – it's about more than just streaming

**Streaming Media Europe** is the only magazine in Europe that covers the entire spectrum of online audio and video. It's a quarterly resource for executives and technology managers who use rich media in any vertical – enterprise, education, government, media and entertainment, and more. Every issue offers in-depth features, case studies, tutorials, and reviews for readers in all sectors. **Streaming Media Europe** covers the entire rich media ecosystem, from content creation to post-production to encoding to delivery. Every issue also features columns by industry thought leaders and hands-on experts like Jose Castillo, Troy Dreier, Jan Ozer, Adrian Pennington, Dan Rayburn, Paul Riismandel, Dom Robinson and Tim Siglin.

Appearing in the print magazine (EDITorial and ADVERTorial) achieves a status that is not matched by online-only presence. Direct page-specific links to the Digital Edition allow you to broadcast your print presence.



### KEY FACTS:

- ▶ **European Edition print distribution 4 times a year** to over 10,000 qualified readers (see more information in the *About the Readers* section)
- ▶ **Digital magazine** available across the globe
- ▶ **Issue dates:**  
*Spring* 22 February;  
*Summer* 24 May;  
*Autumn* 23 August;  
*Winter* 8 November.
- ▶ **Issue themes:**  
*Spring* – Streaming Media Europe Industry Sourcebook  
*Summer* – Enterprise video & preparing for 5G  
*Autumn* – HEVC, streaming PTZ, & QoE  
*Winter* – eSports, interoperability & piracy challenges
- ▶ **Distribution at key industry events** in Europe (see *Editorial Calendar* for details)
- ▶ **Written and edited by industry practitioners**, experienced users, and streaming business experts

### OUR PHILOSOPHY:

- ▶ Editorial is the key to readership
- ▶ Readership is the key to advertising value
- ▶ Audience quality equals advertising results

**Streaming Media Europe Magazine's** readership is heavily weighted with C-level executives, owners, and industry leaders in key markets.

This is complemented by impressive budgets specifically allocated to streaming products and services.

# Streaming Media Europe magazine – editorial calendar for 2017

ISSUE	THEME/FEATURES	TRADESHOW DISTRIBUTION	ISSUE DATES
1 SPRING	<p><b>Streaming Media Industry Sourcebook Industry Update</b> Critical and comprehensive analyses of the market landscapes for media and entertainment, enterprise, mobile video, content delivery, advertising, and formats and protocols</p> <p><b>Buyer's Guide</b> A collection of guides to help you make the right choice at every step of the online video workflow, including</p> <ul style="list-style-type: none"> <li>• encoders and transcoders</li> <li>• cloud transcoding</li> <li>• enterprise video platforms</li> <li>• content delivery networks</li> <li>• media servers</li> </ul> <p><b>How-To's and Tutorials</b></p> <ul style="list-style-type: none"> <li>• RTC</li> <li>• live event production</li> <li>• 4K video</li> <li>• social video</li> <li>• VR and 360° video and more</li> </ul> <p><b>SUPERGUIDE:</b> Monetisation &amp; Ad Insertion • <b>PLUS</b> the 2017 Streaming Media Industry Directory <b>PARTNER SECTION:</b> Industry Directory</p>	<ul style="list-style-type: none"> <li>• IBC</li> <li>• TV Connect</li> <li>• BVE</li> <li>• Streaming Media East</li> <li>• Connected TV Summit</li> </ul>	22 February
2 SUMMER	<p><b>FOCUS ON:</b></p> <ul style="list-style-type: none"> <li>• Integrating Enterprise Video Platforms with Other Corporate Communications</li> <li>• Getting Ready for Video Over 5G</li> <li>• Streaming Tech Use Cases for Facebook Live</li> <li>• Adventures in Live VR and 360° Streaming</li> </ul> <p><b>SUPERGUIDE:</b> Mobile &amp; Multiscreen <b>PARTNER SECTION:</b> The Streaming Landscape (foldout)</p>	<ul style="list-style-type: none"> <li>• Smart Home World Summit</li> </ul>	24 May
3 AUTUMN	<p><b>FOCUS ON:</b> <b>HEVC Encoder Roundup</b></p> <ul style="list-style-type: none"> <li>• How to Stream PTZ Video Over IP</li> <li>• Using QoE Data to Improve the Viewing Experience</li> <li>• Alternative Transmission Control Protocols</li> <li>• The 2017 Streaming Media European Readers' Choice Awards</li> </ul> <p><b>SUPERGUIDE:</b> Asset Management &amp; Workflows <b>PARTNER SECTION:</b> Who to see at IBC</p>	<ul style="list-style-type: none"> <li>• IBC</li> <li>• OTTtv World Summit</li> <li>• Nordic Media Summit</li> <li>• Streaming Media West</li> </ul>	23 August
4 WINTER	<p><b>FOCUS ON:</b></p> <ul style="list-style-type: none"> <li>• What Esports Can Teach The Rest of Us About Live and Interactive Streaming</li> <li>• The Interoperability Challenge: Time for Standards?</li> <li>• Counteracting Live Streaming Piracy</li> <li>• How to Deploy Server-Side Ad Insertion</li> <li>• Choosing and Using Objective Video Quality Metrics</li> <li>• The 2017 Streaming Media Europe 101</li> </ul> <p><b>SUPERGUIDE:</b> Platforms, Players &amp; SDKs <b>PARTNER SECTION:</b> Executive Predictions</p>	<ul style="list-style-type: none"> <li>• Digital TV World Summit</li> <li>• Broadcast Video Expo</li> <li>• TFM&amp;A</li> <li>• Future of TV Advertising</li> </ul>	8 November

Content of Editorial Calendar subject to change.

## IN EVERY ISSUE:

### VIEW FROM THE EDGE

Veteran webcaster, consultant, and industry observer Dom Robinson offers up his always pointed, sometimes poignant, and decidedly outside-the-mainstream take on the issues both at the center and on the fringes of our industry.

### CLASS ACT

Elearning is now part of the core curriculum at secondary and post-secondary educational institutions, whether as a substitute for the traditional classroom experience or as a supplemental form of instruction. Educational video not only enhances the academic experience and helps students with different learning styles achieve success, but it can also help schools reach more learners in these times of tighter budgets and elevated expectations for achievement. Written by Paul Riismandel, **CLASS ACT** offers real-world advice on how to maximise streaming video in the academic environment.

### STREAMS OF THOUGHT

Founder of Transitions, Inc., a business and technology development firm helping startups and distressed businesses,

Tim Siglin has been involved full-time with visual communications and digital media capture/transmission systems designs for more than twelve years. In **STREAMS OF THOUGHT**, Siglin looks at the "deep technology" that underlies streaming audio and video and makes sense of it for the rest of us.

### SPICY IDEAS

Jose Castillo, one of the industry's leading bloggers, consultants, and speakers who focuses on Web 2.0 technologies and brands, offers a lively, humorous and insightful take on the intersection of online video and social media.

### PLUS!

**Behind the Screens:** In-depth looks at online video success stories.

**Tutorials:** Step-by-step, how-to articles by the industry's leading practitioners.

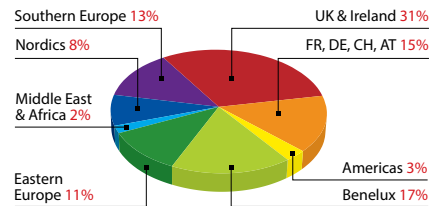
**Product Reviews:** Hardware and software evaluations that cut through the hype and tell you what you need to know to make wise purchasing decisions.

**Streaming Spotlight:** Get to know the people on the cutting edge of online video.

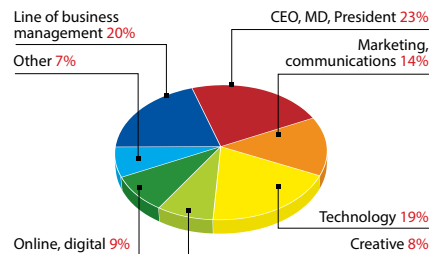
# Streaming Media Europe magazine – about the readers

## CIRCULATION PROFILE OF STREAMING MEDIA EUROPE MAGAZINE

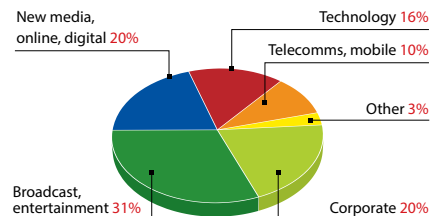
### CIRCULATION BY REGION



### JOB FUNCTION



### INDUSTRY SECTOR



**Streaming Media Europe magazine** readers are **executives** and **managers** who direct the digital media strategies for their organisations. Subscribers include C-level executives (CEO, CTO, CIO), president/VP/director/management staff, creative professionals, software developers/engineers, consultants, and IT/IS management. Subscribers are regularly researching and implementing new Streaming Media strategies. They're volume buyers of streaming technology solutions who have the power to make purchasing decisions.

**Streaming Media Europe magazine** is distributed in February, May, August and November to a circulation list of 10,000. Qualification is by subscribing online ([www.europe.streamingmedia.com/subscribe/](http://www.europe.streamingmedia.com/subscribe/)). The Circulation list of 10,000 translates to a readership of 30,000+ executives and professionals across Europe, continually looking for ways to leverage internal and external rich media assets.

In addition, copies are also distributed at more than 20 leading industry tradeshows during 2017 across Europe.

### REACH QUALIFIED DECISION MAKERS FROM:

ABC News, Accenture, Adidas-Salomon AG, Advanstar Communications, Advent Venture Partners, Air Force Broadcasting Service, Airtours Plc, Albania Radio Television, Al Jazeera English, Alliance Capital Limited, Amadeus and Angels Seed Fund, Ames Limited, Anglo & Overseas Trust Plc, AOL UK, Argos Plc, Ariston BTS S.A., Asia Television Ltd, Associated Press, ASTRA (GB) Limited, Atos Origin, ATV, Austrian Broadcasting Corporation, Bank of New Zealand, Barclays Bank plc, Barratt Developments Plc, Bayerischer Rundfunk Fernsehen, BBC, BBC News, BBC Scotland, BBC Wales, BBC World Service, BBC Worldwide, BEA Systems, Bedfordshire County Council, Beijing Olympic Broadcasting Co, Belaruskaja Tele-Radio Campanija, BestTV Benelux, Bloomberg L.P., Body Shop International Plc, Bournemouth University, BP International, Britannic Assurance Plc, British Airways, BSkyB, BT Global Services, BT Media & Broadcast, Burmah Castrol Plc, Burton Group, C4i, Canal+ France, Canal+ Belgium, Canal+ Poland, Capital FX, Cardiff University, Carphone Warehouse, Cartoon Network, Casio Europe GmbH, CBC Cologne Broadcasting Center, Central Office of Information, Channel 4 Television, Channel One Russia, Chinwag, Chrysalis Mobile, Cinecitta Studios Lab, City of Edinburgh Council, CNBC Europe, Comcast Entertainment Group, Commercial Union Plc, Conchango, CS First Boston Ltd, Cyprus Broadcasting Corporation, Czech Radio, Dailymotion, Danish Broadcasting Corp, Dennis Publishing Ltd, Deutsche Bank, Discovery Communications Europe, Disney Channel France, Dmg World Media, Domino's Pizza Group Ltd, Eagle Rock Entertainment, El Corte Ingles, EMAP Plc, Endemol, Ericsson, European Broadcasting Union, European Commission, European Parliament, Eurosport, Financial Times, Finnish Broadcasting Co, Fitness First, Five TV, FortisBank, Fox International Channels Italy, Framestore, France Telecom, France Télévision, FremantleMedia, Getty Images, Ghent University, GlaxoSmithKline, Granada Group PLC, Greater Manchester Police, Gruner + Jahr AG & Co KG, Harper Collins, Hellenic Broadcasting Corporation, IAEA, IBM, Icelandic National Broadcasting Service, Il Sole 24 Ore Business Media, IMG Media, Imperial College London, ITV, Jyske Bank, Lincolnshire Police TV Unit, Linköping University, London Film School, London Metropolitan University, London School of Economics, London Transport Museum, Maastricht University, Manchester Metropolitan University, Marks & Spencer Plc, Merseyside Police, Milton Keynes PCT, Mirror Group plc, Monster Worldwide, Motorola, MSN UK, MTV Networks UK & Ireland, Netherlands Public Broadcasting, Next Plc, Nokia, Northern Foods plc, Norwegian Broadcast Corporation, Norwegian University of Science & Technology, Norwich Union Insurance Group, Novo Nordisk A/S, Nuffield Hospitals, O2, Ogilvy & Mather, Orange PLC, Orion Films, Oxfordshire County Council, Pilkington Plc, Planet SRL, PricewaterhouseCoopers, Queen's University, QVC The Shopping Channel, Rabobank, Radio Romania, Radio Sweden, Radio Telefis Eireann, Radio Television Espanola, Radiotelevisione Italiana, Ragdoll Productions Ltd, RAI Radiotelevisione Italiana, Red Bee Media, Rolls-Royce Plc, Royal Dutch Airlines, Royal Television Society, RTBF - Belgium TV, RTSI:Swiss Broadcasting Corporation, RTVi-Russian Television International, Rumblefish, S4C, Sandia National Laboratories, SAP AG, Shell Information Technology, Sony Broadcast UK Ltd, Standard Life, Starwood Hotel & Resorts Worldwide, Subaru World Rally Team, Sun Microsystems, Swansea University, Swedish Armed Forces, Swedish Broadcasting Corp, Swedish Television, TechFund Europe, Telegraph Media Group, Ten Alps Digital, Thomson Financial, Tiscali International Network, Tremor Media Europe GmbH, Turner Entertainment Network, TV4 Group Sweden, Unilever Plc, United Media Group, United Nations, University of Bergen, University of Bradford, University of Brighton, University of Glasgow, University of Helsinki, University of Manchester, University of Zurich, Virgin Media, Walt Disney Company, Whitbread Plc, Woolwich PLC, World Economic Forum, World Health Organization, Yell Ltd



# Streaming Media Europe magazine – rate card 2017

## Display and Industry Directory Advertising

### Sponsorship/Advertising/ Exhibiting Sales Contacts

#### Sjoerd Vogt

##### UK and Europe Sales

Direct: +44 (0)1367 241707  
 Mob: +44 (0)7810 253111  
 Skype: s10erd  
 Email: svogt@streamingmedia.com

#### Joel Unickow

##### North America and Rest of World Sales

Direct: +1 250 933 1111  
 Email: joel@streamingmedia.com

*Streaming Media, a division of Information Today  
 Unit F, 78 Cumnor Rd, Boars Hill,, Oxford OX1 5JP*

## 2017 MAGAZINE RATE CARD

### DISPLAY RATES

(ALL PRICES EXCLUDE VAT)

	1X	4X (Sourcebook + 3 magazine issues)
Tab (double-sided)	£4,600 / €5,800	
Spread	£2,980 / €3,580	£2,530 / €3,030
Cover 2	£1,955 / €2,350	£1,660 / €1,990
Cover 3	£1,760 / €2,110	£1,495 / €1,790
Cover 4	£1,955 / €2,350	£1,660 / €1,990
1 page	£1,565 / €1,880	£1,330 / €1,600
1/2 spread	£1,565 / €1,880	£1,330 / €1,600
2/3 page	£1,210 / €1,480	£1,025 / €1,230
1/2 page	£895 / €1,075	£760 / €915
1/3 vertical	£585 / €700	£495 / €590
Inserts (max size 216mm x 279mm)	£945 / €1,130	£800 / €960

## ATTENTION VENDORS:

Send a message to the entertainment, enterprise, and vertical market customers you want to influence! The **Streaming Media Europe magazine** is an advertising opportunity that you pay for once... but benefit from all year long because we:

- Distribute 10,000 copies to opt-in subscribers throughout Europe
- Distribute copies to attendees at relevant trade shows across Europe
- Attract and mail to new subscribers via our website, conferences, and e-newsletters
- Make the Digital Edition of the magazine available online; read by an additional 5000+ readers from across the world

## SOURCEBOOK INDUSTRY DIRECTORY

### 2017 RATES

(ALL PRICES EXCLUDE VAT)

LISTING TYPE:		ADDITIONAL LISTINGS:
Basic Listing	£99 / €120	£49 / €60
Enhanced Listing	£249 / €300	£125 / €150
Premium Listing	£499 / €600	£249 / €300

*European Industry Directory listings available to display advertisers at a 50% discount!*

## 2017 AD CLOSING DATES:

DATE OF ISSUE	SPONSORED CONTENT	PRINT READY AD MATERIAL
SPRING (Sourcebook)	22 Feb 2017	25 Jan 2017
SUMMER	24 May 2017	1 May 2017
AUTUMN	23 Aug 2017	31 Jul 2017
WINTER	8 Nov 2017	16 Oct 2017

# Streaming Media Europe magazine – specifications and terms

## CONTRACT AND COPY REGULATIONS

Advertiser is responsible for supplying appropriate artwork by the material due date; where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the Publisher's approval. The Publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

## FREQUENCY DISCOUNTS & RATE ADJUSTMENTS

Frequency rates are based on the total number of insertions of 1/3-page or more. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

## TERMS & CONDITIONS

A five percent (5%) discount may be applied for prepayment of your advertising insertion. At the time of publication, the invoice and a copy of the magazine are sent. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

## PRODUCTION REQUIREMENTS

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf)

Please identify material by name of advertiser, publication, and issue date.

High-quality hardcopy proof for colour and/or black-and-white ads must be submitted for all ad formats.

We accept the following formats:

Press Quality or PDF X-1a PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Bleeds and crops included

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- Photoshop TIFF files for Macintosh – Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in greyscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif, etc.).
- For proper sizing of your ad, please refer to the publication's rate card.
- Add 3mm (1/4") on all sides for bleed.

## UPLOADING FILES:

Using your web browser, go to:

address: <http://files.infotoday.com>

and follow the instructions. You will be asked for Advertiser name, publication and issue.

## MECHANICAL SPECIFICATIONS

**Bleeds** Oversized ads are considered bleeds. There is no extra charge for bleeds.

A page consists of three columns, each 59mm x 244mm. Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended.

Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted (see Electronic Files).

Two-colour advertisements using any colour other than process yellow, cyan, and magenta will be subject to additional charges.

AD SPACE ORIENTATION	TRIM SIZE (w x h, mm)	BLEED SIZE (w x h, mm)
Full page Vertical	216 x 277	222 x 283
Spread Horizontal	432 x 277	438 x 283
2/3 page Vertical	114 x 254	n/a
1/2 spread Horizontal	432 x 127	438 x 127
1/2 page Horizontal	178 x 127	n/a
1/3 page Vertical	57 x 254	n/a