

YOUR MOST EFFECTIVE PROMOTIONAL MEDIUM AT GSMA MOBILE WORLD CONGRESS 2013

Promote your company across our portfolio of magazines, websites, databases and bespoke events – offering you the best opportunity to maximise your exposure at the most influential gathering in the mobile industry.

All options are designed to maximise the effectiveness of your event marketing budget whilst providing a clear ROI.



For assistance and further information please contact
Rosie Harris or Justyn Gidley
+44 (0) 207 933 8980
or email Rosie.harris@mobileeurope.co.uk
or justyn.gidley@eurocomms.com

BETTER TARGETED

Both Mobile Europe and European Communications are received personally by senior decision-makers from the mobile and fixed-line operator community – so you know for sure that your message is reaching your target audience.

MAXIMISES EXHIBITION INVESTMENT

Attract new customers to your exhibition stands and reinforce your brand message and presence – with both existing clients and new prospects.

MORE COST-EFFECTIVE

Dedicated MWC 2013 exposure before during and after the event – giving you constant exposure for less cost.

STRENGTHENS CUSTOMER RELATIONSHIPS

Remind your customers why they do business with you by showcasing your company's key assets – your products, services and people.

GSMA MOBILE WORLD CONGRESS 2013 – COMPLETE MARKETING PACKAGE

Pre Mobile World Congress

- A full-page advertisement in MWC 2012 issue of either Mobile Europe Feb/Mar issue or European Communications Q1 issue)
- A dedicated HTML e-blast to our database of 13,000 opted in recipients
- A full colour page advertisement within both digital editions delivered by email pre MWC.
- Online banner advert on www.mobileeurope.co.uk & www.eurocomms.com for one month leading up to the event promoting your company and stand number at MWC
- Place unlimited press releases on the dedicated Press Release sections on both websites
- Have your press releases delivered to the desktop of 36,000 telecoms professionals via a MWC 2012 dedicated weekly e-blast leading up to the show

During Mobile World Congress

- **Video Content** The 'Editor Interviews' put your brand and key messages in front of the decision makers you most want to reach. The interview is filmed on your stand with a senior representative of your company and promoted after the event to over 100,000 telecoms professionals on our website and within our MWC digital review magazine. The edited interview is made available for you to use on your own website following MWC
- **Daily e-Newsletter** deliver your key event messages from each day during MWC via our dedicated daily e-newsletter

Post Mobile World Congress

- **Editor Interviews** The interview from the show will be hosted online on a dedicated MWC channel accessed via Mobile Europe and European Communications websites for a period of 12 months and promoted to over 100,000 telecoms professionals.

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Distribution Mobile Europe is mailed out on a named basis to over 7,500 decision-makers within the European wireless community. 70% of this audience are network operators. European Communications has a controlled circulation of over 19,000 and includes fixed-line as well as wireless operators. Both magazines are digitally delivered to an online audience of 100,000+ globally.

Online www.mobileeurope.co.uk receives, on average, over 13,000 unique visitors every month. www.eurocomms.com receives 17,000+ unique visitors per month.

Database The combined reach of both databases is 36,000 "opt-in" registrants.

INDIVIDUAL OPPORTUNITIES

Front Cover Profile

Have a senior member of your team profiled on the front cover on European Communications or Mobile Europe print and digital magazines. This 3 page editorial interview will appear as one of the key editorial sections in the issue and is the way to truly dominate the issue. In addition to the pan European distribution, 4,000 additional copies will be delivered to MWC for distribution and 1000 copies will be delivered directly to your stand for distribution.

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Video Interviews

Present all your top news from the Mobile World Congress in video format. The 'Editor Interviews' put your brand and key messages in front of the decision makers you most want to reach. Filmed on your stand with a senior representative of your company and promoted after the event to over 100,000 telecom professionals and content made ready to you in various formats.

Dedicated Email Blasts

Deliver your product details and drive traffic to your stand by using the Mobile Europe and European Communications electronic databases. Deliver your key messages directly to the desktop of 36,000 opt-in recipients in the run up to, during or post MWC.

Advertorial

Deliver a 2-page advertorial/case study or thought-leadership essay within the issue of European Communications or Mobile Europe delivered to MWC

Mobile World Congress 2012 webinars

Generate live sales leads by delivering a webinar in the lead up to MWC

Video Panels

Hosted by our editor and involving your senior personnel and clients running a 30 minute video panel at MWC will deliver new and exclusive video content which will be edited and delivered back to you. Post event the video content can delivered as a video webinar to our combined audience of 36,000 recipients

Mobile World Congress 2013 Daily E-Newsletter Sponsorship

Every day live from MWC the editorial team will produce an electronic newsletter detailing the show highlights, review major product launches and reveal all the gossip from that day's programme. Delivered daily to over 36,000 registered users. Your company can receive exclusive branding on this daily electronic communication.

Mobile World Congress 2012 Review, Digital Magazine Sponsorship

Following the conclusion of MWC we will produce a 16-page digital magazine. This publication will be a roundup of the major news, views and happenings which shape MWC 2012. Exclusive branding opportunities are available for a sponsoring partner who wishes to profile themselves as a key player in the industry. The magazine will be delivered electronically to 36,000 recipients and hosted for 12 months online.

Create your own bespoke magazine

Engage your customers with a bespoke 12-16 page magazine which will be designed, published and distributed by Euro Comms & Mobile Europe.

MOBILE EUROPE | european COMMUNICATIONS

FAST FACTS

European Communications www.eurocomms.com

EUROPEAN COMMUNICATIONS serves communications service providers and their suppliers with news, exclusive interviews and insightful features in print, online and across social media.

Comprising a quarterly magazine, a website and a dedicated Twitter feed, European Communications covers the latest developments in operator strategy, back office, networks and content and services. For over 20 years, European Communications has been a leading voice in the telecoms sector and today provides its readers with the knowledge they need to prosper in this exciting yet challenging industry.

Marc Smith, Editor

Circulation

- 29,000 copies are distributed each quarter in print and digitally
- Recipients are typically senior corporate or technical management
- 100% of the circulation is delivered to qualified individuals
- 94% of distribution is within European markets
- www.eurocomms.com 17,000 unique visitors per month
- Daily e newsletter delivered to 21,000 opted in recipients
- This combined circulation offers advertisers the best possible
- reach of active decision makers in the telecoms marketplace



Mobile Europe Magazine www.mobileeurope.co.uk

MOBILE EUROPE is the only magazine that specifically serves the European mobile industry and offers the chance for in-depth analysis. Each issue features a commissioned central report into a key industry issue, and is intended to provide a reference work into that area. Allied to the report is the opportunity for sponsored comment and interviews.

Keith Dyer, Editor

Circulation

- Audited circulation of over 5,275 in print (BPA Jan-Jun 12)
- 16,000 recipients of the digital issue.
- Read by senior decision makers within the mobile industry.
- Over 64% of the readership is within operators from all tiers.
- 90% of distribution is within European markets



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