



# MEDIA PACKS 2025-2026

[WWW.CRITICALCOMMS.COM](http://WWW.CRITICALCOMMS.COM) [WWW.LANDMOBILE.CO.UK](http://WWW.LANDMOBILE.CO.UK)



# ABOUT US

**CRITICAL**  
COMMUNICATIONS TODAY

The global information resource for mission-critical communications

## Printed and Digital Magazine

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

**CRITICAL**  
COMMUNICATIONS TODAY  
MEDIA LIBRARY

As of May 2025, Critical Communications Today's online offer will incorporate the Critical Communications Today Media Library. This is a dynamic platform, building on CCT's already market-leading reputation for providing cutting edge industry insights and best practice. It will feature an ever-expanding library of expert-led content including interviews, conference sessions, webinars and podcasts.

**LAND MOBILE**  
WIRELESS COMMUNICATIONS FOR BUSINESS

## Digital

With a reputation going back decades, Land Mobile continues to be the most innovative, thought-provoking and creative media brand for business radio professionals. We provide market-leading insight and best practice through up-to-the-minute news and stimulating interviews, keeping readers informed and helping businesses thrive.

# Critical Communications Today

## Circulation

**3,000**

website visitors per month

**0.07%**

average click through rate

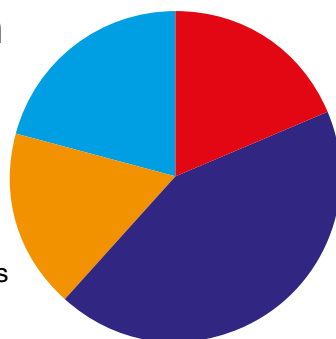
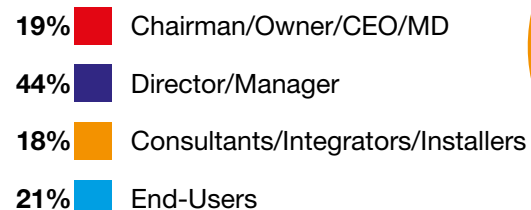
**21,000+**

newsletter subscribers

**27,500+**

readers across digital and print

## Primary job function of our readers



## Reader purchasing power

Readers specify requirements **68%**

Initiate/recommend purchases **55%**

Select the supplier **28%**

Take the final decision **25%**

Make the purchase **18%**

Authorise expenditure **10%**

## 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:** (exclusive) **P.O.A**

Artwork must be supplied as a CMYK, press-optimised PDF.

## Web Advertising

Advert Size	Width (px)	Height (px)	Price (ppm)
MPU (Sole tenancy)	300	250	£2,000
MPU (Shared tenancy)	300	250	£500
Leaderboard	728	90	£1,800
<b>EMAIL NEWSLETTER (per month)</b>			
Every 3rd Thursday	Width (px)	Height (px)	Price (ppm)
MPU (Sole tenancy)	300	250	£2,000
Leaderboard	728	90	£1,800

# CCT - Editorial Calendar 2025

	Copy Deadline	Press Day	Publication Date	Show Issues
June	23.05.25	30.05.25	06.06.25	CCW Brussels (17-19 June)
October	13.10.25	20.10.25	28.10.25	PMR Expo (25-27 November)

## Critical Communications Today - June 2025

Vertical focus: public safety/emergency services

Technology focus: control rooms

*Issue to be distributed at Critical Communications World in Brussels*

## Critical Communications Today - October 2025

Vertical: transport (aviation, public transport, freight and logistics)

Technology: artificial intelligence

*Issue to be distributed at the BAPCO Autumn Event and PMR Expo, Cologne.*



## REVENUE OPPORTUNITIES

### Sponsored video content

- Host product demos, interviews, end user case studies and other video content under your organisation branding on our CCT Media Library
- All sponsored videos will feature on the CCT Media Library homepage for one month and be included in our marketing campaigns to the full Critical Communications World and BAPCO Annual Event data list
- Sponsored video content can be sold per video or as an annual package of x4 or x8 videos per year

### Webinars

- Host a fully branded live webinar via BigMarker platform on a topic of your choice
- Our team will arrange pre- and post-webinar marketing to our full CCW and BAPCO data
- All technical aspects will be handled, allowing you to focus on the subject matter you and your colleagues want to present
- Webinar registrants will be passed directly to you as leads
- The webinar will be hosted on our CCT Media library for subscribers to watch on-demand

### Banner space on CCT Media Library

- Promote your new products and technologies on the CCT Media Library with leaderboards, MPUs and footer banners
- Choose the video topics you'd like your banner to appear next to, for instance mission-critical broadband, TETRA, AI etc.
- Receive reports on monthly clicks and impressions from our team

***'Speak to the team for a breakdown of packages'***



# LAND MOBILE DIGITAL

## Circulation

**4,000**

website visitors per month

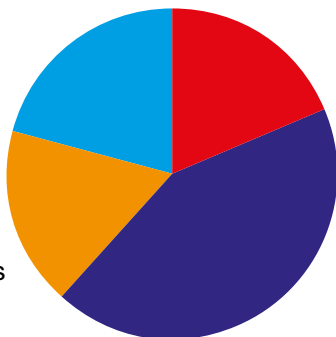
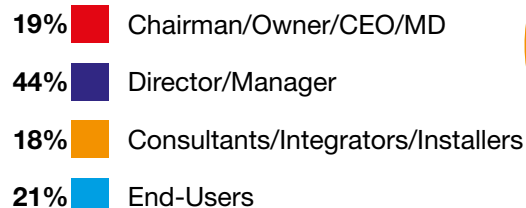
**0.07%**

average click through rate

**9,000+**

newsletter subscribers

## Primary job function of our readers



## Reader purchasing power

Readers specify requirements **68%**

Initiate/recommend purchases **55%**

Select the supplier **28%**

Take the final decision **25%**

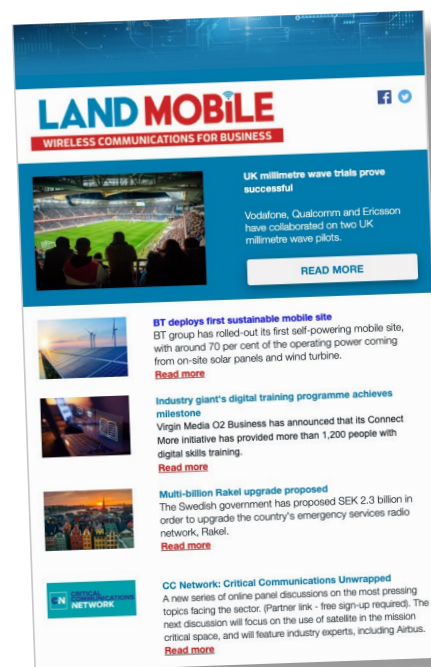
Make the purchase **18%**

Authorise expenditure **10%**

## Web Advertising

Advert Size	Width (px)	Height (px)	Price (ppm)
MPU (Sole tenancy)	300	250	£2,000
MPU (Shared tenancy)	300	250	£500
Leaderboard	728	90	£1,800

EMAIL NEWSLETTER (per month) Every 2nd and 4th Thursday	Width (px)	Height (px)	Price (ppm)
MPU (Sole tenancy)	300	250	£2,000
Leaderboard	728	90	£1,800

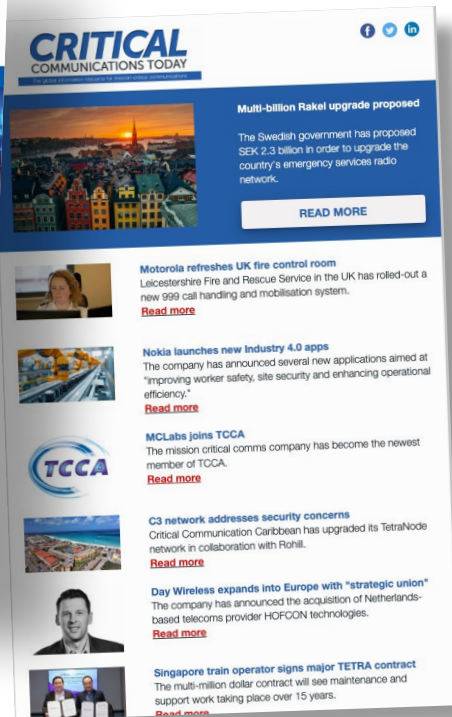


***'Trusted by the industry for 30+ years - make your message count with Land Mobile.'***

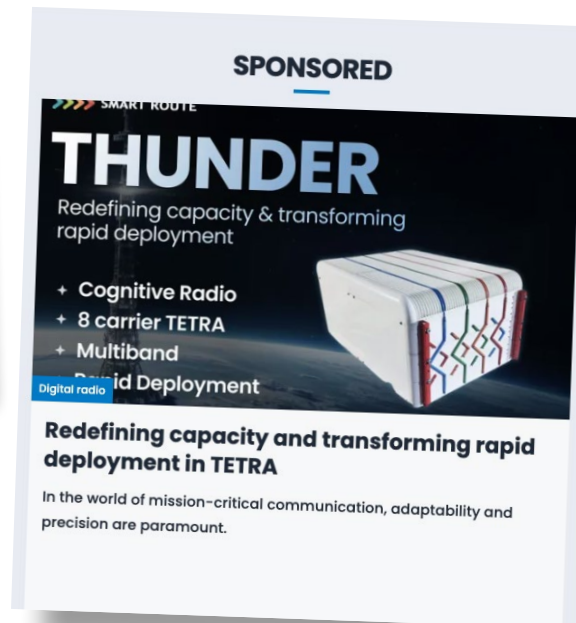
# ADVERTISING SOLUTIONS



**'Expand your customer base with CCT and Land Mobile'**



**'Ask the team about sponsorship packages'**



## Contact us:

### SALES

**Jessica Szuts-Naranjo**

[jessica.naranjo@markallengroup.com](mailto:jessica.naranjo@markallengroup.com)

**Sam Carter**

[sam.carter@markallengroup.com](mailto:sam.carter@markallengroup.com)

**Freddie Slendebroek**

[freddie.slendebroek@markallengroup.com](mailto:freddie.slendebroek@markallengroup.com)

**Shaira Fernandez**

[shaira.fernandez@markallengroup.com](mailto:shaira.fernandez@markallengroup.com)

### EDITORIAL

**Philip Mason**

[philip.mason@markallengroup.com](mailto:philip.mason@markallengroup.com)

### PRODUCTION

**Jamie Hodgskin**

[jamie.hodgskin@markallengroup.com](mailto:jamie.hodgskin@markallengroup.com)

[www.critical-communications-world.com/](http://www.critical-communications-world.com/)

[www.landmobile.co.uk/](http://www.landmobile.co.uk/)