

2023 MEDIA KIT

PRODUCTION 360°

CAPTURING AND REPORTING ON THE BIGGER PICTURE OF PRODUCTION AND BROADCASTING

www.Production360.media

ABOUT US



At Production 360°, we highlight the bigger picture of production and broadcasting, being completely inclusive of every product and service required to make outside broadcast, studio, and media production a success.

We 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 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 endeavour to produce content relevant to all.



69.5k

AVG. PAGE IMPRESSIONS PER
MONTH

34k

AVG. UNIQUE USERS
PER MONTH

2k+

LINKEDIN FOLLOWERS

8.45%

LINKEDIN ENGAGEMENT
RATE

25k+

LINKEDIN IMPRESSIONS
ON 70-100 POSTS
PER MONTH

AUDIENCE

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 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 Seniority

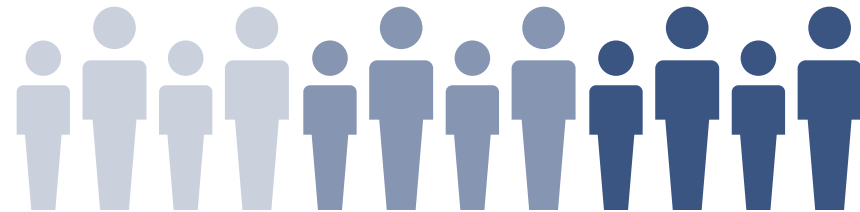
Senior	23%
Director	23%
Entry	21%
Manager	17%
C-Suite, VPs & Owners	16%

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%

Audience by Geographical Location

United Kingdom	31%
Europe	27%
United States and Canada	22%
Asia Pacific	9%
Rest of World	11%



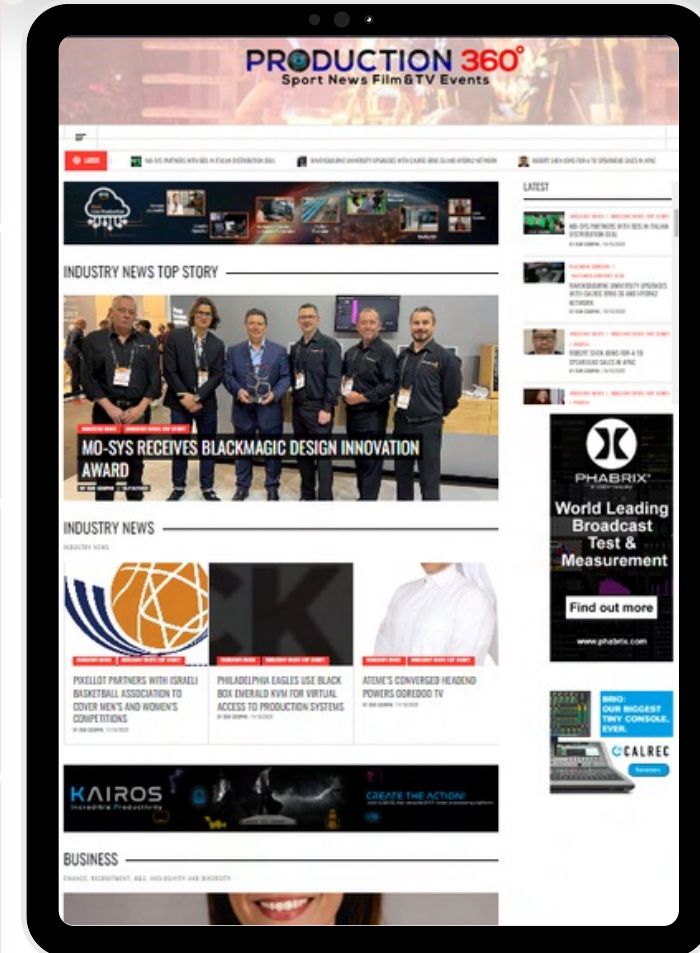
Within the sport, news, film & TV, and live event sectors, Production 360°'s international platform is primarily targeted at **Directors, Producers, Editors, Production Managers, Production Assistants, Cameramen, Audio Operators, Technicians, Engineers, Art Directors, DOPs** and many more.

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 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.



RATECARD

PRODUCT	DESCRIPTION	PRICE
1. Rotational or solus Main Leaderboard	<p>This is 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.</p> <p>1550 x 224 pixels; Max Size: 40kb, Format: .gif, .swf & .jpeg.</p>	£995 GBP per calendar month. If solus is required, £1100 per month (min. 4 months' booking required).
2. Rotational Mid Banner	<p>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. There are 3 positions available with this larger size.</p> <p>1550 x 224 pixels; Max Size: 40kb, Format: .gif, .swf & .jpeg.</p>	£695 GBP per calendar month.
3. Rotational MPU & Rotational Skyscraper	<p>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!</p> <p>Rotational MPU (300 pixels x 250 pixels) & Rotational Skyscraper (300 X 600 pixels); Size: 40kb, Format: .gif, .swf & .jpeg.</p>	Rotational MPU: £495 GBP per calendar month; Rotational Skyscraper: £795 per calendar month
4. Sponsored Content or video on the site, and a new feature - boosted on LinkedIn	<p>A fantastic way to have your key message displayed in an editorial format within the industry news and rolling homepage features. This is limited to a maximum of 2-3 posts per week, depending on availability.</p> <p>It 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.</p>	P.O.A.



CONTACT US

**Production 360°
Editorial Newsdesk**

Email: News@Production360.media

Chris Cope
Publisher

Email: Chris@Production360.media
Tel: +44 (0) 20 3289 8015
Mob: +44 (0) 7962 336300

