

An aerial photograph of a city at dusk or dawn. The sky is a mix of orange, yellow, and dark blue. A river flows through the city, with a bridge crossing it. The city lights are visible, and the overall atmosphere is hazy and atmospheric.

MobileMarketing

MEDIA PACK 2016

OUR STORY

MOBILE MARKETING

Mobile Marketing is a specialist in the delivery of mobile marketing and tech news and research, and an established host of professional mobile marketing events in the UK and overseas. We exist to provide critical insights and thought leadership from the mobile marketing industry to marketers who are passionate about making mobile work for their business.

The website, at mobilemarketingmagazine.com, launched in 2005, with our print edition debuting in 2010 to accompany our online presence. Today, we serve a global audience of over 50,000 readers per month.

In addition to our trusted offering of news and opinion from the heart of the mobile space, we have been working with some of the biggest names in the industry since 2009 to deliver industry-specific events. These Mobile Marketing Summits bring together senior marketers from some of the UK's best-known brands to help them work out how to make mobile work to best effect for their business. Delegates have included John Lewis, Unilever, Harrods, Sony Music, Virgin, National Trust, and The Guardian, just to name a few.

In the true spirit of mobile, our own services are always developing to meet the needs of our readers, partners and delegates. We are driven by our mission to help the world make sense of mobile, establishing stronger bonds between marketers and the technology they need, and encouraging better, more engaging brand experiences to be built.

MobileMarketing

Helping brands make sense of Mobile.

AUDIENCE & DISTRIBUTION

MOBILE MARKETING MAGAZINE WEBSITE

Average unique monthly visitors: 43,500

Top 10 country breakdowns by session:

UK	32.6%
US	24.2%
India	5.3%
France	5.3 %
Germany	2.7%
Netherlands	2.1%
Canada	2%
Spain	1.7%
Australia	1.4%
Italy	1%

EMAIL DATABASE

Mobile Marketing's email database contains over 24,000 senior marketers in the UK. This is updated on a weekly basis by our dedicated Data team, and with data divided into industry-verticals it's possible get your message to the right audience. Key verticals include:

Travel & Tourism

Culture

FMCG

Retail

Fashion & Luxury

Finance

Media/Publishing

MOBILE MARKETING MAGAZINE - PRINT

Distribution - February, June, and October

6000 copies per issue distributed to subscribers and via events

3000 iPad downloads on average per issue

4500 digital magazine (Issuu.com) readers on average per issue

25000+ combined readership on average globally per issue

Featured show distribution:

February Mobile World Congress

June Cannes Lions

October dmexco

MAGAZINE

The print edition of Mobile Marketing is published three times a year, and it's here that different sectors, technologies, developments and current issues are explored in depth. The magazine is distributed to subscribers across the world, as well as at global digital media events such as MWC, dmexco, ad:tech, and our own industry-specific events.

Advertisers can choose between a full-colour one or two-page branded advertising placement, or alternatively, our team of journalists can assist in the creation of specific case studies, features or C-suite interviews to promote your business.

FRONT COVER

Mobile Marketing
ISSUE 18 • OCTOBER 2014
NEWS • VIEWS • ANALYSIS

DRIVING THE DIGITAL REVOLUTION

IN THE FAST LANE
NOT NEARLY ENOUGH FOR THE GOOD VIBRATIONS?
THE HRG INDUSTRY'S DOWNFALL
HOW TO BE A SUCCESSFUL ATTENTION PROHIBITION

KNOWING ME
KNOWING YOU

DIGITAL POWERHOUSE
AMOBEE CEO MARK STRECKER ON HOW THE FIRM HAS GROWN UP

PLUS: APPLE PAY • BREATHESPORT • INTERNET OF THINGS • MOBILE MARKETING LIFE

DOUBLE PAGE FEATURE

COVER STORY | OCTOBER 2014

DRIVING THE DIGITAL REVOLUTION

In this issue's cover interview, David Murphy discusses Amobee's evolution from a mobile outfit to an all-embracing digital marketing technology firm with CEO, Mark Strecker, who thinks TV ads are about to take a kicking...

Scalable offering

The two engaged companies are very different, but combined with Amobee's own capabilities, make for a powerful offering. Strecker says that the two companies have been working together for some time, and that the combination of the two is a powerful one. He says that the combination of the two is a powerful one, and that the combination of the two is a powerful one.

SPONSORED FEATURE | COVER STORY

Amobee's CEO Mark Strecker discusses the company's evolution from a mobile outfit to an all-embracing digital marketing technology firm. He talks about the challenges of scaling a mobile business and the importance of digital marketing in today's landscape.

SINGLE PAGE FEATURE

SPONSORED FEATURE | COMMENTARY

TALENT SEARCH

Business is back on track - buoyed by mobile startups - but that means it's getting hard to find the recruits you need, says Digital Gurus' Matt Hawkes

It used to be that a mobile marketing job was a rare find. Now it's a common sight. But finding the right talent for these roles is becoming increasingly difficult. The industry is growing rapidly, and companies are competing for the best talent. This is a challenge for many businesses, as the talent pool is becoming more competitive.

ADVERTISING

ad:tech | 21 - 22 October 2014
Olympia, London

Create mobile moments that matter.

The event for modern marketing & media

FIND SOLUTIONS
LEARN
NETWORK
BENCHMARK

Big Birthday Bash at Kensington Roof Gardens, featuring GSK, BSN, and others.

REGISTER FOR FREE NOW

ad:tech | 21 - 22 October 2014
Olympia, London

Create mobile moments that matter.

The event for modern marketing & media

FIND SOLUTIONS
LEARN
NETWORK
BENCHMARK

Big Birthday Bash at Kensington Roof Gardens, featuring GSK, BSN, and others.

REGISTER FOR FREE NOW

WEBSITE

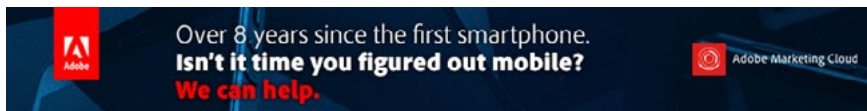
ANNUAL DIRECTORY LISTING

Profile your brand, business, key products and services to a global audience at mobilemarketingmagazine.com. Update your profile with content throughout the year.

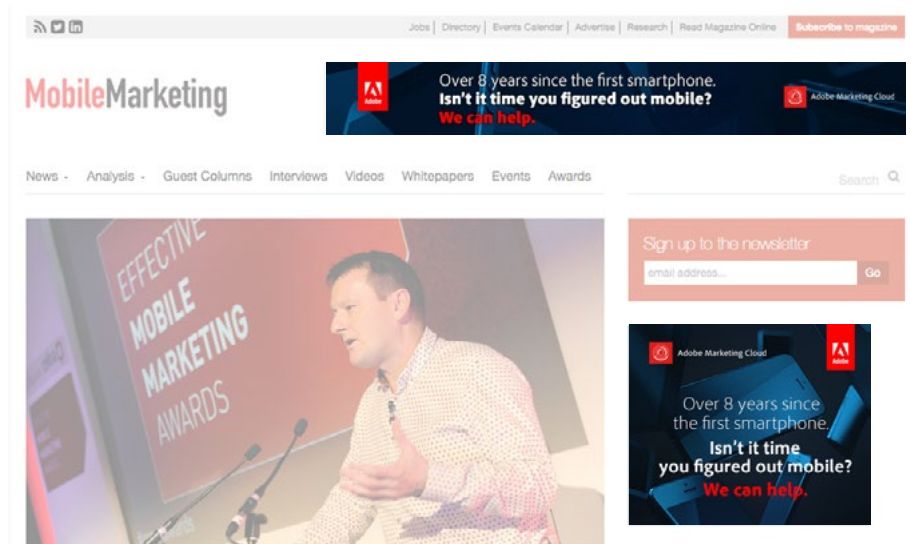
WEBSITE BANNERS

Attract maximum attention and direct traffic to your site, with two units available on mobilemarketingmagazine.com and one in the newsletter.

728 x 90



300 x 250



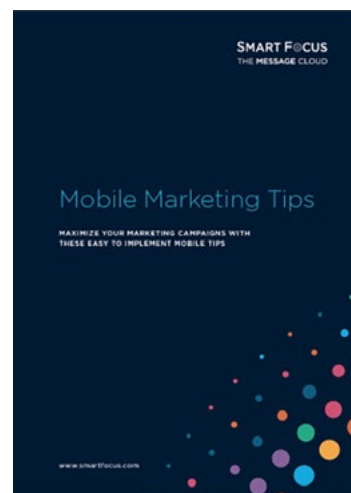
JOB VACANCY LISTING

Hiring? There's no better place to let the hottest talent in the mobile marketing space know you're on the search for their skills than at mobilemarketingmagazine.com.

WHITEPAPERS & EMAILS

WHITEPAPERS

Authenticate your position as a recognised specialist and promote your knowledge to a relevant audience via a bespoke whitepaper. Mobile Marketing can see you through the entire process, from original research, to design and final distribution. We will ensure that the highest quality content is delivered and endorsed via a webinar, private lunch, seminar or an eblast to our email database.



WEBINAR

Webinars allow you to hold an audience with a group of dedicated participants. This is a highly-targeted way of promoting your business and engaging more personally with prospects.

SPONSORED EMAIL

Whether it's promoting a new product, or a simple shout-out about your expertise, we can help you reach a cross-industry or industry-specific audience with our eblasts. Our extensive industry-segmented database allows you to target the right people.

TARGETED COMMUNITY EMAIL (NEWSLETTER)

Being featured in our weekly newsletter allows you to promote your products, events, and research to our loyal audience of **24,000** subscribers.

RATES

MAGAZINE

Front Cover Sponsorship	£10,000
Double Page Feature	£6000
Single Page Feature	£2550
Double Page Spread	£5000
Outside Back Cover	£3200
IFC or IBC	£3200
Full Single Page Ad	£3000

WEBSITE

Duration (months)	Leaderboard (£p/m)	MPU (£p/m)
1	£1550	£1750
3	£1250	£1150
6	£1050	£950

EMAILS, RESEARCH AND LISTINGS

Whitepaper (Research supplied)	£2750
Whitepaper (Research not supplied)	Dependent on campaign requirements
Webinar	Dependent on campaign requirements
Sponsored Email	£2750
Targeted Email (Newsletter)	Dependent on campaign requirements
Directory Listing (£p/a)	£750

CONTACT

All of our advertising options can be adapted to fit a package that meets the needs of your business. Contact us now for more information.

CONTACT

John Owen
Managing Director
John.Owen@mobilemarketingmagazine.com
+44 (0) 207 183 2920

James McGowan
Commercial Director
James.McGowan@mobilemarketingmagazine.com
+44 (0) 207 183 2920

Richard Partridge
Business Development Manager
Richard.Partridge@mobilemarketingmagazine.com
+44 (0) 7771567644

MobileMarketing

Dot Media Ltd
86-90 Paul Street
London
EC2A 4NE
UK

+44 (0) 207 183 2920

MobileMarketing

Helping brands make sense of Mobile.