



PRODUCTION 360°
Sport News Film & TV Events

MEDIA PACK 2021/22

WWW.PRODUCTION360.MEDIA

ABOUT PRODUCTION 360°

Sport News Film & TV Events

PRODUCTION360° is the result of more than 2 years of research. We believe that there is a huge gap in the market for a purely “nuts and bolts” website and brand that focuses on the entire 360-degree process of outside broadcast, studio and media production across all the relevant categories, not just technology.

The PRODUCTION360° website, newsletter and event have been designed to provide a new, cost-effective voice for the production industry during challenging and unpredictable times. Providing a showcase for the latest innovations in news, sport, TV/film and live event production, the PRODUCTION360° services are devised and operated by a team with decades of experience in B2B publishing and events.



WHAT IS PRODUCTION 360° ?

Sport News Film & TV Events

PRODUCTION360° will capture and report on the bigger picture of production and broadcasting, completely inclusive of every product and service required to make outside broadcast, studio, and media production a success. After all, it's not just about the technology!

PRODUCTION360° will look at every aspect of this industry with an informative website and monthly newsletter reporting on companies who undertake sport, news, film/TV, documentary and live event production work. From OB trucks to rigging, SFX, unmanned vehicles, rigging, pyrotechnics, catering, audio and beyond – we will cover the OB, studio and media production sectors from every angle, with a particular focus on how new technologies can help companies to prosper during challenging times.

Our primary goal is to provide a platform that offers incredible value for a hard-pressed industry that still needs the opportunity to promote its products and services to buyers and users. We will endeavour to produce content relevant to all.

OUR AUDIENCE

Our international platform will be primarily targeted at **Directors, Producers, Editors, Production Managers, Production Assistants, Cameramen & Audio Operators, Technicians & Engineers, Art Directors, DOPs (and many more)** within the sport, news, film & TV, and live event sectors.

Our audience includes key decision-makers and lead technicians who have an ongoing need to keep up with the latest news, comment and insight about the products, developments and processes shaping the OB, studio and media production environments. In particular, we intend to ensure comprehensive coverage for the benefit of buyers/specifiers of equipment and services, many of whom have a strong influence in their organisations as well as making critical purchasing decisions.



FIGURES

On average: **17,862 page impressions per month.**

On average: **8,132 unique users.**

LinkedIn: **840+ followers** on PRODUCTION360° company page and growing...

LinkedIn: **6.45%** average engagement rate

Audience By Job Function:

Engineering	33%
Operations	23%
IT	16%
Business Development	10%
Arts and Design	7%
Marketing, Media and Comms	4%
Sales	4%
Other	3%

Audience by Industry:

Broadcast Media	66%
Sports	14%
Motion Pictures, Film & Entertainment	10%
Media Production	6%
Electric/Electronic Manufacturing	1%
Information Technology and Services	1%
Other	2%

Audience by Geographical Location:

United Kingdom	31%
Europe	27%
United States & Canada	22%
Asia Pacific	9%
RoW	11%

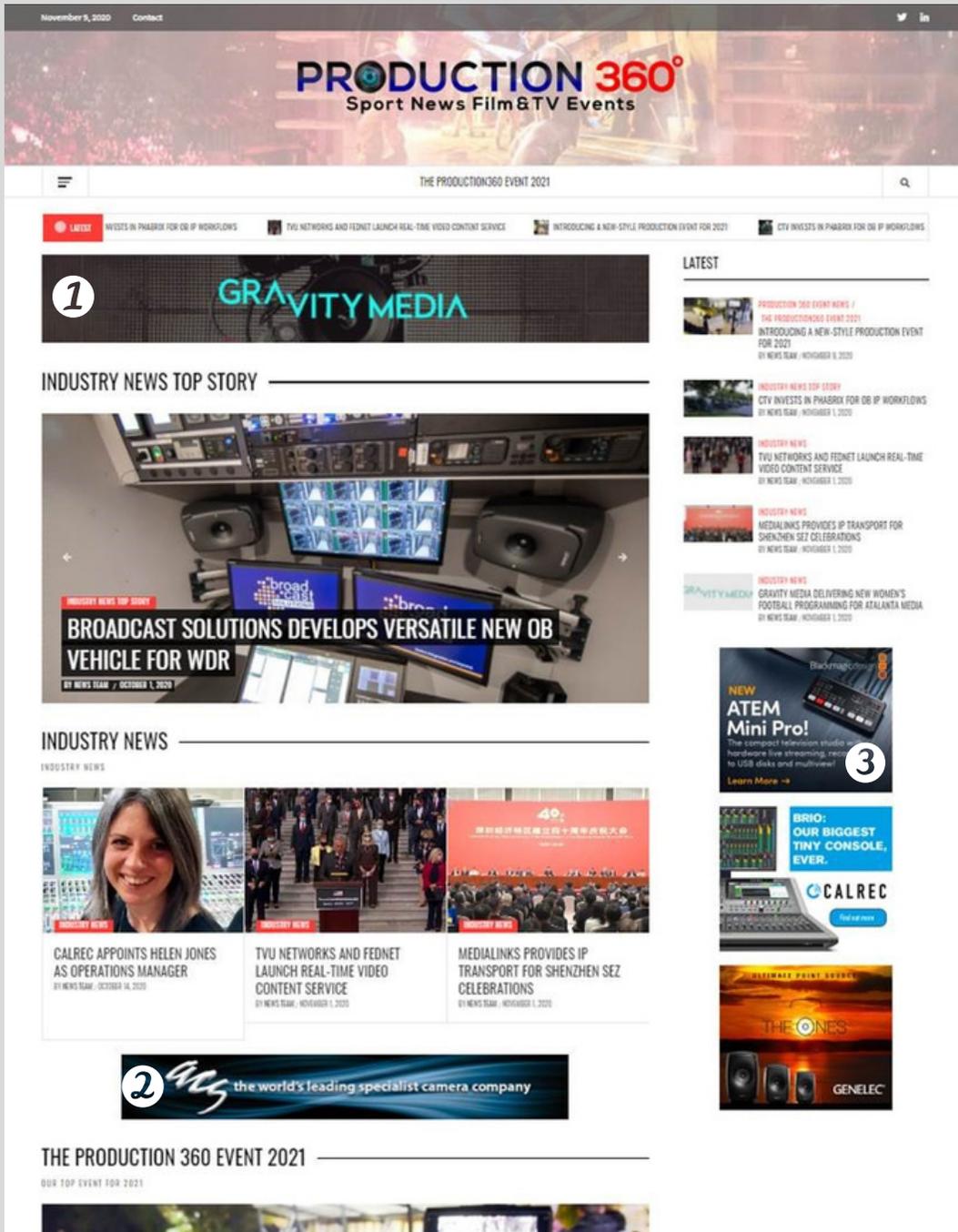
Audience by Seniority:

Senior	23%
Director	23%
Entry	21%
Manager	17%
C-Suite, VPs & Owners	16%

Audience by Company Size:

0 to 50 employees	30%
51 to 200 employees	17%
201 to 500 employees	13%
501 to 1,000 employees	11%
1,001 to 5,000 employees	10%
5,001 to 10,001 employees	19%





COMMERCIAL OPPORTUNITIES

1. Rotational Main Leaderboard (1550 x 224 pixels), Max size: 40kb, Format: .gif, .swf & .jpeg.

The premium position situated at the top of the homepage. It is the first advertisement that is seen when a user visits the homepage; it is a large and highly visible size. It offers advertisers a great deal of space in a prominent position.

Price: £495 GBP per calendar month.

2. Rotational Mid Banner (728 pixels x 90 pixels), Max Size: 40kb, Format: .gif, .swf & .jpeg.

These banners are nestled nicely in between editorial content news pieces to ensure your advert is facing relevant editorial matter. These mid-banner positions are a superb marketing tool to build brand recognition.

Price: £395 GBP per calendar month.

3. Rotational MPU (300 pixels x 250 pixels), Size: 40kb, Format: .gif, .swf & .jpeg.

Located on the right-hand side of the homepage. These spots offer increased impact. They can contain flat imagery or rich media to deliver eye-catching results!

Price: £295 GBP per calendar month.

4. Sponsored Content & Video

A fantastic way to have your key message displayed in an editorial format within the industry news and rolling homepage features. Limited to a maximum of 2-3 posts per week depending on availability. Consists of a title/subject header, 1-2 images, max 350 words for the main body of text with 1-2 URL links, and flagged as "Sponsored" or "Promotional" feature.

Price: P.O.A.

CONTACT US

Chris Cope

Publisher and Event Director

Email: chris@production360.media

Tel: +44 (0) 20 3289 8015

Mob: +44 (0) 7496 270322

Sean Leslie

Sales Director

Email: sean@production360.media

Tel: +44 (0) 207 993 4704

Mob: +44 (0) 7925 096590

PRODUCTION360° Editorial Newsdesk

Email: news@production360.media

