

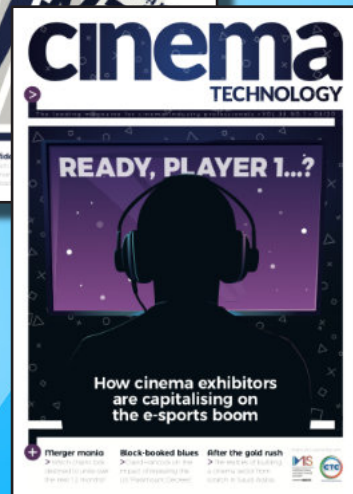
cinema TECHNOLOGY

Media Pack

2022

> in print and online

cinematech.today



READ AND REFERENCED BY CINEMA INDUSTRY PROFESSIONALS FOR MORE THAN 30 YEARS, Cinema Technology is the established title for those seeking to inform and influence key decision-makers throughout the cinema exhibition, technology, design and retail sectors.

A FOUR ISSUE SCHEDULE PLANNED TO COINCIDE WITH 2022 KEY INDUSTRY EVENTS will enable Cinema Technology to offer unequalled advertising and promotional opportunities both in print and online. Cinema Technology print and online editions enjoy a combined international readership exceeding 30,000.

THE PRINT EDITION will, where ever circumstances allow, enjoy distribution at major international events which Cinema Technology has been proud to have supported as an official media partner. During 2022 these are scheduled to include CineEurope, CineAsia and India's BigCineExpo.

THE ONLINE EDITION OF CINEMA TECHNOLOGY IS FREELY ACCESSIBLE TO ALL READERS, published online via the Issuu platform, and at our cinematech.today site. This online presence offers advertisers access to the widest possible international readership, with the online edition of our title generating more than 100,000 page impressions per annum.

cinematech.today

Technology still powers the very best on-screen performances - but it is the key to a wider customer experience too.

Cinema Technology reflects this fundamental shift.



Cinema Technology is a trusted source of information for the key decision makers and influencers in the global exhibition business.

cinema TECHNOLOGY Readers <

CINEMA INDUSTRY PROFESSIONALS around the world recognise the authority of our title and have helped to establish Cinema Technology's print and on-line editions as 'the industry's leading professional publication' in its sector.

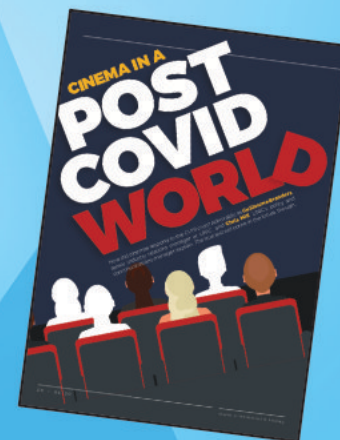
CINEMA TECHNOLOGY HAS A GLOBAL PRINT AND ONLINE READERSHIP EXCEEDING 30,000 AND IS READ BY:

- Cinema Proprietors and CEOs
- National and Local Management
- Technical and Support Operatives
- Turnkey System Providers
- Manufacturers
- Studio Executives and Film Makers
- Integrators
- Architects
- Consultants
- Service Organisations
- Marketing Professionals



THE MAGAZINE IS PERSONALLY MAILED to carefully selected senior executives of multiple international, national and independent cinema operators, who collectively have buying influence across more than 80 per cent of the world's professional-grade cinema installations.

cinematech.today



Whether the subject is premium large format auditoria, the trends in retail development, the impact of streaming or cinema's environmental leadership - Cinema Technology magazine always captures the pulse of your industry.



President of the EDCF, OMDIA's Chief Analyst Media and Entertainment David Hancock contributes insight and analysis on exhibitor data.



Editor of Celluloid Junkie, Patrick von Sychowski regularly contributes on events and industry developments.



President of UNIC, and UKCA CEO Phil Clapp regularly provides a UK and European cinema exhibition perspective

WITH A WIDER BREADTH OF EDITORIAL CONTENT than any other industry title, Cinema Technology keeps its engaged readership abreast of all the latest industry news, trends and developments.

CINEMA TECHNOLOGY'S NEWS AND FEATURE ARTICLES are based on our commissioning team's informed insight into the most important and relevant topics of the day, ensuring that the title always provides content that is timely, relevant and objective.

LISTED AMONGST OUR EDITORIAL CONTRIBUTORS are prominent industry figures such as Patrick von Sychowski, editor of Celluloid Junkie, UNIC President Phil Clapp and David Hancock, EDCF President and Director Film & Cinema at OMDIA.

THE BREADTH OF OUR EDITORIAL CONTENT, accompanied by the most engaging magazine design language in our sector ensures that wherever people find Cinema Technology, whether at a show, online or via a subscription, they are always drawn into the content on our pages.

cinematech.today

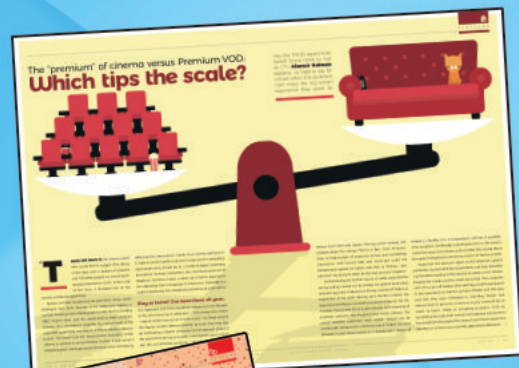


Each issue regularly features:

- The Latest Trends and Developments in Cinema Exhibition
 - Equipment Performance, Assessment and Analysis
 - Interviews with, and opinions from Key Industry Figures
 - Previews and Reviews of the leading Industry Events
 - New Openings and Behind the-Scene Reports
 - Development and Operational Discussions for Managers and staff
- ...as well as a multi-page up-to-the minute leading news section.



Our advertisers trust that Cinema Technology will bring their products and services to the correct, influential audience. The people that read our title are the specifiers, buyers and decision makers in our world.



CINEMA TECHNOLOGY PLAYS A KEY ROLE in the promotional strategy and marketing campaigns of many of the industry's best-known and best-respected brands. Among the products and services to have featured on our pages are:

- Acoustic + Decorative Wall/ Ceiling Panels
- Architect and Design Services
- Audience Control and Measurement
- Cinema Servers
- Concessions
- Content Delivery
- Data Capture and Use
- Digital 2D/3D Projection
- Employment Opportunities
- Energy Saving Solutions
- Events and Exhibitions
- Film Premiers and Promotions
- Financial Services
- Gaming
- Integration and Maintenance
- Lamps
- Laser Light Sources
- Lenses
- Lobby Displays
- Online Promotions
- Property Sales and Wants
- Screens
- Seating and Motion Seating
- Security
- Signage + Interactive Displays
- Social Networking Programmes
- Sound and Immersive Sound Systems
- Theatre Management Systems
- Ticketing and POS



OUR ADVERTISING RATES INCLUDE BOTH PRINT AND ONLINE EDITIONS.

CLICK-THROUGH URL/e-mail links are available within the online edition. These links are all maintained through our archived issues, meaning your ad's value is prolonged considerably online.

*To see the latest issue and the depth of our archive, visit **cinematech.today***

All advertisements in the print edition also appear in our online edition, with click-through links which are maintained through archived issues, bringing advertisers valuable additional exposure.

cinema TECHNOLOGY

> Rate Card

2022 Publishing Schedule

Four Issues ...

March, June, September
and December

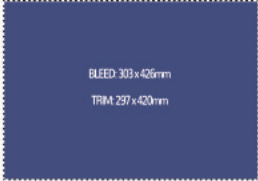







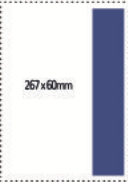


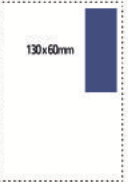
Our advert rates

Print Advert Rates include print and online editions

GBP (£ Sterling) and are subject to VAT where applicable

Front cover	£5,250
Outside back cover	£3,950
Inside (front or back) cover	£3,250
Double page spread	£3,250
Full page bleed (ROP)	£1,950
Full page non-bleed (ROP)	£1,800
Premium half page with bleed (horizontal or vertical)	£1,260
Regular half page (horizontal or vertical)	£1,050
Premium third page with bleed	£900
Regular third page	£750
Half page / third page solus on editorial page	+20%
Quarter page (horizontal or vertical)	£620
Sixth page	£470
Online digital edition URL/e-mail inks (each link)	£120
<u>Specials:</u>	
Position / sizes / formats / inserts / banding / stick ons	P.O.A.
ONLINE BANNER per calendar month	£1050

Our advert dimensions (Height x Width / millimetres)

Double page spread  BLEED: 303 x 426mm TRIM: 297 x 420mm	Whole page bleed  BLEED: 303 x 216mm TRIM: 297 x 210mm	Whole page non bleed  275 x 130mm	Premium half horizontal  BLEED: 154 x 216mm TRIM: 148 x 210mm	Premium half vertical  BLEED: 303 x 111mm TRIM: 297 x 105mm	Regular half horizontal  128 x 130mm	Regular half vertical  267 x 92mm
Premium third page  BLEED: 303 x 76mm TRIM: 297 x 70mm	Regular third page  267 x 60mm	Quarter page vertical  130 x 92mm	Quarter page horizontal  65 x 130mm	Sixth page  130 x 60mm	ONLINE BANNER Banner size 300 PIXELS Wide x 250 PIXELS High	

**For more information on our rates,
plus additional promotional
opportunities, please e-mail
Bob Cavanagh.
bob.cfmag@yahoo.com**



Specs and Data

PUBLICATION DATES:

Print Edition - on or about 1st of the month of issue

Online Edition - on or about 27th of the preceding month.

CANCELLATION:

Six weeks prior to publication.

ADVERTISING MATERIAL REQUIREMENTS:

Press-optimised PDF Files to PDF/X-1a:2001 with all fonts and images embedded.

All colour graphics to be saved CMYK and spot colours converted to CMYK.

JPG files must be saved CMYK/300dpi at highest quality.

Double page spread / whole page / premium half and third page files must have minimum 3mm all round bleed.

Please name file - advertiser's name / reference / issue date.

PAYMENT TERMS:

Payment due on publication.

PUBLISHER:

Cinema Technology is produced and published in partnership with CTC and IMIS by:
Motion Picture Solutions Ltd., Mission Hall, 9-11 North End Road,
London W14 8ST, United Kingdom.

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All advertisements are accepted on the understanding that the advertiser undertakes to indemnify the publishers, and their agents, from any liability, loss or any expense of any nature arising from the publication, or failure to publish, their advertisement.

ALL ADVERTISING INQUIRIES AND ADVERTISING MATERIAL SUBMISSIONS TO:

BOB CAVANAGH, Cinema Technology Advertising

Email: bob.ctmag@yahoo.com

**Ad submission
deadlines.**

**March Issue
11th February**

**June Issue
13th May**

**September Issue
12th August**

**December Issue
11th November**