

SUMMER
2018

The Analytics/QoS/QoE SUPERGUIDE

automated
measurement,
analysis, and
reporting
infrastructures

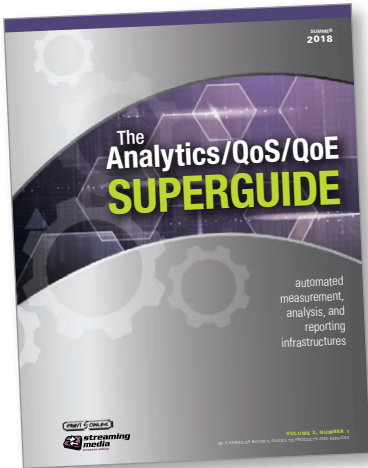
PRINT ONLINE

 **streaming
media**
european edition

VOLUME 3, NUMBER 1

OF A SERIES OF BUYER'S GUIDES TO PRODUCTS AND SERVICES

THE ANALYTICS/QoS/QoE SUPERGUIDE



Streaming Media's Sponsored Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of our readers, *Streaming Media* creates this unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called **Superguides**. The European magazine's Summer 2018 **Superguide** focuses on **Analytics/QoS/QoE**.

Understanding consumption patterns and optimizing the viewer experience are absolutely vital components in successful video distribution and monetisation, requiring increasingly sophisticated and automated measurement, analysis, and reporting infrastructures. This is the **Superguide** that educates readers in deploying the best tools for the job, ensuring that QoS/QoE expectations are met and exceeded.



PRINT gives you status, pedigree, and profile.
ONLINE delivers engagement, qualified actionable leads, and thought leadership.

HOW DOES IT WORK? YOU WRITE, WE PUBLISH.

Each **Superguide** is published in an issue of *Streaming Media* magazine and also generates online leads as a downloadable PDF for 3 months.

Materials: Sponsors supply approximately 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. *Streaming Media* will provide editing and layout services with proofs to satisfaction.

Superguide Classified Listing "SUPERMARKET"

(does not include leads generated by publication)



LARGE (1/4-page)	100 words, logo, & company contact info	£700/€775
SMALL (1/8-page)	50 words, logo, & company contact info	£350/€390

SPONSORSHIP RATES (Issue advertisers receive a 20% discount on the below rates)		
PLATINUM SPONSORSHIP	<ul style="list-style-type: none"> • 6-page sponsored content contribution • Exclusive "Brought to you by [your company logo]" in all outreach marketing • Exclusive front cover Platinum logo positioning • Top enlarged positioning logo placement with contact info on back cover • Custom-made, co-branded Superguide standalone PDF for your distribution • 12 months of leads 	£11,000/ €12,000
GOLD SPONSORSHIP	<ul style="list-style-type: none"> • 4-page minimum • Best position article after Platinum Sponsor • Front cover Gold logo positioning • Enlarged positioning logo placement with contact info on back cover • Custom-made, co-branded Superguide standalone PDF for your distribution • 6 months of leads 	£6,500/ €7,000
SILVER SPONSORSHIP	<ul style="list-style-type: none"> • 2-page minimum • Best position article after Gold Sponsor • Front cover Silver logo positioning • Enlarged positioning logo placement with contact info on back cover • 3 months of leads 	£3,200/ €3,600

Europe Sales: **Sjoerd Vogt**
+44 (0)1367-241707
svogt@streamingmedia.com

North America Sales: **Joel Unickow**
+1 250.933.1111
joel@streamingmedia.com

SPONSORED CONTENT SPACE DEADLINE
AND MATERIALS DUE:

14 May

