



SM ***streaming
media*** | THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO

european edition

SPECIAL EDITION

**WHO TO
SEE AT**

ib 2019

**MAKING YOUR IMPACT AT IBC JUST GOT EASIER WITH THESE
HARD-HITTING, TRIED-AND-TRUE PACKAGES DESIGNED TO GET
YOU PREMIUM ATTENTION (AND LEADS) TO YOUR IBC PRESENCE**

ORDER NOW

**COPY DEADLINE
29 JULY 2019**

EXCLUSIVE CONTEST LEAD-GENERATING PROGRAM: £12,800/€14,400

- Turn-Key Vespa Giveaway Contest
- Online, in print, and at IBC Show – blanket promotion to more than 200,000 monthly – for 2-plus months
- Includes on-site staff management of contest, IBC promotion, and more
- Full page in Autumn EU edition of *SM* magazine
- Who to See at IBC listing in EU edition and online



EXCLUSIVE IBC CO-BRANDED EVENT (call for details and pricing)

- Package based on event size
- Includes all logistics and promotion – just show up

DIAMOND PACKAGE: £6,400/€7,200

- Full page in Autumn EU edition of *SM* magazine
- Who to See at IBC listing in EU edition and online
- (2) Dedicated Email Broadcasts to all US and EU opt-in subscribers (more than 52,000)
- 50,000 728X90 Banners

PLATINUM PACKAGE: £4,800/€5,400

- Full page in Autumn EU edition of *SM* magazine
- Who to See at IBC listing in EU edition and online
- (1) Dedicated Email Broadcast to all US and EU opt-in subscribers (more than 52,000)
- 40,000 728X90 Banners



PRINT ONLINE



GOLD PACKAGE: £3,200/€3,600

- Who to See at IBC listing in EU edition and online
- (1) Dedicated Email Broadcast to all US and EU opt-in subscribers (more than 52,000)
- 30,000 728X90 Banners

SILVER PACKAGE: £1,600/€1,800

- Who to See at IBC listing in EU edition and online
- 50,000 160X600 Banners

BRONZE PACKAGE: £640/€700

- Who to See at IBC listing in EU edition and online

*Who to See at IBC package includes house promotion of all participating vendors in print and online from time of purchase up to the end of IBC 2019.

WHO TO SEE AT IBC

LISTING MATERIALS DEADLINE

29 July

DISPLAY ADS

AD MATERIALS DEADLINE

6 August

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