Introduction

About us

Critical Communications Today is dedicated to the global critical communications market. It aims to inspire and inform the critical communications community and is published with the support of The Critical Communications Association (TCCA).

Launched in 2010 as TETRA Today, this publication provides technical advice, authoritative editorial and commentary spanning all areas of mission-critical communications, while also maintaining an extensive online presence with daily news, a bi-weekly newsletter and its social media following (with a focus on Twitter and LinkedIn).

From the publisher of Land Mobile (which is part of the group responsible for organising the Critical Communications Series of events on TCCA’s behalf), Critical Communications Today reflects the constantly developing mission-critical ecosystem in a topical and informative way.

Why advertise?

Drawing on the resources of the Mark Allen Group, Critical Communications Today has vast experience in publishing articles that both captivate and inspire the reader. The brand enjoys trust and respect throughout the wireless communications industry, ensuring that our advertisers receive exposure to a highly engaged readership.

The move towards greater alignment with the wider telecommunications ecosystem is disrupting the market and allowing new entrants from the cellular world. In this increasingly competitive environment, you cannot afford not to be heard. Critical Communications Today gives you the authoritative platform you need to achieve your marketing objectives, while offering unparalleled value for money.

Trust is everything in critical communications. Your customers look to you for the technology that they rely on when they call for back-up and their lives are on the line. Developing that trust takes time. Time and familiarity. At its heart, advertising in Critical Communications Today sends a message to the market: “we’re here, we’re here to help, and we’re here to stay”.

Terms of control:

Critical Communications Today is only sent to those who meet the following terms of control:

• advisors
• analysts
• chairpersons
• chief executives
• consultants
• designers
• directors
• engineers
• governors
• managers
• managing directors
• officers
• presidents
• proprietors
• service chiefs
• supervisors
• technicians
• vice presidents
Capita has worked with both Land Mobile and Critical Communications Today for many years and regard both as key industry publications, providing us with trusted channels to engage with clients and partners on a regular basis with a focus on our core products and services in the UK and overseas.

Nick Oliver, Marketing Manager - Public Safety

Circulation breakdown

**Primary job function**

- Corporate Management: 15%
- Head of Procurement: 13%
- Engineering/Technical: 50%
- Consultants: 26%

**Reader purchasing power**

- Specify requirements: 66%
- Initiate/recommend purchases: 45%
- Select the supplier: 45%
- Take the final decision: 34%
- Make the purchase: 28%
- Authorise the expenditure: 31%

**What is the size of your annual budget for products and services?**

- £100,000-£249,000: 14.3%
- £250,000-£499,999: 12.5%
- £500,000-£999,999: 17.9%
- £1 million-£5 million: 14.3%
- Over £5 million: 7.2%

Source reader survey, August 2016
Airports

Safe Cities
generally known as direct mode
rural locations. For example, sporadic
DMO enables radios within range
anticipated large-scale roll-out – has
connected to the main network.

aspect of our lives.

History is likewise also full of incidents taking place at
death of 118 people.

context, aka 'safe cities'.

we are seeing a number of governments
globally looking to get mobile network
dependent as it is on buy-in from

customers, LTE public safety users can
take advantage of robust established

it is incredibly diffi   cult,” says Duncan

Another airport that has recently made the jump to TETRA

However, the major issue comes

and so on.

Another possible issue surrounds

Another airport that has recently made the jump to TETRA

"The biggest challenge is usually

"Crews routinely switch their hand-

international appeal of narrowband in a mission-critical context.

"The airport wanted to replace its previous analogue radio

El Malki says that to address these

for the next.

plane around [getting it ready for take-off] revolves around

but it’s invaluable."

Jepsen thinks that any further

transmitted power [or more], while

as with the Motorola deployment in Brazil, EWR’s

as the like

V2X services grouped under four

"The airports we’ve worked with so far – Gatwick was our

11
10
9
8
7
6
5
4
3
2
1

We welcome your editorial submissions. Please send them to sam.fenwick@markallengroup.com

The above calendar is a guide to each issue and may be subject to change.
“Hytera has been working with Critical Communications Today since its inception to market our innovative PMR portfolio. It brings great value to the manufacturer, as well as to the readers, who can get updated about the latest happening, trends and stories. We appreciate the great value its team brings to the industry.”

Dylan Liu,
Marketing manager, Hytera
Front cover story

The front cover story allows you to take ownership of Critical Communications Today with the instant visibility of the main image on the front cover, while the three-page advertorial and single page advert allow you to go into more detail.

Editorial newsletter

The e-Bulletin lands in the inboxes of ~20,000 owners, consultants, installers and end users on a fortnightly basis (every Wednesday morning before 11am). It allows you to promote your message on a specific time and date directly to your potential clients. It highlights the most recent industry news from the past week.

Advertorial/case studies

This package allows the advertiser to discuss topics in more depth than a simple advert would allow – crucial when launching innovative products and services or updating the market on a new strategic direction.

www.criticalcomms.com

Our website is updated daily with breaking industry news and features. Advertisers can engage with our readers through banners, videos and white papers generating opportunities for data capture and lead generation.

Supplements

Our in-depth and bespoke supplements use our strong creative and experts in the marketplace, together with our insight into crafting attention-grabbing content, to inform our readers while shining a light on the sponsor’s brand. Each supplement is promoted across all our channels.
## Rates

### DISPLAY ADVERTISING

<table>
<thead>
<tr>
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<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Price</th>
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<tr>
<td>Trim</td>
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<td>297</td>
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<tr>
<td>Type area</td>
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<td>257</td>
<td></td>
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<tr>
<td>Bleed</td>
<td>216</td>
<td>303</td>
<td></td>
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<tr>
<td><strong>Half page (landscape)</strong></td>
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<td></td>
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<tr>
<td>Type area</td>
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<tr>
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<td>136</td>
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<tr>
<td><strong>Half page (portrait)</strong></td>
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<td></td>
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<tr>
<td>Type area</td>
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<td>247</td>
<td>£2,000</td>
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<tr>
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<td><strong>Quarter page</strong></td>
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<tr>
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<td>£1,600</td>
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Special positions: Premium charged for cover positions

**Front cover advert:** Front cover advert, inserts, special front covers and spread-markers P.O.A

Cancellation terms: eight weeks prior to publication, in writing

### WEB ADVERTISING

#### WWW.CRITICALCOMMS.COM

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<tr>
<td>Leaderboard</td>
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**BI-WEEKLY NEWSLETTER**

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<tbody>
<tr>
<td>MPU</td>
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<td>250</td>
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<tr>
<td>Leaderboard</td>
<td>728</td>
<td>90</td>
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### DISPLAY ADVERTISING – COPY DEADLINES

<table>
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<tr>
<th>MONTH</th>
<th>By 5pm</th>
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<tbody>
<tr>
<td>Jan/Feb</td>
<td>21/01/19</td>
<td>March</td>
<td>11/02/19</td>
<td>April/May</td>
<td>25/03/19</td>
<td>June</td>
<td>31/05/19</td>
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<tr>
<td>July/August</td>
<td>15/07/19</td>
<td>September</td>
<td>02/09/19</td>
<td>October</td>
<td>02/10/19</td>
<td>Nov/Dec</td>
<td>28/10/19</td>
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### DISPLAY ADVERTISING – PUBLICATION DATE

<table>
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<tr>
<th>MONTH</th>
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<th>DATE</th>
<th>MONTH</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>01/02/19</td>
<td>March</td>
<td>26/02/19</td>
<td>April/May</td>
<td>05/04/19</td>
<td>June</td>
<td>13/06/19</td>
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<tr>
<td>July/August</td>
<td>26/07/19</td>
<td>September</td>
<td>13/09/19</td>
<td>October</td>
<td>11/10/19</td>
<td>Nov/Dec</td>
<td>08/11/19</td>
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**Copy specifications:**

Artwork must be supplied as a CMYK, press-optimised PDF. Any PDFs with RGB embedded images are not acceptable as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded.

We can also accept documents in InDesign. Please ensure you include the relevant hi-res images and logos together with fonts, along with a colour proof of your advert.

All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the final output size. Images taken from the web are of an inferior quality and should be avoided. Adverts created in Photoshop and Illustrator are also acceptable.

We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs.

We accept files via email (supplied below 15MB), WeTransfer, CD or FTP. (Connection details of the FTP site can be provided on request).

**Copy specifications for www.criticalcomms.com**

Artwork may be supplied in the following file formats:

- Image – gif, jpg, png, tiff, psd
- Flash – swf
- Javascript code

Please contact us for further information, and regarding advertisement tracking – see contact details overleaf.
Our mission:
We are dedicated to providing our readers with the knowledge they need when determining their critical communications strategies and procuring new technology, through delivering up-to-the-minute and accurate information on industry trends, development and deployments, as well as the latest products and services. Our journalists are committed to drawing out the little details from your peers that will allow you to draw on the industry’s collective experience of deploying and implementing new projects and systems.

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