section 1

PRINT media kit 2020

STATUS • PEDIGREE • PROFILE

• 4 EU issues: spring, summer, autumn, winter
• 8 US issues
• EU and US sourcebooks & industry directories
• EDITorial and ADVERTorial
• curated and syndicated content
• digital editions
• solution series
• partner sections

www.europe.streamingmedia.com
what is Streaming Media Magazine –
it’s about more than just streaming

Streaming Media Magazine is the only magazine that covers the entire spectrum of online audio and video. It’s a 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 Magazine 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 Troy Dreier, Jan Ozer, Adrian Pennington, 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 10,000 qualified readers (see more information in the About the Readers section)
North American Edition print distribution 8 times a year to 10,500 qualified readers (see more information in the About the Readers section)
Digital magazines available across the globe
Issue dates and themes: See Editorial Calendars for EU (p6) and US magazines (p7)
Distribution at key industry events (see Editorial Calendars 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 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 Magazine – about the readers

Streaming Media 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 Magazine is distributed on both sides of the Atlantic to a total circulation list of more than 20,000. Qualification is by subscribing online (www europe.streamingmedia.com/subscribe/). The circulation list of 20,000 translates to a readership of more than 60,000+ executives and professionals continually looking for ways to leverage internal and external rich media assets.

In addition, copies are also distributed at more than 40 tradeshows during 2020.

Reach qualified decision makers from:

Streaming Media Europe magazine – editorial calendar for 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME/FEATURES</th>
<th>TRADESHOW DISTRIBUTION</th>
<th>ISSUE DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SPRING</td>
<td>Streaming Media Industry Sourcebook</td>
<td>IBC</td>
<td>20 February</td>
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<tr>
<td></td>
<td>INDUSTRY UPDATE: Critical and comprehensive analysis of the market landscapes for media &amp; entertainment, corporate video, live video, monetisation, codecs and more.</td>
<td>• Media Production &amp; Technology Show</td>
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<td></td>
<td>Buyer’s Guide: A collection of guides to help you make the right choice at every step of the online video workflow, including:</td>
<td>• Streaming Media East</td>
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<td></td>
<td>• encoding &amp; transcoding</td>
<td>• Connected TV World Summit</td>
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<td>• video quality monitoring</td>
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<td>• live video platforms</td>
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<td>• corporate video platforms</td>
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<td>How-To’s and Tutorials</td>
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<td>• 4K over NDI</td>
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<td>• DIY Live Streaming</td>
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<td>• Cloud-Based Graphics, and more</td>
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<td></td>
<td>SOLUTION SERIES: Monitoring and Measuring to Reduce Churn</td>
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<td>PARTNER SECTION: 2020 Streaming Media Industry Directory</td>
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<td>2 SUMMER</td>
<td>FOCUS ON: MPEG 2020: VVC, EVC and LEVC</td>
<td>Videoscape Europe</td>
<td>3 June</td>
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<td></td>
<td>• Android TV Takes Over?</td>
<td>• Streaming Forum</td>
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<td>• CDN Routing Strategies</td>
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<td>• Planes, Trains and Automobiles: Video on the Move</td>
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<td>SOLUTION SERIES: Maximising Efficiencies in Content Delivery</td>
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<td>PARTNER SECTION: C-level interviews</td>
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<td>3 AUTUMN</td>
<td>FOCUS ON: AV1: Are We There Yet?</td>
<td>IBC</td>
<td>19 August</td>
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<td>• Cloud Production Tool Roundup</td>
<td>• Smart Home Summit</td>
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<td>• Per-Title Encoding Roundup</td>
<td>• Nordic Media Summit</td>
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<td>• Apple’s Low-Latency HLS-Friend or Foe?</td>
<td>• Streaming Media West</td>
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<td>SOLUTION SERIES: Cloud Production Tools</td>
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<td>PARTNER SECTION: Who to see at IBC</td>
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<td>4 WINTER</td>
<td>FOCUS ON: The 2020 Streaming Media Reader’s Choice Awards</td>
<td>Future TV Advertising Forum</td>
<td>3 November</td>
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<tr>
<td></td>
<td>• Hardware vs Software for Live Encoding</td>
<td>• Video Exchange Streaming (Content Delivery World/OTTtv World Summit)</td>
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<td>• It’s Baaaaak! The Return of P2P</td>
<td>• IABM Conference</td>
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<td>• The 2020 Streaming Media 101</td>
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<td>SOLUTION SERIES: End-to-End Workflow Solutions</td>
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<td>PARTNER SECTION: Executive Predictions</td>
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IN EVERY ISSUE (EU AND US MAGAZINES):

VIEW FROM THE EDGE
Industry veteran (and curmudgeon) Dom Robinson offers up his always pointed, sometimes poignant, and decidedly outside-the-mainstream take on the issues both at the centre and on the fringes of our industry.

THE PRODUCER’S VIEW
Encoding expert Jan Ozer discusses the latest in codecs and formats and keeps you informed about how to get the most out of your encoding. Whether it’s AV1 vs. HEVC, subjective vs. perceptive video quality metrics, or adjusting your encoding ladder, Ozer makes sure you’re on the right path.

STREAMS OF THOUGHT
Tim Siglin looks at the ‘deep technology’ that underlies streaming audio and video and ponders the bigger picture.

FUTURE IN FOCUS
The Streaming Video Alliance’s Jason Thibeault analyses, criticises and picks apart the trends and buzzwords of the day, shedding light on which ones are worth paying attention to and which ones are here today, gone tomorrow.

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.

Content of Editorial Calendar subject to change.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME/FEATURES</th>
<th>MAIL DATE</th>
</tr>
</thead>
</table>
| JAN/FEB 2020 | - Planes, Trains and Automobiles: Video on the Move  
- Setting the Standards: VVC and MPEG-5  
- 8K and Beyond: How Much is Too Much?  
- Dealing with Deep Fakes  
- The Algorithm Series: CDN Routing  
**PARTNER SECTION:** Executive Predictions  
**SOLUTION SERIES:** The Cutting Edge of Cloud Video | 16 January 2020 |
| MARCH 2020 | **The Streaming Media Industry Sourcebook**  
- **State of...** Critical and Comprehensive Analysis of the Market Landscape for Entertainment, Enterprise, Mobile Video, Content Delivery, Advertising, and More  
- **Buyer’s Guide:** A Collection of Checklists and Feature Comparison Charts to Help You Make the Right Purchasing Choice at Every Step of the Online Video Workflow, From Production to Delivery  
- **How To's and Tutorials:** mobile multicam live streaming, 4K over NDI, cloud-based graphics, DIY live streaming, and more  
**PARTNER SECTION:** The 17th Annual Online Video Industry Directory  
**SOLUTION SERIES:** Game-Changing Case Studies | 4 March 2020 |
| APRIL/MAY 2020 | - Streaming Media Producer’s Ultimate How-To Guide  
- How to use Digital Mixers and Plugins for Live Audio  
- How to Choose a Video Switcher  
- How to Assemble a Streaming Kit to Fit your Budget  
- How to Manage Client Expectations for Live Streaming  
- and more!  
**PARTNER SECTION:** Who to See at NAB  
**SOLUTION SERIES:** Advanced Live Streaming  
**SOLUTION SERIES:** NAB Special – The Producer’s Gear Guide | 6 April 2020 |
| JUNE 2020 | - The 2020 Streaming Media 50  
- Android TV Takes Over?  
- Live Streaming eSports: What You Need To Know  
- Sounds Good: The Latest in Streaming Audio  
- The Algorithm Series: Player Performance  
- Best Practices for Live Titrating  
**PARTNER SECTION:** View From the Top  
**SOLUTION SERIES:** Sports & Esport Solutions | 3 June 2020 |
| JULY/AUG 2020 | - AV1: Are We There Yet?  
- Getting Personal: Tech Challenges of Personalisation  
- Per-title Encoding Roundup  
- Live Video Workflows in the Cloud  
- Is Automatic Captioning Ready for Prime Time?  
**PARTNER SECTION:** Who to See at IBC  
**SOLUTION SERIES:** Advanced Encoding & Transcoding | 14 July 2020 |
| SEPTEMBER 2020 | - Apple’s Low-Latency HLS: Friend or Foe?  
- Riding the 5G Wave  
- The Future of Interactive Video  
- The Algorithm Series: Live Event Scaling  
- How to Choose a Streaming Analytics Platform  
**SOLUTION SERIES:** Advanced OTT Strategies and Technologies | 3 Sept 2020 |
| OCTOBER 2020 | - Running the Numbers: Which Metrics Really Matter?  
- Where’s the Remote (Production)?  
- Checking in With ATSC 3.0  
- The Future of Machine-to-Machine Video  
- Hardware vs Software for Live Encoding  
**SOLUTION SERIES:** Low Latency Solutions | 6 October 2020 |
| NOV/DEC 2020 | - The 2020 Streaming Media Readers’ Choice Awards  
- How to Produce AV1  
- The Future of TV Advertising  
- It’s Baaaaaack! The Return of P2P  
- The Algorithm Series: Digital Rights Management  
- Local Broadcast and News Survival Strategies  
**SOLUTION SERIES:** Advanced Analytics, AI and Machine Learning | 29 October 2020 |

Content of Editorial Calendar subject to change.
Streaming Media Magazine – rate card 2020

Display and Industry Directory Advertising

**2020 MAGAZINE RATE CARD**

**DISPLAY RATES**
(ALL PRICES EXCLUDE VAT)

<table>
<thead>
<tr>
<th>European Edition</th>
<th>US Edition</th>
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<tbody>
<tr>
<td>Tab (double-sided)</td>
<td>£5,000 / €5,800</td>
</tr>
<tr>
<td>Spread</td>
<td>£3,200 / €3,580</td>
</tr>
<tr>
<td>Cover 2</td>
<td>£2,100 / €2,350</td>
</tr>
<tr>
<td>Cover 3</td>
<td>£1,900 / €2,110</td>
</tr>
<tr>
<td>Cover 4</td>
<td>£2,100 / €2,350</td>
</tr>
<tr>
<td>1 page</td>
<td>£1,700 / €1,900</td>
</tr>
<tr>
<td>1/2 spread</td>
<td>£1,700 / €1,900</td>
</tr>
<tr>
<td>2/3 page</td>
<td>£1,300 / €1,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>£900 / €1,000</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>£650 / €700</td>
</tr>
</tbody>
</table>

**SOURCEBOOK INDUSTRY DIRECTORY**

**2020 RATES**
(ALL PRICES EXCLUDE VAT)

<table>
<thead>
<tr>
<th>European Edition</th>
<th>US Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Listing</td>
<td>£300 / €350</td>
</tr>
<tr>
<td>Premium Listing</td>
<td>£600 / €700</td>
</tr>
</tbody>
</table>

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

**ATTENTION VENDORS:**

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

- Distribute 20,000+ copies to opt-in subscribers
- 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 additional 10,000 readers from across the world

*Sponsorship/Advertise/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

**www.europe.streamingmedia.com/Previous_Issues**
Streaming Media Magazine (Europe & US) – 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
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 grayscale 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.

<table>
<thead>
<tr>
<th>AD SPACE ORIENTATION</th>
<th>TRIM SIZE (w x h, mm)</th>
<th>BLEED SIZE (w x h, mm)</th>
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<tbody>
<tr>
<td>Full page Vertical</td>
<td>216 x 277</td>
<td>222 x 283</td>
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<tr>
<td>Spread Horizontal</td>
<td>432 x 277</td>
<td>438 x 283</td>
</tr>
<tr>
<td>2/3 page Vertical</td>
<td>114 x 254</td>
<td>n/a</td>
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<tr>
<td>1/2 spread Horizontal</td>
<td>432 x 127</td>
<td>438 x 127</td>
</tr>
<tr>
<td>1/2 page Horizontal</td>
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</tr>
<tr>
<td>1/3 page Vertical</td>
<td>57 x 254</td>
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</table>