

cinema TECHNOLOGY

MEDIA PACK 2018

 www.cinemattech.today



IN PRINT & ONLINE

ABOUT cinema TECHNOLOGY

Read and referenced by cinema industry professionals worldwide for more than 30 years, **Cinema Technology** is the established title for all those seeking to inform and influence key decision makers throughout cinema exhibition.

Published four times a year to coincide with key industry events, **Cinema Technology** offers unequalled advertising and promotional opportunities in print and online.

The print edition enjoys bonus distribution at major international events and where **Cinema Technology** is an official Media Partner.



The online edition of Cinema Technology is freely accessible to all readers – offering advertisers the widest possible international readership.

Cinema Technology print and online editions enjoy a combined international readership exceeding 30,000.



+ Cinema Technology is the leading international publication for cinema industry professionals – in print and online

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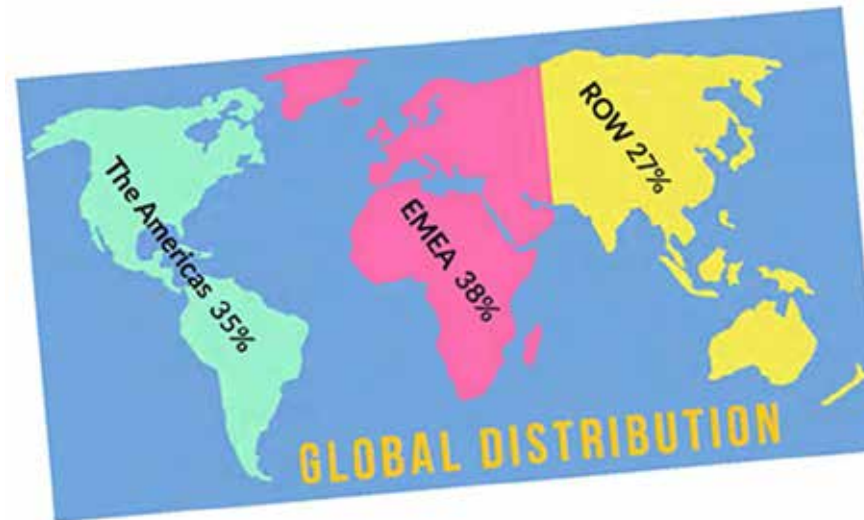
TECHNOLOGY

READERS

Cinema Industry professionals around the world have established Cinema Technology's print and on-line editions as 'the industry's leading professional publication'.

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
- Integrators
- Architects
- Consultants
- Service Organisations.



The magazine is personally mailed to carefully selected senior executives of multiple and independent cinema operators,

who amongst them have buying influence for more than 80 per cent of the world's screens.



+ For over 30 years Cinema Technology has been read and referenced by decision makers and key figures throughout the cinema exhibition industry

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EDITORIAL

+ Cinema Technology provides a unique, informed and dedicated coverage of trends and developments in the international cinema exhibition business

With a wider breadth of editorial content than any other industry title, Cinema Technology keeps readers abreast of all the latest industry news, trends and developments.

Cinema Technology's news and feature articles are based on our Editor's selections of the most important and relevant topics of the day to provide content that is timely, informed and objective.

Editorial topics include:

- 2D and 3D Digital Cinemas
- Cinema Sound
- Design and Build
- Fixtures and Fittings
- The History and Heritage of Cinema

Each issue regularly features:

- 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, Operators and Cinema Staff ... plus a regular round-up of all the latest news.

“WHETHER THE SUBJECT IS PREMIUM LARGE FORMAT, DIGITAL DELIVERY, LIVE EVENT CONTENT OR LASER ILLUMINATED PROJECTION, CINEMA TECHNOLOGY ALWAYS INFORMS AND ALWAYS CAPTURES THE PULSE OF THE INDUSTRY”



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ADVERTISE

+ All advertisements appearing in print also appear online, offering *Cinema Technology* advertisers valuable additional exposure

Cinema Technology plays a key role in the promotional strategy and marketing campaigns of many of the industry's best-known and respected brands, who among them have featured:

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



“OUR ADVERTISERS TRUST CINEMA TECHNOLOGY TO BRING THEIR PRODUCTS TO THE RIGHT AUDIENCE — THE PEOPLE WHO READ OUR TITLE ARE THE SPECIFIERS, DECISION MAKERS AND BUDGET HANDLERS WITHIN OUR INDUSTRY”

Cinema Technology advertising rates include both print and online editions.

Click-through URL/e-mail links are available for the online edition and are held through our archived issues allowing continuing reader response.

RATES

RATES INCLUDE PRINT AND ONLINE EDITIONS

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

DOUBLE PAGE SPREAD	£3250
FRONT COVER	£5250
OUTSIDE BACK COVER	£3950
INSIDE FRONT or INSIDE BACK COVER	£3250
FULL PAGE BLEED (ROP)	£1950
FULL PAGE NON-BLEED (ROP)	£1800
PREMIUM HALF PAGE WITH BLEED (Horizontal or Vertical)	£1260
REGULAR HALF PAGE (Horizontal or Vertical)	£1050
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
ON-LINE DIGITAL EDITION - URL/e-mail links (each link)	£120



For more information,
website rates and all
advertising enquiries
please e-mail:

Bob Cavanagh

bobcavanagh@sapo.pt



Cinema Technology
is published four
times a year:

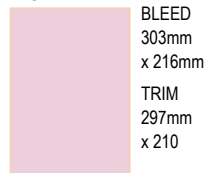
MARCH
JUNE
SEPTEMBER
DECEMBER

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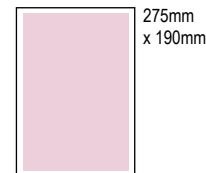
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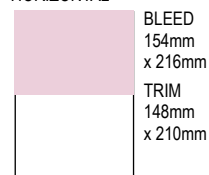
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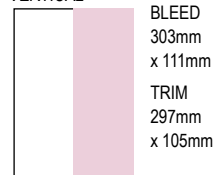
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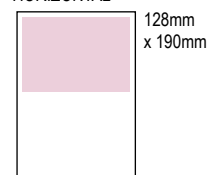
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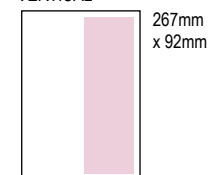
VERTICAL



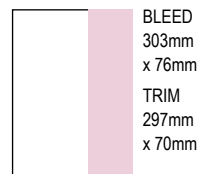
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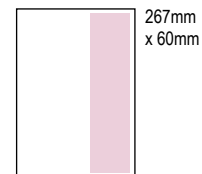
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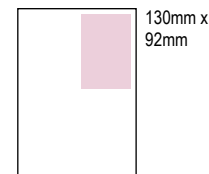
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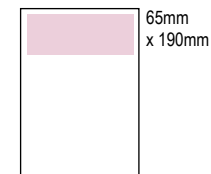
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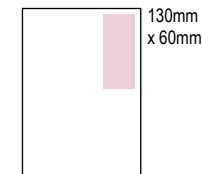
QUARTER PAGE VERTICAL



HORIZONTAL



SIXTH PAGE



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MATERIAL

+

DATA

+

**All advertising
enquiries to:**

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ADVERTISING MATERIAL DUE:

MARCH ISSUE 9th February	JUNE ISSUE 14th May	SEPTEMBER ISSUE 31st July	DECEMBER ISSUE 5th November
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PUBLICATION:

Print - 1st of month of issue Online - on or about 27th preceding month

CANCELLATION:

Six weeks prior to publication.

ADVERTISING MATERIAL REQUIREMENTS:

Press optimised PDF Files to PDF/X-1a:2001 are preferred and must have all fonts and images embedded.

All colour graphics to be saved CMYK. Spot colours must be 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.

Files created using Microsoft Publisher are not accepted.

PAYMENT TERMS:

Payment due on publication.

PUBLISHER:

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Cinema Technology Media Pack Issue 2018:1 supersedes all previous issues and may be subject to change without notice.