

TV TECHNOLOGY EUROPE

SERVING BROADCASTING IN EUROPE, MIDDLE EAST AND AFRICA

TV Technology Europe will focus on your core market for 2010, with editorial and circulation targeted directly to broadcasters throughout Europe, the Middle East and Africa.

Building on its already strong reputation with readers and its position as a technology leader, **TV Technology Europe** offers content tailored to the specific needs of technical management, engineering and production personnel at broadcast facilities.

Here's what's coming:

Transmission, IPTV & Video to Mobiles

Continuing coverage of all aspects of digital transmission as HD terrestrial begins and analogue switch-off continues, with a column in every issue on important DVB issues. We'll also focus on IPTV installations and the technologies that make this up-and-coming market work. **TV Technology Europe** will also highlight the evolving video-to-mobiles arena.

News, Sport, Winter Games & World Cup

The well-established news & sport section offers unparalleled technology coverage of the overall news market, and focus on several key sporting events as well. From lenses for getting up close and personal on the pitch, to newsroom systems that get breaking news to air, **TV Technology Europe** blankets this sector of our industry. Editor Mark Hallinger will be on-site at the Winter Olympics in Vancouver, and will produce the most complete pre- and post- coverage of the big



broadcast available. The South Africa's World Cup will be featured in detail.

HD, 3D & 3 Gbps

TV Technology Europe has been on top of the region's HD scene since Euro1080 began bringing HD into markets beyond cinematography several years ago. For 2010, expect more coverage of recent issues such as 1080p/3 Gbps, stereoscopic broadcast and production, and audio loudness.

Delivering Your Core Market
With Content and Circulation
Focused on the European Market

More Broadcasting
More Technology
in 2010

2011 International Vendor & Product Directory & Wall Planner

TV Technology Europe provides our readership with two keep-all-year definitive sources of information for the professional video and television industry. This V&P Directory contains an alphabetical listing of manufacturers, while the wall planner calendar lists both large and small trade shows and other industry events in a convenient wall calendar format. Space is limited on the wall planner, so book soon!

And More ...

Look for technical columns on server technology, audio for broadcast, lighting, compression and more; the popular Buyer's Guide equipment section allows real engineers and end users to comment on

equipment they have used; and expanded content on all types of video production to keep a broad segment of readers informed.

Reaching every TV Station and Network in Europe, the Middle East and Africa

TV Technology Europe's circulation list has been refined, country by country, reader by reader, to deliver 100% coverage and in-depth penetration across all European, Middle Eastern and African TV stations and networks. More than 60% of its 5,000 qualified readers work in broadcast. If your core market is broadcast, **TV Technology Europe** is the most focused advertising vehicle in the market.



NewBay Media is the leading publisher of magazines for the broadcast and professional video/audio industries, serving more than 200,000 subscribers in six languages worldwide.

Wherever you are doing business, NewBay Media magazines are there to support you.



2010 Editorial Calendar

Editor: Mark Hallinger • Tel: +1-301-581-0387 • Mobile: +1-301-467-1695 • email: mhallinger@nbmedia.com

ISSUE	TRADE SHOWS & AWARDS	SPORTS & EVENTS	FEATURES	NEW MEDIA	NEWS TECH	BUYER'S GUIDE	AD INFORMATION
FEB/MARCH	Report: CES (7-10 Jan.) Preview: Broadcast Video Expo ★ 2008 (16-18 Feb) Preview: CABSAT (2-4 March) Europe's most Modern OB Vehicles	Vancouver Olympics Accessory Bags	IPTV Facility Profile On-Air Graphics Tech News: Transcoding	Mobile Video Profile: Global Examples 3D Production Profile: Lessons Learned	Cameras & Accessories Reviews Trends in Newsroom Systems	Automation, Archiving & Asset Management Video Recording	Ad Close: 22 Jan. Ad Due: 28 Jan.
APRIL	NAB (10-15 April) ★ CABSAT AES (21-23 May, London) Europe's Most Modern End-user Experience	Olympics Facility Review: The Best of Vancouver	Lighting HD Monitor Trends 3 Gig Facility Profile	Transcoding for Multiple Deliveries European 3D Broadcast Profile	Tapeless Acquisition Case Study Prompting	Test & Measure Fibre, Cable & Connectors Audio	Ad Close: 12 March Ad Due: 17 March
MAY/JUNE	Mario Awards: NAB's Top Products The Modern Playout Facility in a Multi-Delivery World	FIFA World Cup South Africa (June 11-July 11) Preview	Disaster Recovery Multiviewers Audio Loudness Issues	3D Post	Camera Support Review Remote Update	Signal Processing Studio Cameras CG & Graphics Lenses & Accessories	Ad Close: 7 May Ad Due: 12 May
JULY-AUG	Europe's Most Modern Studios	Covering Cycling HD Lenses	Tech News: Prompters Approaches to Audio in 3D Batteries	Mobile in Europe	News Graphics Satellite Systems for Remotes	Transmission: Terrestrial, IPTV & New Media Encoding Transmission Monitoring	Ad Close: 25 June Ad Due: 30 June
SEPT	IBC (10-14 Sept) ★ The Modern Archive	Specialty RF Cameras	Tech News: A 3 Gbps Update LED in Lighting Where Does 3D Stand in Europe?	IPTV: Past and Present	Remote Production Vehicles	Vision Mixers & Routers Mobile, Remote & Satellite	Ad Close: 6 August Ad Due: 11 August
OCT/NOV	STAR Awards: IBC Top Post Facilities	Mics in Sports	Closed Captioning/Subtitling DVB-T2: What's New, What's Being Done Tech News: Fibre and Cabling	Overview: The Year in Review	Newsroom Systems	Editing EFP & ENG Cameras & Accessories	Ad Close: 8 October Ad Due: 13 October
DEC	2011 International Vendor & Product Directory						Ad Close: 26 November Ad Due: 1 December

★ Denotes Bonus Distribution at Trade Shows

Rate Card #16

Effective January 2010. All rates are in U.S. dollars and are per insertion.

All rates include color charges.

Standard A4	1x	3x	6x	12x	18x
Page	\$3,420	3370	3300	3205	3150
2/3 page	\$2,815	2775	2725	2655	2620
1/2 page	\$2,450	2420	2380	2325	2290
1/3 page	\$2,090	2065	2030	1990	1970
1/4 page	\$1865	1850	1815	1790	1760
1/6 page	\$1655	1640	1620	1600	1570

General Column

Inch Rate	\$205				
Product Showcase (net)	\$465	455	440	425	405
Equipment Exchange	\$115	110	105	100	95
Professional Card	\$135	130	125	120	115
Classified Line Ads	\$2 per word				
Blind Box Number	\$17				

For more information, or to reserve advertising space, contact your regional sales representative:

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ADVERTISING MATERIAL SPECIFICATIONS

TV Technology Europe is printed using a CTP (computer-to-plate) process, we therefore require advert copy be supplied as a Print Quality Adobe Acrobat® PDF file. If advertising copy is supplied without a contract proof, reproduction quality cannot be guaranteed.

The appropriate hi-res PDF Profile can be downloaded from:
<http://www1.stephensandgeorge.co.uk/main.php?mode=10001>

In order to ensure the colour fidelity of your advert, the file must be created to our printers specifications. To ensure that all elements in the advert are present, and will reproduce, we must receive a colour/mono proof of the advert. This will then be used by us as the guide for the final checking stage.

If we do not receive this proof we are unable to take responsibility for the final outcome of the advert.

File Resolution:

- Resolution dependent files (bitmap images) must have a resolution of 300dpi at 100%.
- If file resolution is lower than this, NewBay will not be responsible for the printed quality of the image.

Bitmap formats we can accept:

- TIFF - no LZW compression
- EPS - *do not apply JPEG compression*
- JPEG - maximum quality setting

Pre-Flight:

EnFocus PitStop Pro® is the recommended program for pre-flighting PDF files. For precise pre-flighting to Audio Media specification, the production department can supply profiles for pre flighting with either Adobe Acrobat Pro or PitStop Pro. Failure to supply all components or supplying incompatible files could result in delays and/or increased production fees.

Problems or queries?

If any of the above is unclear or additional information is required, please contact the production department.

Contact Details

your contact for any production related enquiries:

John-Paul Shirreffs,
 Design & Production Manager.
 +44(0)1480-461555 •
jp.shirreffs@audiomedia.com

electronic transfer of advert copy:

we can accept files created to the correct specification format via:

- E-mail: production@audiomedia.com, or jp.shirreffs@audiomedia.com

- FTP:

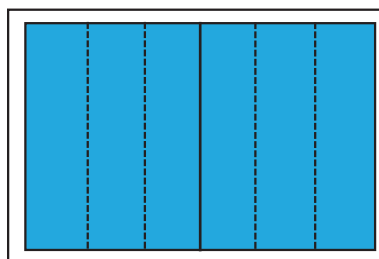
<ftp://www.audiomedia.com>
 user name: **outrigger**
 password: **waikiki**

Files must be compressed before sending. If sending via ftp, please email notification of file transfer and supply a hard copy of the file by fax along with a contact name.



STANDARD AD SIZES AND DIMENSIONS

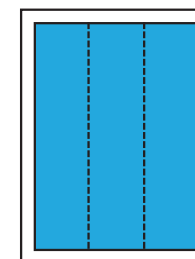
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



A4 PAGE SPREAD

Bleed: 426 x 303mm
Trim: 420 x 297mm
Live Area: 384 x 271mm

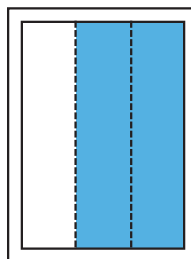
Bleed: (16-3/8" x 11-15/16")
Trim: (16-1/2" x 11-11/16")
Live Area: (15-1/2" x 10-11/16")



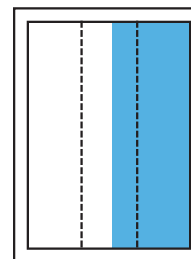
A4 PAGE

Bleed: 216 x 303mm
Trim: 210 x 297mm
Live Area: 179 x 271mm

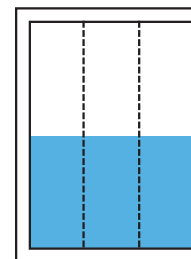
Bleed: (8-1/2" x 11-15/16")
Trim: (8-1/4" x 11-11/16")
Live Area: (7-1/4" x 10-11/16")



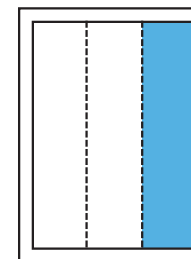
2/3 PAGE VERT.
 118mm x 271mm
 (4-5/8" x 10-11/16")



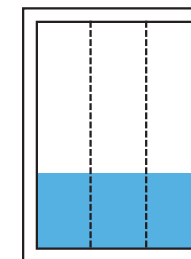
1/2 PAGE VERT.
 87mm x 271mm
 (3-7/16" x 10-11/16")



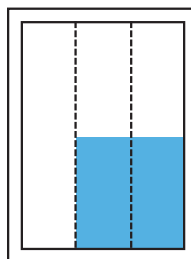
1/2 PAGE HORIZ.
 179mm x 135mm
 (7-1/16" x 5-5/16")



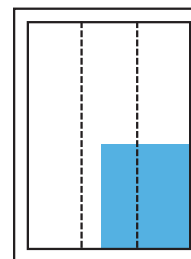
1/3 PAGE VERT.
 56mm x 271mm
 (2-1/4" x 10-11/16")



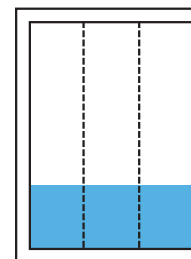
1/3 PAGE HORIZ.
 179mm x 90mm
 (7-1/16" x 3-9/16")



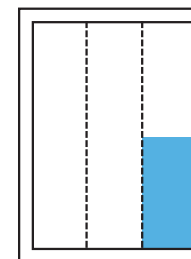
1/3 PAGE SQUARE
 118mm x 118mm
 (4-5/8" x 4-5/8")



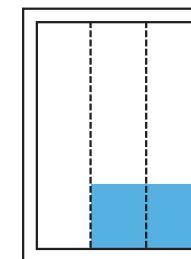
1/4 PAGE VERT.
 87mm x 135mm
 (3-7/16" x 5-5/16")



1/4 PAGE HORIZ.
 179mm x 67mm
 (7-1/16" x 2-5/8")



1/6 PAGE VERT.
 56mm x 135mm
 (2-1/4" x 5-5/16")



1/6 PAGE HORIZ.
 118mm x 68mm
 (4-5/8" x 2-11/16")

PRODUCT SHOWCASE
 76mm x 102mm
 (3" x 4")

DOUBLE PRODUCT SHOWCASE
 156mm x 102mm
 (6-1/8" x 4")

Please Send Ad Material to:

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 St Ives Cambridgeshire PE27 5JL, UK

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Disposition of materials: All advertising material will be held by
 TV Technology Europe for two years from date last run.