

LAND MOBILE

WIRELESS COMMUNICATIONS FOR BUSINESS

MEDIA PACK 2023

Keeping the industry connected

Our mission:

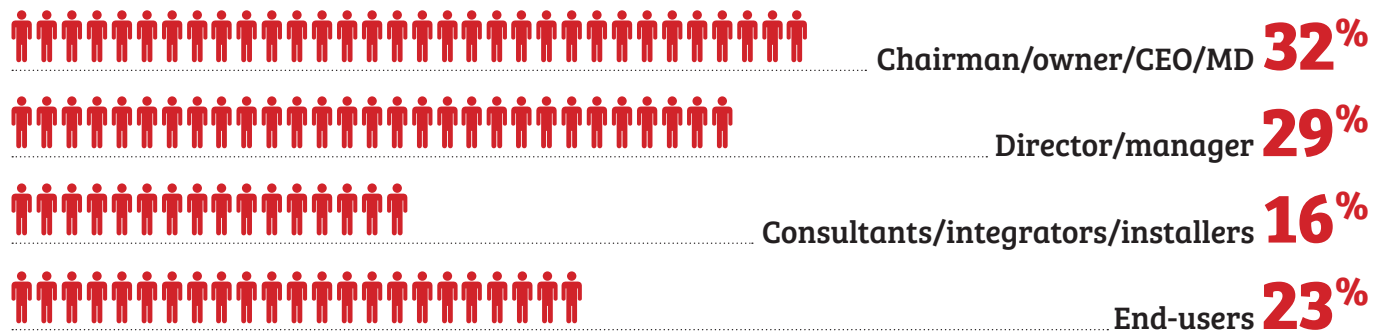
Land Mobile is the most innovative, thought-provoking and creative media brand for business radio professionals who want to develop high-performing organisations. We provide insight and best practice to the market through stimulating and open dialogue.

Circulation: 9,400

Land Mobile has a reach of over 9,000 industry professionals across print and digital. Our specialist circulation ensures that your marketing message reaches the right people, who influence and make investment decisions.

As a result, companies who use Land Mobile to advertise can be confident that their investment will yield an excellent return.

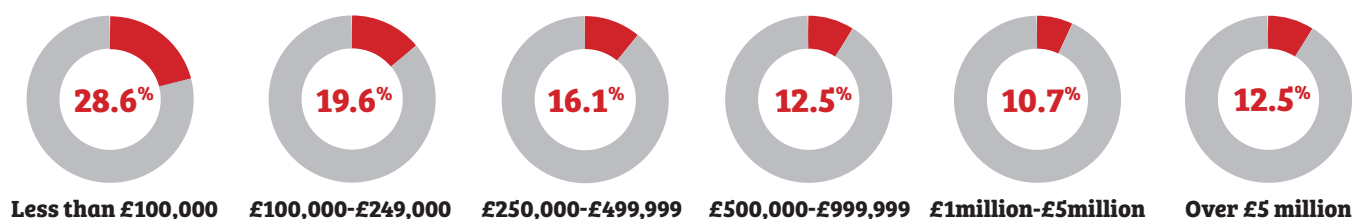
Primary job function



Reader purchasing power

Readers specify requirements	72%	Take the final decision	39%
Initiate/recommend purchases	68%	Make the purchase	38%
Select the supplier	63%	Authorise the expenditure	23%

What is the size of your annual budget for products and services?



Source: reader survey, August 2020

EDITORIAL PROGRAMME 2023					
MONTH	FEATURES	BONUS DISTRIBUTION	ORDER CONFIRMATION	COPY DEADLINE	PUBLICATION
FEB	Public safety, Two-way radio, Mission Critical Broadband Control Rooms, Drones, Body worn video; Two-way radio - narrowband Broadband or Hybrid, Handsets In-vehicle equipment, Applications Infrastructure, Antennas Intrinsically safe radios Remote speaker mics	BAPCO 2022 Coventry, Mar 7-8	Feb 10	Feb 15	Feb 16
SEP	Frontline equipment, Drones Body worn video, Headphones and earpieces, Broadband apps for business, Data terminals EPOS, Bluetooth, Telematics for freight transport/logistics Mobile working; Networking/IoT, Private networks (4G/5G), IoT sensors Data management and AI, "Low power" networking - Sigfox, LoRaWAN, Neutral host providers	BAPCO Newcastle	Aug 23	Aug 30	Sep 6

SPONSORSHIP PACKAGES	
Land Mobile - Headline Partner - £30,000+VAT	Land Mobile supporting Partner - £20,000+VAT
<ul style="list-style-type: none"> Highlighted on all marketing material as a Headline Partner. Highlighted as Headline partner on the front cover Highlighted as Headline partner on the website Highlighted as Headline partner on emails Full page advert in each quarter of the magazine Exclusive E-shot to our circulation twice a year Advert on our editorial emails Banner advert rotating with other Headline partner on the website in prominent position Online Courses via CC Network (please see CC Network media pack) Webinars – Via CC Network (please see CC Network media pack) Includes CC Network Channel sponsor and Partner package (please see CC Network media pack) 	<ul style="list-style-type: none"> Highlighted as Partner in the magazine Highlighted as Partner on the website Half page advert in each quarter of the magazine Exclusive E-shot to our circulation once a year MPU advert rotating with other Partners on the website. Online Courses - (please see CC Network media pack) Webinars - (please see CC Network media pack) Includes CC Network Channel sponsor and Partner package (please see CC Network media pack)

List of previous advertisers:

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> Airbus Defence & Space Airsys Communications APD Communications Audax Global Solutions Bittium Wireless Brentwood Communications Capita Plc DAMM Cellular Systems Funk-Electronic Pciogros | <ul style="list-style-type: none"> Global View Systems Hytera Communications ICOM JVCKenwood Kirisun Communications Logic Wireless Motorola Solutions Radio Links Communications Radio Trade | <ul style="list-style-type: none"> RadioSwap Sapura Shenzhen Inrico Siwssphone Wireless Syndico Distribution Tait Communications Tassta Wavemaker Hong Kong |
|--|---|---|

DISPLAY ADVERTISING				
PRINT		Width (mm)	Height (mm)	Price
Full page	Trim	210	297	
	Type area	170	257	£3,500
	Bleed	216	303	
Half page (landscape)	Type area	180	130	£2,000
	Bleed	186	136	
Half page (portrait)	Type area	86	247	£2,000
	Bleed	92	253	
Quarter page	Type area only	86	125	£1,600

Special positions: Premium charged for cover positions

Front cover advert: Front cover advert, inserts, special front covers and spread-markers

P.O.A

Cancellation terms: Eight weeks prior to publication, in writing

WEB		Width (px)	Height (px)	Price (ppm)
MPU (Sole tenancy)		300	250	£2,000
Leaderboard		728	90	£1,800
MONTHLY NEWSLETTER (Emailed on 3rd Thursday of each month)		Width (px)	Height (px)	Price (ppm)
MPU (Sole tenancy)		300	250	£2,000
Leaderboard		600	100	£1,800

Copy specifications:

Artwork must be supplied as a CMYK, press-optimised PDF. Any PDFs with RGB embedded images are not acceptable as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded. We can also accept documents in InDesign. Please ensure you include the relevant hi-res images and logos together with fonts, along with a colour proof of your advert.

All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the final output size. Images taken from the web are of an inferior quality and should be avoided. Adverts created in Photoshop and Illustrator are also acceptable.

We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs.

We accept files via email (supplied below 15MB), Wettransfer, or FTP. (Connection details of the FTP site can be provided on request).

Copy specifications for **LANDMOBILE** .co.uk:

Artwork may be supplied in the following file formats: gif, jpg, png, HTML5, 3rd party tags.

Contact us:

Sales

Jessica Szuts-Naranjo

jessica.naranjo@markallengroup.com

Freddie Slendebroek

freddie.slendebroek@markallengroup.com

Editorial

Philip Mason

Email: philip.mason@markallengroup.com

Production

Jamie Hodgskin

Email: jamie.hodgskin@markallengroup.com