

# TV TECHNOLOGY EUROPE

SERVING BROADCASTING IN EUROPE, MIDDLE EAST AND AFRICA

**TV Technology Europe** continues its focus on your core market for 2008, 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** will continue to offer content tailored to the specific needs of technical management, engineering and production personnel at broadcast facilities.

Here's what's coming:

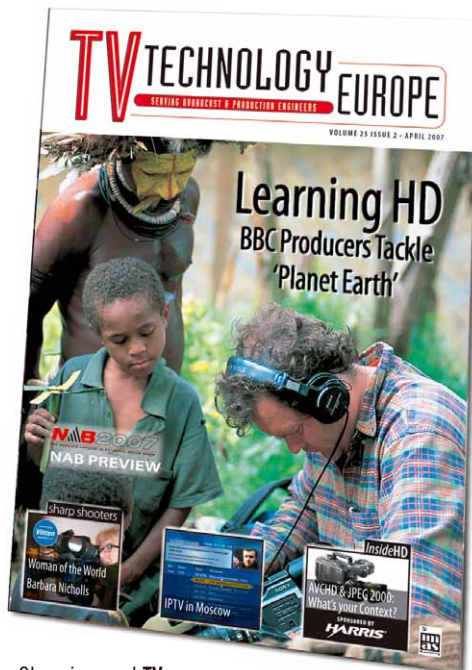
## Transmission, IPTV & Video to Mobiles

We'll continue to cover all aspects of digital transmission as analogue switch-off looms in some markets, with a column in every issue on important DVB issues such as DVB-T2 and DVB-SH. We'll also continue to focus on IPTV installations and the technologies that make this up-and-coming market work. **TV Technology Europe** has also been covering the video-to-mobiles arena since the technologies were just starting to appear, and we'll continue to cover this evolving market.

## News, Sport & Beijing

Our well-established news & sport section will continue to offer 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** will continue to blanket this section of our industry.

We'll also cover the run up to the big Beijing



Olympics, and **TV Technology Europe** editor Mark Hallinger will be on site at the Games to get the inside story of how the world's broadcasters captured and delivered the first truly HD Summer Games.

## The Modern Facility

Written by a consulting engineer, this regular feature will examine the issues faced by facility management and engineering personnel on a variety of issues. We'll consider what it really takes to be a modern facility in terms of IT issues, news production in a multi-delivery world, archiving, post, and more. We'll also profile the technology behind some of Europe's most compelling facilities.

We Deliver to Your Core Market  
with Content and Circulation  
Focused on the European Market  
**More Broadcasting**  
**More Technology**  
in 2008

## 2009 International Vendor & Product Directory

Following the launch of our International Vendor & Product Directory in 2007, **TV Technology Europe** will again provide our readership with a keep-all-year definitive source of information for the professional video and television industry. The 2009 Vendor & product Directory provides a wealth of valuable information that buyers need to make purchasing decisions. This vital sourcebook will contain an alphabetical listing of manufacturers, dealer and distributor listings, and a cross-reference by product category.

## And More ...

Look for technical columns on server technology, audio for broadcast, lighting, compression and more;

the popular Buyer's Guide and equipment sections that allow real engineers and end users to comment on equipment they have used; and enough 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 you can buy.



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.



# 2008 Editorial Calendar

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

ISSUE	TRADE SHOWS, AWARDS & COVER THEMES	FEATURES	SPORTS & EVENTS	MOBILE VIDEO	NEWS TECH	BUYERS GUIDE	AD INFORMATION
<b>FEB/MARCH</b>	Report: CES (7-10 Jan) Preview: CABSAT (4-6 March) Preview: Broadcast LIVE & VideoForum 2008 (30 Jan-Feb 1) IT-Centric Update: Learning from a Modern European Facility	IPTV in HD On-Air Graphics Tech News: HDV	Winter Sports Accessory Bags	MediaFLO in Europe	Cameras & Accessories Reviews Trends in Remote Newsgathering	Automation, Archiving & Asset Management  Video Recording	Ad Close: 11 Jan. Ad Due: 18 Jan.
<b>APRIL</b>	*PREVIEW: NAB (xxx April) REVIEW: CABSAT AES (May17-20) Europe's Most Modern OB Vehicles	Lighting HD Talkback Trends Editing Review	Specialty Cameras	DVB-SH for Europe?	The Tapeless Battle in EMEA Prompting Evolves	Test & Measure Fibre, Cable & Connectors; Audio	Ad Close: March 14 Ad Due: March 21
<b>MAY/JUNE</b>	The Most Modern News Facilities for a Multi-Delivery World	Disaster Recovery Video-on-Demand	Covering the Giro D'Italia	DVB-H Rolls On	Camera Support Review Microwave Update	Signal Processing Studio Cameras Lenses & Accessories CG & Graphics	Ad Close: April 18 Ad Due: April 25
<b>JULY-AUG</b>	Europe's Most Modern Studios	Tech News: Signal Conversion 5.1 Audio Systems Integration	Wimbledon Preview Beijing Olympics Preview	T-DMB in Europe	Newsroom Graphics Uplink Review	Transmission: Terrestrial, IPTV & Video-to-Mobiles Encoding Transmission Monitoring	Ad Close: June 20 Ad Due: June 27
<b>SEPT</b>	PREVIEW: IBC (6-11 Sept) The Modern Archive	HD Test & Measure Tech News: Compression Advances in Lighting Where does HD Stand in Europe?	Specialty RF Cameras	Monitoring Video-to-Mobiles	Remote Production Vehicles	Vision Mixers & Routers Mobile, Remote & Satellite	Ad Close: Aug. 8 Ad Due: Aug. 15
<b>OCT/NOV</b>	REVIEW: IBC Top Post Facilities	Closed Captioning/Subtitling HD Editing Tech News: Fibre and Cabling	Mics in Sports Summer Olympics Recap	The Year in Mobile Video	Newsroom Systems	Editing EFP & ENG Cameras & Accessories	Ad Close: Oct. 10 Ad Due: Oct. 17
<b>DEC/JAN</b>	<b>2009 International Vendor &amp; Product Directory</b>						Ad Close: Nov. 21 Ad Due: Nov. 28

★ Denotes Bonus Distribution at Trade Shows

## Rate Card #16

Effective January 2008. All rates are in U.S. dollars and are per insertion.

Standard A4	1x	3x	6x	12x	18x
Page	\$2,420	2370	2300	2205	2150
2/3 page	\$1,815	1775	1725	1655	1620
1/2 page	\$1,450	1420	1380	1325	1290
1/3 page	\$1,090	1065	1030	990	970
1/4 page	\$865	850	815	790	760
1/6 page	\$655	640	620	600	570

### General Column

Inch Rate	\$205				
Product Showcase (net)	\$465	455	440	425	405
4-color	Extra 15%				

Equipment Exchange	\$115	110	105	100	95
Professional Card	\$135	130	125	120	115
Classified Line Ads	\$2 per word				
Blind Box Number	\$17				
4-color	\$1,000				
2-color	\$425				
4c spread	\$1,300				

Ask your sales representative about discounted rates for combination programs with other NewBay Media publications!

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**Eric Trabb**, Group Publisher  
732-845-0004  
Fax: 732-845-3523  
[etrabb@nbmedia.com](mailto:etrabb@nbmedia.com)

Europe, Middle East & Africa  
**Bob Kennedy**  
+44-1279-861264  
Fax: +44-1480-461550  
[bkennedy@nbmedia.com](mailto:bkennedy@nbmedia.com)

Spain/Italy  
**Raffaella Calabrese**  
+39-02-7030-0310  
Fax: +39-02-7030-0211  
[rcalabrese.imaspub@tin.it](mailto:rcalabrese.imaspub@tin.it)

Asia/Pacific  
**Wengong Wang**  
+86-755-8386-2930  
Fax: +86-755-8386-2920  
[wwg@imaschina.com](mailto:wwg@imaschina.com)

Japan  
**Eiji Yoshikawa**  
+81-3-3327-5756  
Fax: +81-3-3322-7933  
[callems@world.odn.ne.jp](mailto:callems@world.odn.ne.jp)

U.S. Northwest  
**Pete Sembler**, Sales Manager  
650-238-0324  
Fax: 650-238-0263  
[psembler@nbmedia.com](mailto:psembler@nbmedia.com)

Central U.S., Canada & New England  
**Vytas Urbonas**  
708-301-3665  
Fax: 708-301-7444  
[vurbonas@nbmedia.com](mailto:vurbonas@nbmedia.com)

U.S. Mid-Atlantic & Southeast  
**Michele Inderrieden**  
301-870-9840  
Fax: 301-645-8090  
[minderrieden@nbmedia.com](mailto:minderrieden@nbmedia.com)

US Southwest  
**Toby Sali**  
310-396-9554  
fax 310-452-7910  
[tsali@nbmedia.com](mailto:tsali@nbmedia.com)

Product Showcase/Classified Ads  
**Caroline Freeland**  
703-852-4610  
Fax: 703-852-4585  
[cfreeland@nbmedia.com](mailto:cfreeland@nbmedia.com)



**NewBay Media (UK) Ltd.**  
Atlantic House, 11 Station Rd.  
St. Ives, Cambridgeshire, PE27 5BH, UK  
+44-148-046-1555 ■ Fax: +44-148-046-1550

**NewBay Media**  
5285 Shawnee Rd., Ste 100  
Alexandria VA 22312 USA  
703-852-4600 ■ Fax: 703-852-4582

## ADVERTISING MATERIAL SPECIFICATIONS

TV Technology Europe is printed using a CTP process, and therefore we request that all ad copy be supplied as digital files rather than film. All copy must also be supplied with a color proof of the advertisement to ensure quality control.

The following is to assist the supplying of advertising material in a digital format and gives details of what file formats we can accept and also explains how to produce PDF files, our chosen file format. Below is a guideline to be used in conjunction with the mechanical specifications for TV Technology Europe magazine.

### Formats we accept

**QuarkXPress – up to v.4.1 (preferred format)**  
 Adobe InDesign  
 Adobe Photoshop – up to v.5.5  
 Adobe Illustrator – up to v.6.0  
 Adobe Acrobat PDF – up to v.4.0  
 Macromedia Freehand – up to v.8.0

### Graphic file formats

- Resolution must be 300dpi. If resolution is lower than this, IMAS will not be responsible for the printed quality of the image.
- Graphics taken from the Internet must be used at their original size – enlarging dimensions or increasing resolution will result in bitmapped images.

### Graphic formats we accept

- TIFF – no LZW compression
- EPS – single or five part file (do not apply JPEG compression)
- JPEG

### Pre-Flight:

FLIGHTCHECK® is the recommended program for pre-flighting all files. Files should be collected with all supporting art in CMYK format and all fonts used within the file. Failure to supply all components or supplying incompatible files could result in delays and production fees.

### Digital Media we accept

CD ROM  
 230MB/128MB – optical  
 100MB – Zip  
 1GB/2GB – Jaz  
*If copy cannot be supplied in our preferred format, please send as a bitmap image saved as a TIFF or EPS.*

### Electronic transfer

#### We accept files via:

- E-mail – only files under 1Mb may be sent to: [jp.shirreffs@audiomedia.com](mailto:jp.shirreffs@audiomedia.com)
- FTP – files can be transferred via the internet to: <ftp://www.audiomedia.com> username: **outrigger** password: **waikiki**
- ISDN – files may be sent directly via ISDN, number 01480 359903
- All files must be compressed (i.e. Stuffit, Zip) before sending. Please supply a hard copy of the file by fax with complete file specifications along with a contact name.

**Problems?** If any of the above is unclear or additional information is required, please contact **John-Paul Shirreffs**, Production Supervisor on: tel: 01480 461555 or e-mail: [jp.shirreffs@audiomedia.com](mailto:jp.shirreffs@audiomedia.com)

### Film

Under certain circumstances we can still accept ad copy in film format. This must be cleared with the Sales Manager, and an additional charge may be levied.

### Color Display

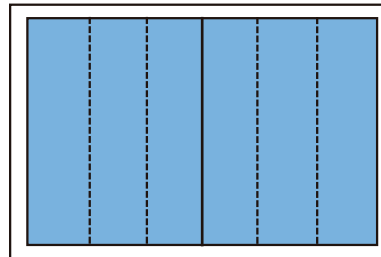
Positive separations right reading, emulsion side down, 150 screen plus *color proof required.*

### Mono (B/W) Display

Positive film, right reading, emulsion side down, up to 150 screen, or camera-ready artwork.

## STANDARD AD SIZES AND DIMENSIONS

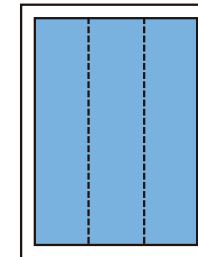
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

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

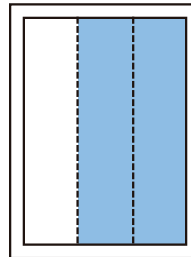
**Bleed:** (16-3/8" x 11-15/16")  
**Trim:** (16-1/2" x 11-11/16")  
**Live Area:** (15-1/2" x 10-11/16")



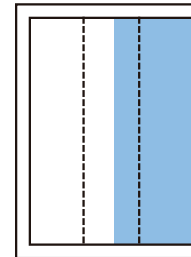
STANDARD PAGE

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

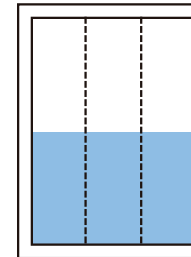
**Bleed:** (8-1/2" x 11-15/16")  
**Trim:** (8-1/4" x 11-11/16")  
**Live Area:** (7-1/4" x 10-11/16")



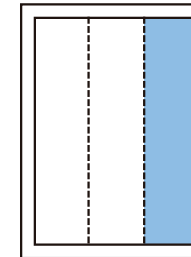
**2/3 PAGE VERT.**  
 118mm x 271mm  
 (4-5/8" x 10-11/16")



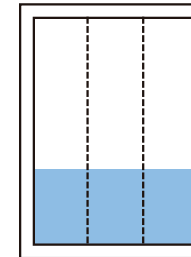
**1/2 PAGE VERT.**  
 87mm x 271mm  
 (3-7/16" x 10-11/16")



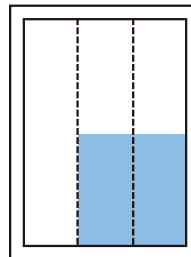
**1/2 PAGE HORIZ.**  
 179mm x 135mm  
 (7-1/16" x 5-5/16")



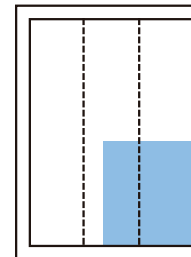
**1/3 PAGE VERT.**  
 56mm x 271mm  
 (2-1/4" x 10-11/16")



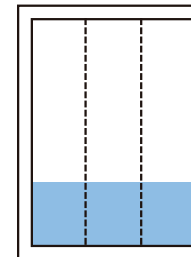
**1/3 PAGE HORIZ.**  
 179mm x 90mm  
 (7-1/16" x 3-9/16")



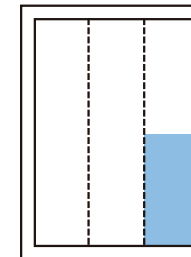
**1/3 PAGE SQUARE**  
 118mm x 118mm  
 (4-5/8" x 4-5/8")



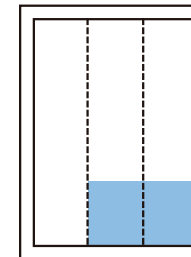
**1/4 PAGE VERT.**  
 87mm x 135mm  
 (3-7/16" x 5-5/16")



**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:

TV Technology Europe, c/o John-Paul Shirreffs  
 Atlantic House, 11 Station Rd.  
 St. Ives, Cambridgeshire, PE27 5BH, UK

[production@audiomedia.com](mailto:production@audiomedia.com)  
 +44-148-046-1555  
 Fax: +44-148-046-1550