

# MEDIA PACK 2024

## Keeping the industry connected





## A note from the editor, Philip Mason

Critical Communications Today, Land Mobile and the Critical Communications Network represent the most comprehensive portfolio of business/mission critical communications platforms in the world. Across all three titles, we strive to promote best practice and industry collaboration, finding new ways to push the sector forward and help it prosper.

As an integral part of the business communications technology ecosystem, our team regularly attends some of the sector's most high-profile events across the world. The platforms within the portfolio also regularly partner with these events, including the BAPCO Conference & Exhibition, Mobile World Congress, PMR Expo, as well as Critical Communications World, with which Critical Communications Today is also co-branded.

In order to give the industry exactly what it requires, Land Mobile is now digital only, with a new website dedicated to keeping readers up-to-date with the most important developments within the sector. Critical Communications Today meanwhile is printed twice a year, while also boasting an updated news website with increased functionality and new sections.

We look forward to working with you.

### Land Mobile mission statement:

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.

### CCT mission statement:

We are dedicated to providing our readers with the knowledge they need when determining their critical communications strategies and procuring new technology, through delivering up-to-the-minute and accurate information on industry trends, development and deployments, as well as the latest products and services.

## Critical Communications Today Circulation

Critical Communications Today is the only international publication servicing all aspects of the mission-critical wireless comms community. Our reach is massive, with 27,500 across digital and print in more than 105 different countries every month.

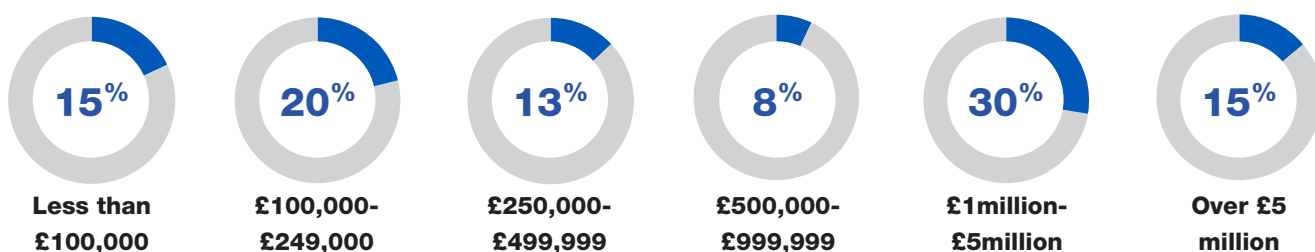
## Primary job function of our readers



## Reader purchasing power

Readers specify requirements	68%	Take the final decision	25%
Initiate/recommend purchases	55%	Make the purchase	18%
Select the supplier	28%	Authorise expenditure	10%

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



# Media Pack 2024 - Schedule and Specifications

## CCT EDITORIAL PROGRAMME 2024

MONTH	FEATURES	BONUS DISTRIBUTION	ORDER CONFIRMATION	COPY DEADLINE	PUBLICATION
<b>MAY</b>	Command and control centres- ICCS/dispatch technology; Next generation 112/911; AI; Big data and analytics; Mission critical broadband – handsets; Applications; Infrastructure; Ruggedised devices; Inbuilding coverage; In-vehicle; Push to Talk over Cellular	<b>CCW 2024 Dubai</b>	April 22	<b>April 29</b>	May 8
<b>NOV</b>	Accessories; Body Worn Video; Drones; Noise cancelling headsets; Facial recognition technology; Narrowband radio – TETRA/DMR radios; TETRA/DMR applications; Narrowband infrastructure; Intrinsically safe devices; In-building coverage	<b>BAPCO Autumn PMR Expo</b>	Oct 31	<b>Nov 11</b>	Nov 18

## DISPLAY ADVERTISING - CCT ONLY

PRINT		Width (mm)	Height (mm)	Price
<b>Full page</b>	Trim	210	297	£3,500
	Type area	170	257	
	Bleed	216	303	
<b>Half page (landscape)</b>	Type area	180	130	£2,000
	Bleed	186	136	
<b>Half page (portrait)</b>	Type area	86	247	£2,000
	Bleed	92	253	
<b>Quarter page</b>	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

Artwork must be supplied as a CMYK, press-optimised PDF.

Cancellation terms: eight weeks prior to publication, in writing

## WEB ADVERTISING - CCT & LAND MOBILE

Advert Size	Width (px)	Height (px)	Price (ppm)
<b>MPU (Sole tenancy)</b>	300	250	£2,000
<b>MPU (Shared tenancy)</b>	300	250	£500
<b>Leaderboard</b>	728	90	£1,800
<b>EMAIL NEWSLETTER (per month)</b>			
CCT every 3rd Thursday, LM every 2nd and 4th Thursday	Width (px)	Height (px)	Price (ppm)
<b>MPU (Sole tenancy)</b>	300	250	£2,000
<b>Leaderboard</b>	728	90	£1,800

## WEB ADVERTISING STATISTICS

LAND MOBILE	CCT
<ul style="list-style-type: none"> <li>4000 website visitors per month</li> <li>Average click through rate: 0.07%</li> <li>9000+ newsletter subscribers</li> </ul>	<ul style="list-style-type: none"> <li>3000 website visitors per month</li> <li>Average click through rate: 0.07%</li> <li>21,000+ newsletter subscribers</li> </ul>

## What is the Crit Comms Network?

The CC Network is a community platform focused on the mission critical communications technology industry.

It showcases thought leadership and provides a trusted space for peers to network, share ideas and develop their knowledge, away from the 'noise' of social media.

It is a 365 hub that delivers expertise and knowledge-sharing on-demand, in one space.

The CC Network offers a new, engaging way for organisations to use this knowledge sharing hub to highlight their own news, articles, webinars and product demos, and connect with members as industry partners.



### PARTNERSHIP OPPORTUNITIES – CRITICAL COMMUNICATIONS NETWORK

#### INDUSTRY PARTNER - £3,000+VAT

- 12 month's coverage with logo on homepage including link to your dedicated profile page
- Company listing in organisations directory
- Your own dedicated profile page with links, videos and contact details on your partner page
- 6 content marketing posts, which our team will edit/ review and upload on your behalf
- Unlimited use of on-site tools to create and post video presentations and papers
- Ability to participate in group discussions using on site messaging tool
- Ability to 'follow' experts and be 'followed'. Direct links to profiles of any followers

#### PREMIUM INDUSTRY PARTNER - £6,000+VAT

- 12 month's coverage with prominent homepage logo including link to your dedicated profile page
- Sponsorship of dedicated topic badge or discussion room
- Company listing in organisations' directory
- Your own dedicated profile page with links, videos and contact details on your partner page
- 12 content marketing posts, which our team will edit/ review and upload on your behalf
- Unlimited use of on-site tools to create and post video presentations and papers
- Ability to participate in group discussions using on site messaging tool
- Ability to 'follow' experts and be 'followed'. Direct links to profiles of any followers

Webinar(s) can be added into the partnership packages at a bespoke price dependent on type of production and lead-gen requirements. Promotion and sharing of pre-recorded webinars are included within your package. Contact one of the team to find out more about pricing. NB: webinars can be included in partnership package or sold separately.

# Media Pack 2024 - Headline Sponsor

## HEADLINE SPONSORSHIP PACKAGES: CCT & CC NETWORK

### HEADLINE PARTNER - £20,000+VAT

- Highlighted on all CCT as a Headline Partner:
  - Critical Communications Today front cover
  - Critical Communications Today website
  - Critical Communications Today monthly newsletters
- Full page advert in each issue of Critical Communications Today magazine
- Exclusive E-shot to our Critical Communications Today circulation twice a year
- MPU banner on Critical Communications Today website
- Critical Communications Network Premium Industry partner for 1 year (RRP: £6,000 – see previous page for more details)

### SUPPORTING PARTNER - £15,000+VAT

- Highlighted on all Critical Communications Today as Supporting Partner:
  - Critical Communications Today magazine
  - Critical Communications Today website
  - Critical Communications Today monthly newsletters
- Half page advert in each issue of Critical Communications Today magazine
- Exclusive E-shot to our Critical Communications Today circulation once a year
- MPU banner rotating with other supporting partners on Critical Communications Today website
- Critical Communications Network Industry partner for 6 months (RRP: £3,000 – see previous page for more details)

## HEADLINE SPONSORSHIP PACKAGES: LAND MOBILE & CC NETWORK

### HEADLINE PARTNER - £20,000+VAT

- Highlighted on all Land Mobile as a Headline Partner.
  - Land Mobile website
  - Land Mobile bi-weekly newsletters
- Exclusive E-shot to our Land Mobile circulation twice a year
- MPU advert on Land Mobile website
- Critical Communications Network Premium Industry partner for 1 year (RRP: £6,000 – see previous page for more details)

### SUPPORTING PARTNER - £15,000+VAT

- Highlighted on all Land Mobile as Supporting Partner:
  - Land Mobile website
  - Land Mobile bi-weekly newsletters
- Exclusive E-shot to our Land Mobile circulation once a year
- MPU banner rotating with other supporting partners on Land Mobile website
- Critical Communications Network Industry partner for 6 months (RRP: £3,000 – see previous page for more details)

## Sample list of recent advertisers:

- Airbus Defence & Space Oy
- APD Communications
- Bittium Wireless
- Capita Plc
- DAMM Cellular Systems
- ETELM
- Funk-Electronic Piciorgros
- Frequentis
- Global View Systems
- Huawei
- Hytera Communications
- Leonardo
- Motorola Solutions
- Northwest Radio Communications
- Redbox Recorders
- RugGear
- Runbo
- Sepura
- Siemens Convergence Creators
- Tait Communications
- Teltronic
- TIPRO
- Wavemaker Hong Kong

## Contact us:

### Sales

Jessica Szuts-Naranjo  
jessica.naranjo@markallengroup.com

Sam Carter  
sam.carter@markallengroup.com

Freddie Slendebroek  
freddie.slendebroek@markallengroup.com

Shaira Fernandez  
shaira.fernandez@markallengroup.com

### CC Network

Victoria Hart  
victoria.hart@markallengroup.com

### Editorial

Philip Mason  
philip.mason@markallengroup.com

### Production

Jamie Hodgskin  
jamie.hodgskin@markallengroup.com