

CRITICAL

COMMUNICATIONS TODAY

The global information resource for mission-critical communications

MEDIA PACK 2019



PUBLIC SAFETY • TRANSPORT • INDUSTRY

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 comms, 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.

Circulation

Critical Communications Today is the only international publication servicing all aspects of the mission-critical wireless comms community. Our reach is massive, with 27,500 digital and printed copies read in more than 105 different countries.

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

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".



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%**

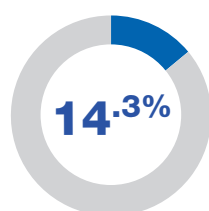
Take the final decision **34%**

Make the purchase **28%**

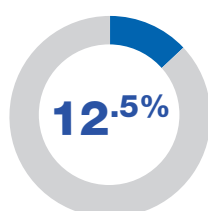
Authorise the expenditure **31%**



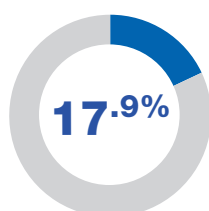
What is the size of your annual budget for products and services?



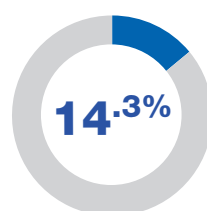
**£100,000-
£249,000**



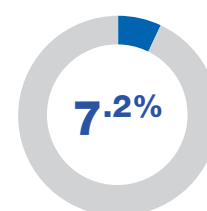
**£250,000-
£499,999**



**£500,000-
£999,999**



**£1million-
£5million**



**Over £5
million**

Source reader survey, August 2016



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

CAPITA



Features list



- VERTICAL FEATURE
- SPECIAL FEATURES
- EVENT COVERAGE



AUSTRALIA
CONTROL ROOMS
OFFSHORE WIND FARMS
TCCA BIG
ENHANCING SITUATIONAL AWARENESS
BAPCO SHOW PREVIEW
PMREXPO REVIEW

Distributed at *IWCE, Las Vegas*
 & *CCE/BAPCO, Coventry*



ITALY
TACTICAL NETWORKS
IN-BUILDING COVERAGE
TERMINAL FLEET MANAGEMENT
IWCE ROUNDTABLE
CCE/BAPCO REVIEW
CCW PREVIEW



SPAIN AND PORTUGAL
P25
AIRPORTS
INTEROPERABILITY
AI
ICCAS REVIEW



CHINA
CRITICAL MESSAGING
RAIL
WORKING WITH MNOS
CROSS-BORDER COMMS

Distributed at *PMRExpo, Cologne*

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.



LATIN AMERICA
WEARABLES
UTILITIES
3GPP
MOBILE WORKING

Distributed at *IWCE, Las Vegas*
& *CCE/BAPCO, Coventry*



SOUTHEAST ASIA
VIDEO
METROS
PUBLIC SAFETY NETWORK
OPERATORS
TRAINING FIRST RESPONDERS

Distributed at *CCW, Kuala Lumpur*



MIDDLE EAST
DRONES
NETWORK PLANNING
MIGRATING TO MCPTT
APP ECOSYSTEMS

Distributed at *Emergency Services*
show, Birmingham



RUSSIA
TERMINALS
EVENTS
DISASTER RECOVERY
5G

Distributed at *PMRExpO, Cologne*
& *FCS BR '19, Droitwich*

“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

Packages

Front cover story



The front cover story allows you to take ownership of *Critical Communications Today*

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.

Roundtables

Use our knowledge, contacts, and expertise to create debates on the topics that matter to you and gain extra exposure from post-event write-ups in *Critical Communications Today*.



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 | | | | |
|--|----------------|------------|-------------|--------|
| PRINT | | Width (mm) | Height (mm) | Price |
| Full page | Trim | 210 | 297 | £3,500 |
| | Type area | 170 | 257 | |
| | Bleed | 216 | 303 | |
| Half page (landscape) | Type area | 180 | 130 | £2,000 |
| | Bleed | 186 | 136 | |
| Half page (portrait) | Type area | 86 | 247 | £2,000 |
| | Bleed | 92 | 253 | |
| Quarter page | Type area only | 86 | 125 | £1,600 |
| 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 | Width (px) | Height (px) | Price (ppm) |
| MPU | 300 | 250 | £2,000 |
| Leaderboard | 728 | 90 | £1,800 |
| BI-WEEKLY NEWSLETTER | Width (px) | Height (px) | Price (ppm) |
| MPU | 300 | 250 | £2,000 |
| Leaderboard | 728 | 90 | £1,800 |

| DISPLAY ADVERTISING – COPY DEADLINES | | | | | | | |
|--------------------------------------|----------|------------------|----------|------------------|----------|----------------|----------|
| MONTH | By 5pm | MONTH | By 5pm | MONTH | By 5pm | MONTH | By 5pm |
| Jan/Feb | 21/01/19 | March | 11/02/19 | April/May | 25/03/19 | June | 31/05/19 |
| July/August | 15/07/19 | September | 02/09/19 | October | 02/10/19 | Nov/Dec | 28/10/19 |

| DISPLAY ADVERTISING – PUBLICATION DATE | | | | | | | |
|--|----------|------------------|----------|------------------|----------|----------------|----------|
| MONTH | DATE | MONTH | DATE | MONTH | DATE | MONTH | DATE |
| Jan/Feb | 01/02/19 | March | 26/02/19 | April/May | 05/04/19 | June | 13/06/19 |
| July/August | 26/07/19 | September | 13/09/19 | October | 11/10/19 | Nov/Dec | 08/11/19 |

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), Wettransfer, 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.

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The global information resource for mission-critical communications

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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www.criticalcomms.com | [@CritCommsToday](https://twitter.com/CritCommsToday)



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