

CRITICAL

COMMUNICATIONS TODAY

The global information resource for mission-critical communications

MEDIA PACK 2023



**Keeping the industry
connected**

PUBLIC SAFETY Ⓢ **TRANSPORT** Ⓢ **INDUSTRY**

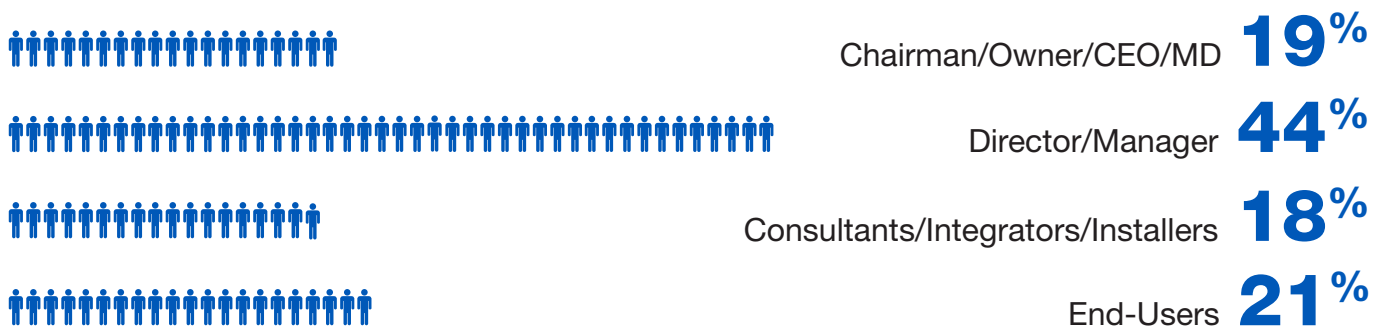
Our mission:

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.

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 across digital and print in more than 105 different countries every month.

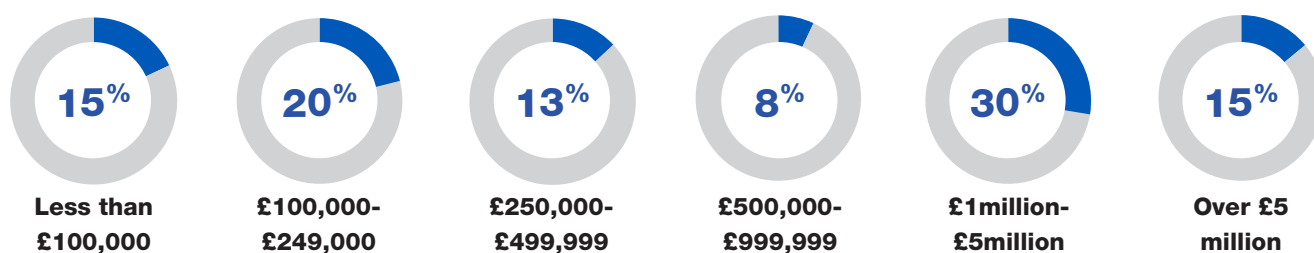
Primary job function



Reader purchasing power

Readers specify requirements	68%	Take the final decision	25%
Initiate/recommend purchases	55%	Make the purchase	18%
Select the supplier	28%	Authorise expenditure	10%

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



EDITORIAL PROGRAMME 2023

MONTH	FEATURES	BONUS DISTRIBUTION	ORDER CONFIRMATION	COPY DEADLINE	PUBLICATION
MAY	Command and control centres- ICCS/dispatch technology; Next generation I12/911; AI; Big data and analytics; Mission critical broadband – handsets; Applications; Infrastructure; Ruggedised devices; Inbuilding coverage; In-vehicle; Push to Talk over Cellular	CCW 2023 Helsinki, May 23-25	April 24	April 26	April 28
NOV	Accessories ; Body Worn Video; Drones ; Noise cancelling headsets ; Facial recognition technology; Narrowband radio – TETRA/DMR radios; TETRA/DMR applications; Narrowband infrastructure; Intrinsically safe devices; In-building coverage	BAPCO Newcastle PMR Expo, Cologne	Oct 23	Oct 30	Nov 10

SPONSORSHIP PACKAGES

CRIT COMMS TODAY - HEADLINE PARTNER - £30,000+VAT	CRIT COMMS TODAY SUPPORTING PARTNER - £20,000+VAT
<ul style="list-style-type: none"> Highlighted on all CCT marketing material as a Headline Partner. Highlighted as Headline partner on the front cover of CCT Highlighted as Headline partner on the CCT website Highlighted as Headline partner on CCT emails Full page advert in each quarter of the CCT magazine Exclusive E-shot to our CCT circulation twice a year Advert on our CCT editorial emails Banner advert rotating with other Headline partner on the CCT website in prominent position Online Courses via CC Network (please see CC Network media pack) Webinars – Via CC Network (please see CC Network media pack) Includes CC Network Channel sponsor and Partner package (please see CC Network media pack) 	<ul style="list-style-type: none"> Highlighted as Partner in the CCT magazine Highlighted as Partner on the CCT website Half page advert in each quarter of the magazine Exclusive E-shot to our CCT circulation once a year MPU advert rotating with other Partners on the website CCT website. Online Courses - (please see CC Network media pack) Webinars - (please see CC Network media pack) Includes CC Network Channel sponsor and Partner package (please see CC Network media pack)

Sample list of recent advertisers:

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> Airbus Defence & Space Oy APD Communications Bittium Wireless Capita Plc DAMM Cellular Systems ETELM Funk-Electronic Piciorgros Frequentis | <ul style="list-style-type: none"> Global View Systems Huawei Hytera Communications Leonardo Motorola Solutions Northwest Radio Communications Redbox Recorders RugGear | <ul style="list-style-type: none"> Runbo Sapura Siemens Convergence Creators Tait Communications Teltronic TIPRO Wavemaker Hong Kong |
|---|---|---|

CCT Media Pack 2023

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 (Sole tenancy)	300	250	£2,000
Leaderboard	728	90	£1,800
MONTHLY NEWSLETTER (Emailed on 2nd Thursday of each month)	Width (px)	Height (px)	Price (ppm)
MPU (Sole tenancy)	300	250	£2,000
Leaderboard	728	90	£1,800

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: gif, jpg, png, HTML5, 3rd party tags.

Contact us:

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