

LAND MOBILE

WIRELESS COMMUNICATIONS FOR BUSINESS

MEDIA PACK 2019

www.landmobile.co.uk | @Land_Mobile

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Where now?
How will Brexit impact the UK's use of Galileo satellite navigation?

IoT for utilities
Phil Beecher discusses the Wi-SUN Alliance's push for interoperability

Sowing seeds
IoT has huge potential for farming, but what needs to be done to realise it?

In the city
Improving public spaces with a little help from small cells and 4G

SWISSPHONE
Secure alerting and critical messaging solutions for public safety organisations, emergency and healthcare services, facility management, manufacturing, and oil & gas industries

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5G at MWC
Use-cases, remotely controlled robots, and the challenges ahead

Making it easy
Thorsten Freitag discusses 4G's benefits for Wi-Fi network managers

All change
Alliant Energy explains how it switched over to 4G LTE

All together now
Northants Fire's new command vehicle is fully kitted out with comms

SWISSPHONE
Saving Time and Money
Higher efficiency with two-way pagers

Learn how organisations are using two-way pagers to boost coordination and resilience, while cutting response times and costs.

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Talking shop
PTT over Cellular and the rise of e-commerce are hot topics for distributors

Hybrid vigour
Hytera's Yelin Jiang discusses PTT-LTE convergence

TfL's transition
Transport for London's move to DMR Tier II with Tait Communications

The future office
Using wireless comms to boost efficiency in the workplace

TASSTA
AIRSYS
£420*
For the T1000 Radio Dispatch

Hytera KENWOOD MOTOTRBO seipura

* Promotion Price until June

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Wi-Fi's future
What role will it play in the 5G era and what does SD-WAN have to offer?

IoT security
David Rogers discusses current challenges and the threat landscape

Easy cleaning
Software and mobile devices have a key role in facilities management

PoC systems
What do you need to know when looking for a PTT over Cellular service?

PUSHING THE RIGHT BUTTONS
From hanks to canvas, manufacturing plants to the boardroom, WFF Buttons from GlobalView Systems have proven an overnight hit. But what else have they got up their sleeve?

GLOBALVIEW RESEARCH & DEVELOPMENT
www.globalviewsystems.co.uk

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Slowly does it
Why is it taking so long for the Internet of Things to take off?

Shot by shot
We go behind the scenes at the Ryder Cup to learn about its Wi-Fi network

Crash and learn
Telematics – a vital weapon in the war against insurance fraud

Inside and out
In-building and outdoor Wi-Fi deployments both have their own challenges

MARKING 90 YEARS OF MOTOROLA
1928-2018

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Staying safe
How can your business stop itself from becoming the next big data breach?

A new paradigm
Iain Ivory discusses the transition to mission-critical LTE and 5G

David & Goliath
Winning big contracts as a reseller is difficult, but not impossible

Lone working
How to procure a system that your employees will want to use

APD CONTROL ROOM AWARDS 2019
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CELEBRATING CONTROL ROOM HEROES
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#UNUSHEROES

BAPCO Becton plantronics

Introduction

About us

Land Mobile is the most read, market leading title dedicated to wireless communications for businesses from the manufacturer to the end user.

As the leading monthly magazine for wireless communications, we are committed to providing our readers with the knowledge they need to procure the technology and services that best meet their requirements, through accurate, timely and thorough reporting of best practice, products, industry trends and regulatory changes.

Why advertise?

Land Mobile is recognised as the most trusted and most read source in the market. Now in its 25th year, it continues to allow advertisers to reach out to potential clients and end users through a continually updated circulation. *Land Mobile* is read right across the buying chain. Through our multi-channel approach of print, online and lead generation activity, we can create the perfect package for your requirements and budget.



Circulation: 9,400

Land Mobile has a printed circulation of 4,600 with a further circulation of 4,800 through its digital edition. Our specialist circulation ensures that your marketing message reaches the right people, who influence and make investment decisions.

As a result, companies who use *Land Mobile* to advertise can be confident that their investment will yield an excellent return.

Readership: 17,906*

Because of the strength of *Land Mobile's* editorial content and its relevance to the PMR market and the wider wireless communications industry, each copy of the magazine is read by an average of 2.94 readers; increasing its total readership to 17,906.

*Land Mobile readership survey 2017

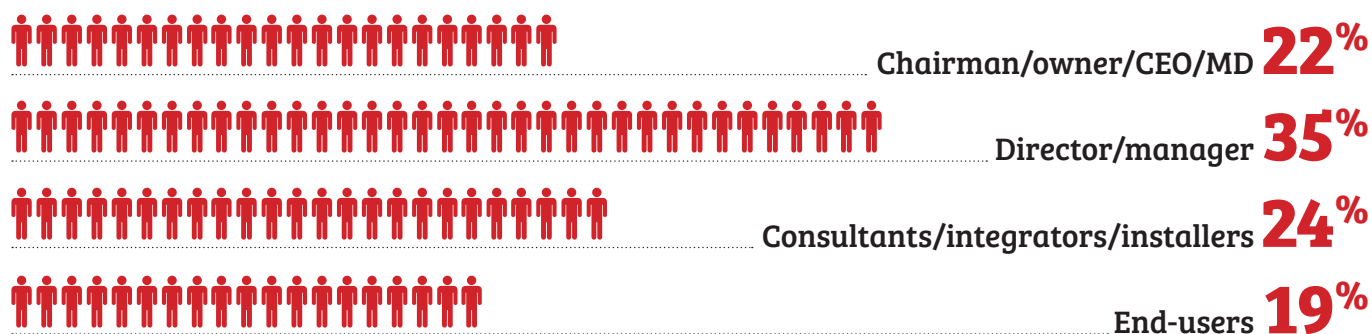
Terms of control:

Land Mobile is only sent to those who meet the following terms of control:

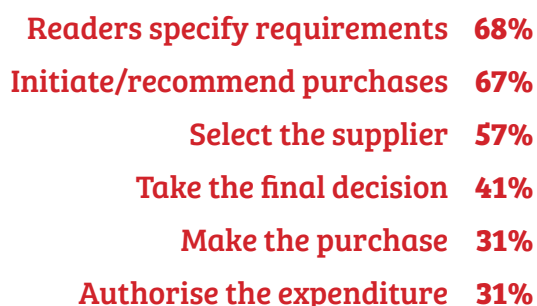
- Managing directors
- Chief executives
- Chairpersons
- Advisors
- Consultants
- Managers
- Directors
- Supervisors
- Engineers
- Designers
- Proprietors
- Security
- Wireless comms
- Wireless technology or the wireless services industry within the UK

Reader purchasing power

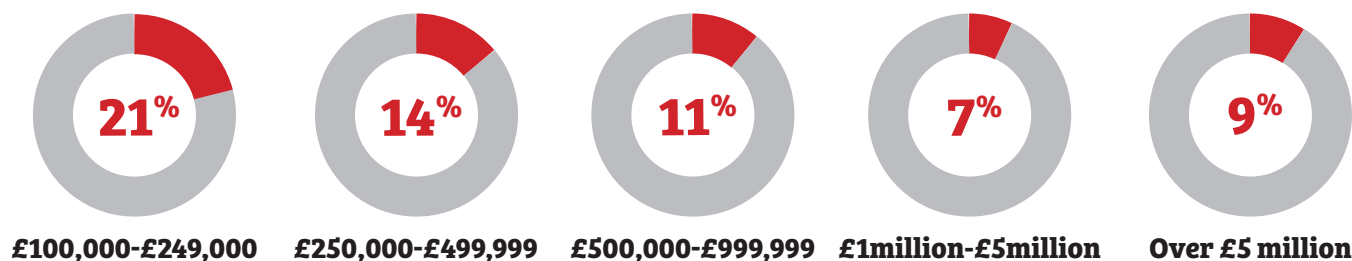
Primary job function



Reader purchasing power



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



Source reader survey, August 2016

Capita has worked with both *Land Mobile* and *TETRA 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

INSIGHT

VERTICAL FEATURE

TECH HOTSPOT

IN THE MARKET FOR...

SPECIAL FEATURES

EVENT COVERAGE



25 YEARS OF LAND MOBILE

BLAST FROM THE PAST

PREDICTIONS 2019

UAVS

BAPCO PREVIEW

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



EMM

TWO-WAY RADIO

PMSE - THEATRES AND TV

BODY-WORN VIDEO CAMERAS

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



BREXIT

BEYOND VOICE (APPLICATIONS)

TRANSPORT

SMALL CELLS

BAPCO REVIEW



DISTRIBUTORS

FUTURE TECH

FARMING

CYBER SECURITY



POC

RESELLER MARKETING

HOSPITALITY

ACCESSORIES

WHO'S WHO



IN-BUILDING COVERAGE

THE UK'S TWO-WAY RADIO MARKET -

SWOT ANALYSIS

MANUFACTURING

PMR466

Distributed at *Emergency Services show, NEC*



ALARM INTERGRATION

VR/AR

EVENTS

WI-FI



IOT - LPWA

DISTRIBUTING/RESELLING ABROAD

UTILITIES

LONE WORKER

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

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

The above calendar is a guide to each issue and may be subject to change.



5G/MWC

RESELLER DIFFERENTIATION

V2X

TWO WAY RADIO



DYNAMIC SPECTRUM ACCESS

IOT USE CASES/DEPLOYMENTS

CONSTRUCTION

IN-VEHICLE LTE

CCW REVIEW

Distributed at CCW, Kuala Lumpur



SATELLITES - BUSINESS USE

RESELLER WINNING/

HANDLING BIG CONTRACTS

RETAIL/BUSINESS CRIME

TELEMATICS



CYBERSECURITY

CHINESE MANUFACTURES

PUBLIC SAFETY

SMARTPHONES

PMREXPO REVIEW

“Here at Vertex Standard it is important for us to communicate our messages in the most efficient way to new and existing channel partners, influencers and end-users. *Land Mobile* as a dedicated, superbly written and produced media channel in the PMR space, is the ideal vehicle to achieve this.

Working closely with the team at *Land Mobile* on a number of successful projects over the years has contributed to the overall effectiveness and success of our output.”

Bill Drummond, EMEA Product & Marketing Manager, Global Marketing, Vertex Standard



Packages

Front cover story



The front cover story allows your organisation to take ownership of *Land Mobile*, with instant visibility provided by the main image on the front cover, while a three-page advertorial is followed by a single page advert.

Ask the expert

This package allows the advertiser to work with an expert in the market to create an article around their products and organisation, with *Land Mobile* conducting an interview highlighting the sponsor's solutions' importance to our engaged audience.



Editorial newsletter



The e-Bulletin lands in the inboxes of approximately 4,500 owners, consultants, installers and end-users on a weekly basis (every Thursday morning before midday). It offers a unique medium through which you can 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.

www.landmobile.co.uk

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



DPS

Our DPS packages provide advertisers with a strong balance of brand awareness and content-led awareness over a two page spread. They are an effective and simple way to reach our audience.

Supplements and roundtables

In-depth and bespoke, our supplements draw on *Land Mobile*'s strong creative and experts in the marketplace to educate and inform our readers, while shining a light on the sponsor's brand.

The *Land Mobile* team can also produce roundtables, aiding in thought-leadership and lead generation.



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	Width (px)	Height (px)	Price (ppm)
MPU	300	250	£2,000
Leaderboard	728	90	£1,800
WEEKLY NEWSLETTER	Width (px)	Height (px)	Price (ppm)
MPU	300	250	£2,000
Leaderboard	600	100	£1,800

DISPLAY ADVERTISING - COPY DEADLINES							
MONTH	By 5pm	MONTH	By 5pm	MONTH	By 5pm	MONTH	By 5pm
January	10.01.19	April	11.04.19	July	04.07.19	October	03.10.19
February	07.02.19	May	02.05.19	August	08.08.19	November	31.10.19
March	07.03.19	June	04.06.19	September	05.09.19	December	05.12.19

DISPLAY ADVERTISING - PUBLICATION DATE							
MONTH	DATE	MONTH	DATE	MONTH	DATE	MONTH	DATE
January	21.01.19	April	23.04.19	July	15.07.19	October	14.10.19
February	18.02.19	May	14.05.19	August	19.08.19	November	11.11.19
March	18.03.19	June	13.06.19	September	23.09.19	December	16.12.19

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 **LAND MOBILE**.co.uk:

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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Our mission:

Land Mobile is the most innovative, thought-provoking and creative media brand for business radio professionals who want to develop high-performing organisations. We provide insight and best practice to the market through stimulating and open dialogue.

Contact us:

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 @Land_Mobile | Join the discussion on  www.linkedin.com/groups/4761728

www.landmobile.co.uk



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