

MOBILE EUROPE

YOUR MOST EFFECTIVE PROMOTIONAL MEDIUM AT GSMA MOBILE WORLD CONGRESS 2012

Promote your company across our portfolio of magazines, websites, databases and bespoke events – offering you the best opportunity to maximise your exposure at the most influential gathering in the mobile industry.

All options are designed to maximise the effectiveness of your event marketing budget whilst providing a clear ROI.

For assistance and further information please contact
Shahid Ramzan or Justyn Gidley
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european COMMUNICATIONS

BETTER TARGETED

Both Mobile Europe and European Communications are received personally by senior decision-makers from the mobile and fixed-line operator community – so you know for sure that your message is reaching your target audience.

MAXIMISES EXHIBITION INVESTMENT

Attract new customers to your exhibition stands and reinforce your brand message and presence – with both existing clients and new prospects.

MORE COST-EFFECTIVE

Dedicated MWC 2012 exposure before during and after the event – giving you constant exposure for less cost.

STRENGTHENS CUSTOMER RELATIONSHIPS

Remind your customers why they do business with you by showcasing your company's key assets – your products, services and people.

GSMA MOBILE WORLD CONGRESS 2012 – COMPLETE MARKETING PACKAGE

Pre Mobile World Congress

- A full-page advertisement in MWC 2012 issue of Mobile Europe value: £5,500
- A full-page advertisement in MWC 2012 issue of European Communications value: £8,950
- 2-page advertorial/case study or thought-leadership essay value: £13,200
- A dedicated HTML e-blast to our database of 13,000 opted in recipients value: £4,200
- A full colour page advertisement within both digital editions delivered by email pre MWC. value: £2,500
- Online advert on www.mobileeurope.co.uk & www.eurocomms.com for one month leading up to the event promoting your company and stand number at MWC value: £3,900
- Place unlimited press releases on the dedicated Press Release sections on both websites value: £2,200
- Have your press releases delivered to the desktop of 36,000 telecoms professionals via a MWC 2012 dedicated weekly e-blast value: £5,850

During Mobile World Congress

- **Video Content** The 'Editor Interviews' put your brand and key messages in front of the decision makers you most want to reach. The interview is filmed on your stand with a senior representative of your company and promoted after the event to over 100,000 telecoms professionals.
The edited interview is made available for you to use on your own website following MWC value: £5,500
- **Daily e-Newsletter** your key event messages from each day delivered during MWC via our dedicated daily e-newsletter. value: £450

Post Mobile World Congress

- **Editor Interviews** The interview from the show will be hosted online on a dedicated MWC microsite accessed via the Mobile Europe and European Communications websites and promoted to over 100,000 telecoms professionals for a period of 12 months. value: £3,500
- **E-blast** Dedicated HTML e-blast to our database of "opt-in" recipients. value: £5,350

Total commercial value of the above package £61,100

Special Early Booking Rate for ENTIRE package £12,950

This promotional package is strictly limited and will be confirmed on a first come basis. To confirm your package please contact Shahid Ramzan +44 (0) 207 933 8980 or email shahid.ramzan@mobileeurope.co.uk

Distribution Mobile Europe is mailed out on a named basis to over 7,500 decision-makers within the European wireless community. 70% of this audience are network operators. European Communications has a controlled circulation of over 19,000 and includes fixed-line as well as wireless operators. Both magazines are digitally delivered to an online audience of 100,000+ globally.

Online www.mobileeurope.co.uk receives, on average, over 22,000 unique visitors every month.
www.eurocomms.com receives 17,000+ unique visitors per month.

Database The combined reach of both databases is 36,000 "opt-in" registrants.

INDIVIDUAL OPPORTUNITIES

These carefully planned options will deliver your own company's professional messages direct to senior decision-makers across your business circle. Positioning your company alongside such a vibrant and positive brand will have huge benefits for both new business and the value of your professional profile amongst your peers.

Dedicated Email Blasts

Deliver your product details and drive traffic to your stand by using the Mobile Europe and European Communications electronic databases. Deliver your key messages directly to the desktop of 36,000 opt-in recipients in the run up to, during or post MWC.

Rate for a one off e-blast £4,200

Dedicated Mobile World Congress 2012 webinars

Rate £9,500

Video Interviews

Present all your top news from the Mobile World Congress in video format. The 'Editor Interviews' put your brand and key messages in front of the decision makers you most want to reach. Filmed on your stand with a senior representative of your company and promoted after the event to over 100,000 telecom professionals and content made ready to you in various formats.

Rate to confirm your video interview - £2,500

Mobile World Congress 2012 Daily E-Newsletter Sponsorship

Every day from the editorial team will produce an electronic newsletter detailing the show highlights, review major product launches and reveal all the gossip from that day's programme. Delivered daily to over 36,000 registered users. Your company can receive exclusive branding on this daily E-newsletter.

Rate for the exclusive sponsorship of four e-newsletters - £3,000

Mobile Europe's Mobile Site – Sponsorship.

Mobile Europe's mobile site will be a key source of on-the-go news and information at MWC 2012.

Rate for the exclusive sponsorship £5,000

Mobile World Congress 2012 Review, Digital Magazine Sponsorship

Following the conclusion of the event we will produce a 16-page digital magazine. This publication will be a roundup of the major news, views and happenings which shape MWC 2012. Exclusive branding opportunities are available for a sponsoring partner who wishes to profile themselves as a key player in the industry.

Rate for the exclusive sponsorship of the digital magazine - £5,000

MWC 2012 Roundtable

Rates from £10,500

Video Panels

Rate for video panel show - £5,000

Create your own bespoke magazine

Engage your customers with a bespoke tailored magazine which will be designed, published and distributed by Euro Comms & Mobile Europe.

Rates from £10,500

Personalised Barcelona City Guide

The creation of a bespoke, jointly branded "City Guide" publication for your company. Such publications serve to provide immediate awareness and marketing impact at events as well directly engaging your existing and potential customers.

Rates from £10,500

Breakfast Briefings

Rates from £10,500

Bespoke MWC 2012 Summits

Rates from £10,500