



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.

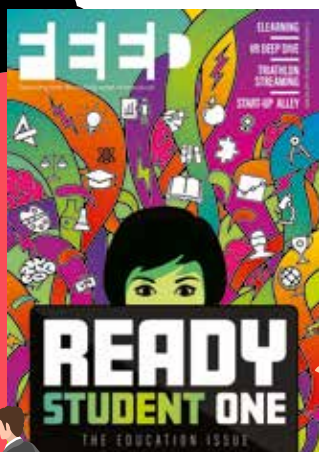


Editor
Neal Romanek

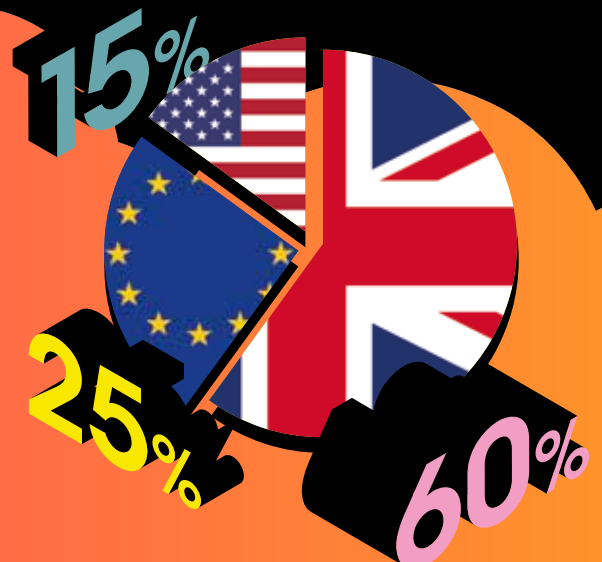
Neal has worked in media tech journalism for 20 years and has been the editor of several agenda-setting broadcast magazines, as well as writing on cutting-edge technologies for most major film and TV industry publications.

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

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

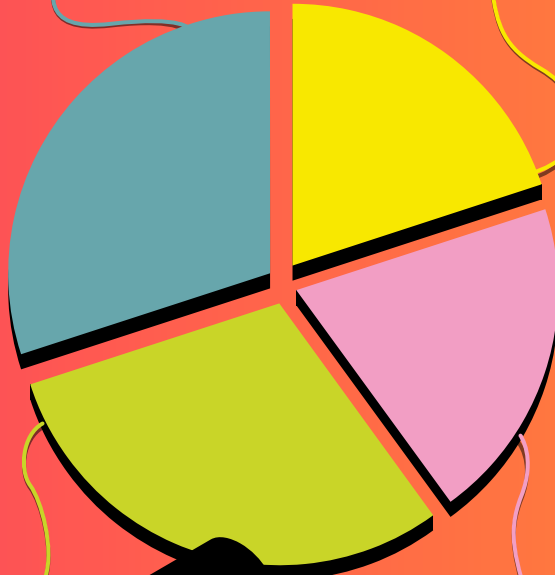


20%

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



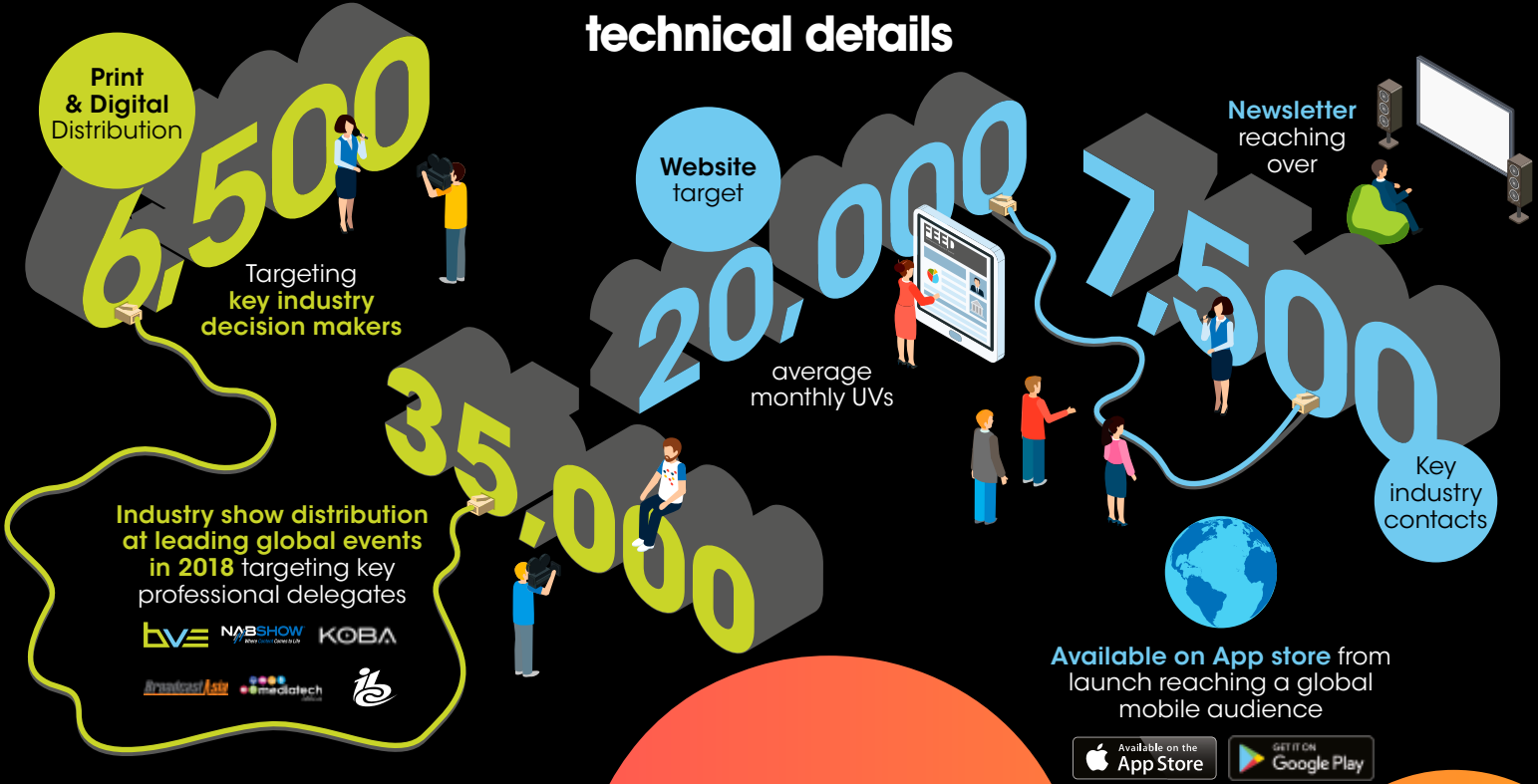
19-21 July
Johannesburg



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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