



Reporting from the cutting edge of broadcast

media pack  
2018





Reporting from the cutting edge of broadcast

**FEED** is the first magazine fully dedicated to educating the exploding online video industry about the latest technologies and how to use them.

In the next decade, your company's video offering will be one of the most important parts of your business. Online video is quickly becoming the principle means for brands to communicate their message, and what used to be the sporadic work of PR companies and ad agencies must now become a 24/7 proposition, integrated fully into your business.

Whether you're a brand who is just developing its video presence or you are a top-tier OTT video, **FEED** will expose the key decision makers in your organisation to the hot technologies, forefront techniques and major players in the online video industry.

**FEED** has carefully curated the most useful tech insights in the streaming video world. Each monthly print magazine features interviews with the geniuses of the industry, practical tips for increasing audience share and maximising your ROI, case studies on innovative technologies and pioneering companies.



**Editor**  
*Neal Romanek*

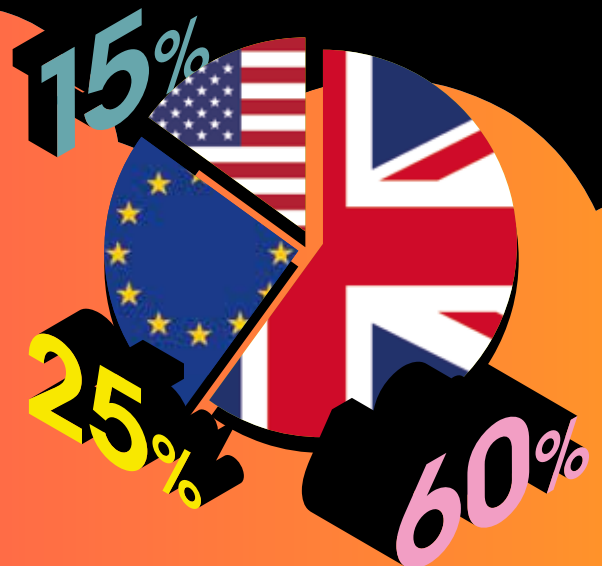
Neal has worked in media tech journalism for 20 years and has been the editor of several agenda-setting broadcast magazines, as well as writing on cutting-edge technologies for most major film and TV industry publications.

**FEED's** editorial team also includes a selection of the best journalists in the media technology sphere, working on both sides of the Atlantic, veterans who understand where the moving image sector has been and where it needs to go.

In the pages of **FEED**, you will also discover commentary by experts and top-end technologists from all branches of the online video industry and innovative content produced in conjunction with best-in-class technology companies.



### Global distribution breakdown



[www.feedmagazine.tv](http://www.feedmagazine.tv)

**FEED's** website and newsletters are an integral part of communication with its audience offering regular updates of industry news, reviews and innovations.



# Industry sector readership breakdown

**30%**

## Non-broadcast brands

(education, finance, government, houses of worship, retail, tourism, vloggers)

Brand protection manager, chief advertising officer, creative producer, director of broadcasting, educators, head of digital communications, head of e-learning, head of marketing, head of production, head of video marketing, online marketing specialist

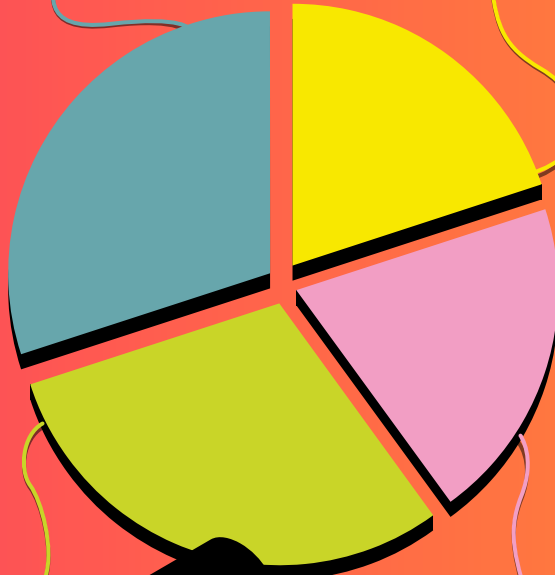


**20%**

## Traditional broadcasters

(BBC, CNN, ESPN, Sky, local and regional broadcasters)

CTO, head of digital, head of streaming, commissioning executive, producer, R&D engineer, senior software developer, social video specialist



**20%**

## Technology suppliers, vendors, developers & other media sectors

(Apple, Brightcove, Imagine Communications, YouTube, production, post and advertising)

CEO, chief solution officer, director of sales, head of marketing, software development manager, head of product development, head of technology, post-production supervisor, technical director, VFX supervisor



**30%**

## Streaming video /VOD companies

(Amazon Prime, BFI Player, Google, Netflix, major sports brands, Vice, YouTube)

CEO, CTO, director, executive producer, head of content, head of originals, head of programming, media technology lead, producer, post-production manager, senior engineer, senior product manager, VP business development, VP product development

## 2018 Editorial calendar

### MAY

**Content Focus:**  
Advertising  
**Tech focus:**  
Audience analytics

**AD COPY DEADLINE**  
11 May  
**AVAILABLE**  
18 May

### JUNE

**Content Focus:**  
News  
**Tech Focus:**  
Content management  
Broadcast Asia

**AD COPY DEADLINE**  
8 June  
**AVAILABLE**  
15 June

### JULY

**Content Focus:**  
Corporate &  
Enterprise Video  
**Tech Focus:**  
4K & beyond

**AD COPY DEADLINE**  
6 July  
**AVAILABLE**  
26 July

### AUGUST

**IBC SPECIAL ISSUE**  
**Content Focus:**  
eSports  
**Tech Focus:**  
AI & machine  
learning, IBC

**AD COPY DEADLINE**  
10 August  
**AVAILABLE**  
30 August

### SEPTEMBER

**Content Focus:**  
Brands  
**Tech Focus:**  
Audio

**AD COPY DEADLINE**  
7 September  
**AVAILABLE**  
27 September

### OCTOBER

**Content Focus:**  
Vlogging  
**Tech Focus:**  
Security

**AD COPY DEADLINE**  
5 October  
**AVAILABLE**  
25 October

## Additional industry distribution 2018\*



27 February –  
1 March  
London



7-12 April  
Las Vegas  
17-18 October  
New York



15-18 May  
Seoul



26-28 June  
Singapore



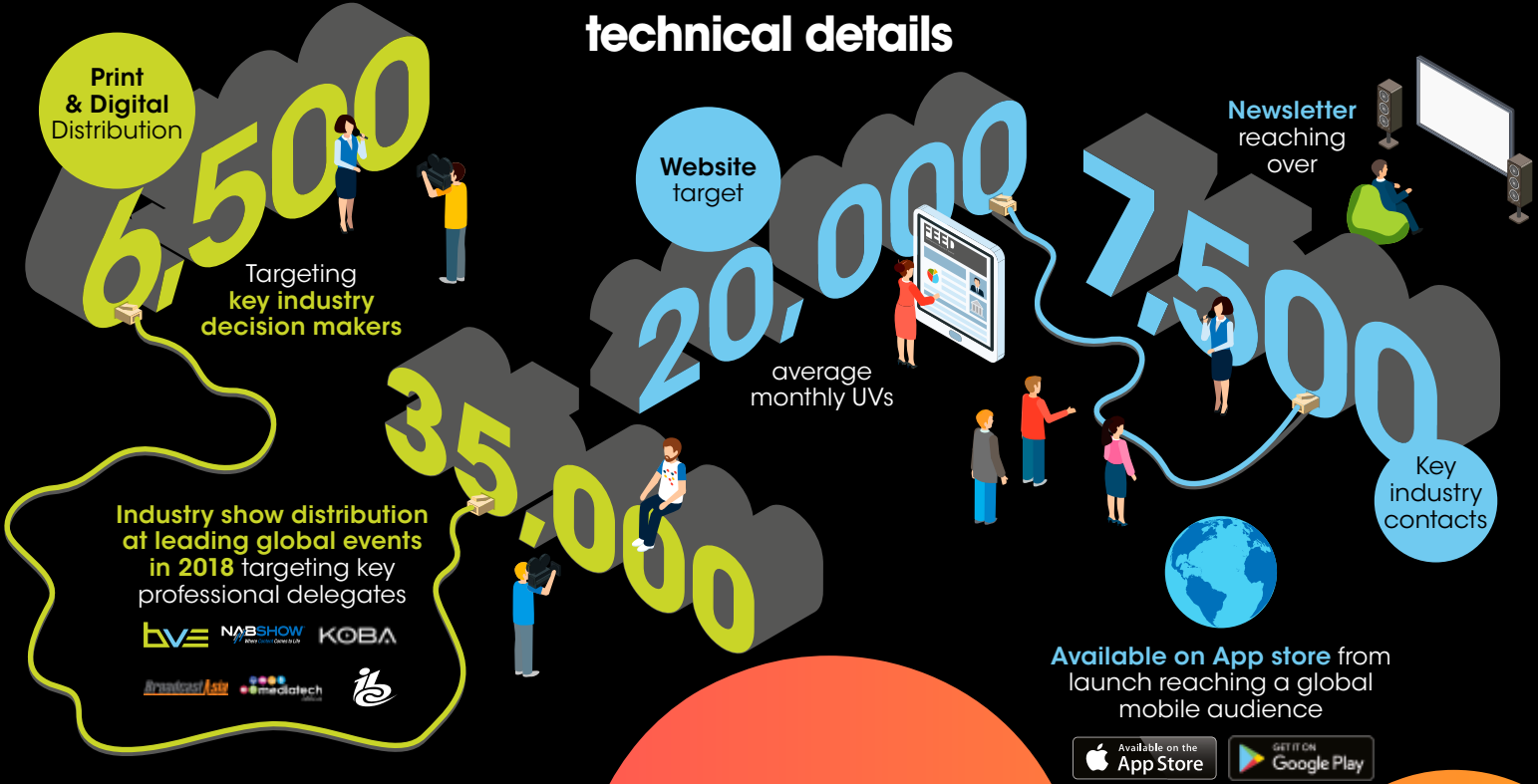
19-21 July  
Johannesburg



14-18 September  
Amsterdam

\*Average additional readership approx 10,000 per event

# Circulation and technical details



## Print advertising

### Page specifications (wxh)

DPS (includes 3mm bleed)	426x303mm
Full page (includes 3mm bleed)	216x303mm
Half page (vertical)	89x267mm
Half page (horizontal)	182x133mm
Quarter page (vertical)	89x133mm
Quarter page (horizontal)	182x64.5mm

### Advertising rates

Outside back cover	£4,000, \$5,340, €4,475
Inside front cover	£3,800, \$5,050, €4,250
Inside back cover	£3,800, \$5,050, €4,250
DPS	£6,800, \$9,075, €7,600
Full page	£3,600, \$4,800, €4,030
Half page	£1,900, \$2,535, €2,125
Quarter page	£1,050, \$1,400, €1,175

## Digital advertising

### Website *cost per month*

LEADERBOARD 1000x93px	Contact us
MPU 300x250px	Contact us
SPONSORED EDITORIAL CONTENT (500 words)	Contact us

### Newsletter *cost per e-shot*

BESPOKE	Contact us
BANNER 736x100px	Contact us
MPU 736x561px	Contact us
SPONSORED EDITORIAL CONTENT (500 words)	Contact us

## Bespoke requirements

Cover flaps/gatefold • Increased paper quality • Feature reprints  
Advertisement features – including run-ons • In-house advertising design

## Contact the team

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