

# mobileworld

THE FUTURE OF MOBILE COMMUNICATIONS



**2008 MEDIA KIT**

**THE WORLD IS MOBILE**

# mobileworld

THE FUTURE OF MOBILE COMMUNICATIONS

## We are living in mobileworld

Since launched, Mobile World Magazine has delivered a premium quality telecom magazine for the mobile communications channel globally.

Mobile World is produced bi-monthly (6 issues) to the highest publishing standards offering our readers a glossy A4 size magazine that is easily read and stored for future reference. All of our editorial team have worked in the telecoms industry with nearly 40 years experience between them!

Whilst advertising revenue is the life blood of our FREE magazine, we do not compromise our editorial quality by overfilling the pages with advertising. Mobileworld provides a balance between editorial pages and advertising, ensuring that every page is read.

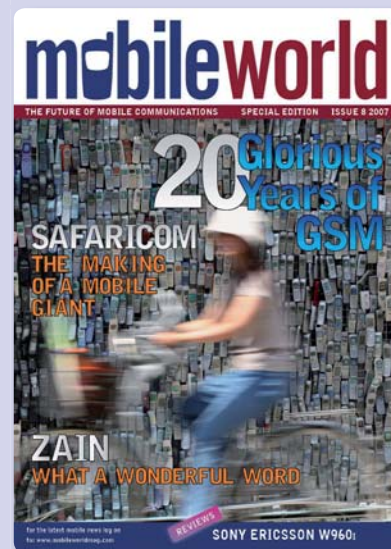
Mobile World delivers cutting edge mobile communications news, information technology, reviews, essential tips, and information on existing and new phone brands, gadgets and provides a fresh perspective telecommunications market.

## Why Mobile World?

Its simple- Mobile World guarantees that an audience of decision makers who have the ability to recommend and purchase your products and services will see your advert. Mobile World is focused exclusively on mobile technology, entertainment and wireless communications with insightful editorials that readers trust and straight to the point unbiased information relating to the industry sector. Mobile World is based around interesting articles, product information and industry news.

Our Value-added give us a competitive edge, as we ensure a consistent growth in our subscriber base, brand awareness and consumer loyalty by offering genuine incentives to advertisers and readers who subscribe to our magazine.

Mobile world Magazine offers complete overview on trends, events and cutting edge innovations, both locally and internationally. Our aim is simply to be 'the source' of information about the mobile communications industry, giving an in-depth and up-to-date feel of relevant information.





# Blazing The Trail In Delivering Timely Information

## Our Vision

To be the foremost telecommunications and information technology magazine in the world, bringing to our readers unrivalled access to the latest telecom news and analysis.

## Our Mission

To publish qualitative, informative, entertaining and educative articles with reviews on cutting-edge technologies and practical guides on maximizing our readers communications experience; helping individuals, businesses and communities to be better informed in an increasingly complex mobile world.

The public yearns for a qualitative mobile communications magazine; a platform to aid their purchasing decisions on what phones or gadget to buy, how to enrich their mobile experience and specific information on networks that provide excellent value for money in terms of tariffs, reliability, excellence in customer service and network coverage. All these are presented in an exciting, informative and educative package, reaching our readers with sizzling information on a sector for which we share a passion.

## Key Client

Device manufacturers, network operators, vendors, private telecommunications firms, financial institutions and providers of value-added content services to the industry are the kernel of our client base.

We have a commitment to create enduring business relationships with our clients, ensuring that we engender a tidal wave of unprecedented growth, awareness and upward ROI as we consistently utilize our brand integrity, product quality, market awareness and committed subscriber base to promote their products/services to improve their businesses.

## SAMPLE TOPICS

### REGULAR SECTIONS:

In-depth features on networks, applications, services, product reviews, and business issues.

### NEWS ANALYSIS:

In-depth analysis of breaking market, political and technology events around the region.

### OPINION:

Authoritative industry analysis from Arthur Browne and Anita Girlings, augmented by expert guest commentators.

### TELECORPORATE:

Analysis of business and management issues facing telecom carriers today, with an emphasis on successful case studies

### NEWSMAP:

The month in Mobile World at a glance. Technology Features: Ultra-wide coverage of cutting-edge technologies like FTTH/FTTP, the VoIP revolution, 92-Tbps routers and wireless mesh.

### INTERVIEWS:

The industry's leaders speak to the industry's leading magazine. Recent interviews include Lauri Hirvonen is the Business Development Manager of Nokia, Craig Saks the COO of Fundamo, to name a few.

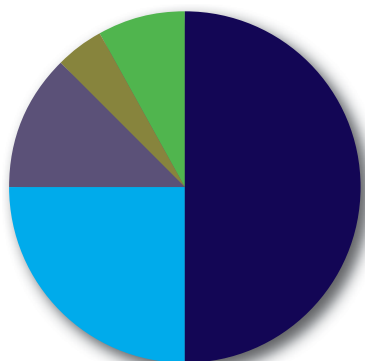
# Our Audience

## Circulation & Readership

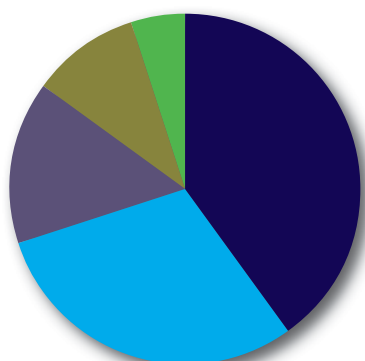
We have a strong distribution network that caters to our target audience in all geographical zones.

Mobile World has a guaranteed average monthly circulation in the excess of 3,000 copies with steady month on month growth. Our readers are drawn from across the industry sector-network operators, developers, publishers, retailers, distributors, technical service suppliers, bankers, Enterprise Users of telecom services, and marketing professionals. Mobile World has an average pass on readership of 5 readers per print copy, giving you an average readership of 15,000 per print issue\*

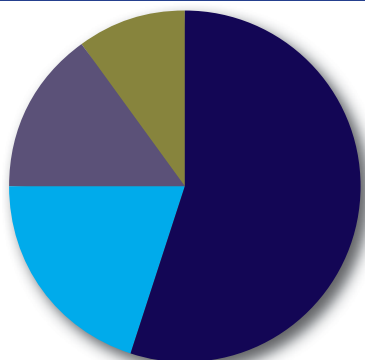
### Circulation by Geography



### Circulation by Job Function



### Circulation by Industry Sector



## Circulation & Readership

### Quick Facts

- » 3000+ Copies in Circulation
- » 1400+ Online Subscriptions
- » Average of 5 Readers per print copy
- » Media Partner to Major Telecom Conference
- » High Web Hits

### Circulation by Geography

Africa - 50%	
Europe - 25%	
Middle East - 12.5%	
Asia - 4.5%	
North America - 8%	

### Circulation by Job Function

Sales & Marketing Management - 40%	
Corporate /General Management - 30%	
Network Management - 15%	
Financial/Purchasing Management - 10%	
Other - 5%	

### Circulation by Industry Sector

Network/Service Operator - 55%	
Hardware Manufacturer - 20%	
Content Developer - 15%	
End Users - 10%	

## ADVERTISING RATES

### COVER PRICES

Inside Front Cover	400,000 NR
Inside Back Cover	400,000 NR
Outside back Cover	500,000 NR

### PAGE PRICES

DPS	600,000 NR
Full page	350,000 NR
Half page	200,000 NR
Quarter Page	150,000 NR

### WEB

Ad Unit	Specs	Net Rate/Month
Skyscraper	160x600	2,979.79 USD
Banner	468x60 OR 728x90	2,383.83 USD
Medium Rectangle	300 x 250	2,979.79 USD
Button	125x125	1,489.65 USD

### MECHANICAL DATA

#### Double Page Spread (DPS)

With bleed:	303x426mm
DPS Trim:	297x210mm
DPS type area:	297x395mm

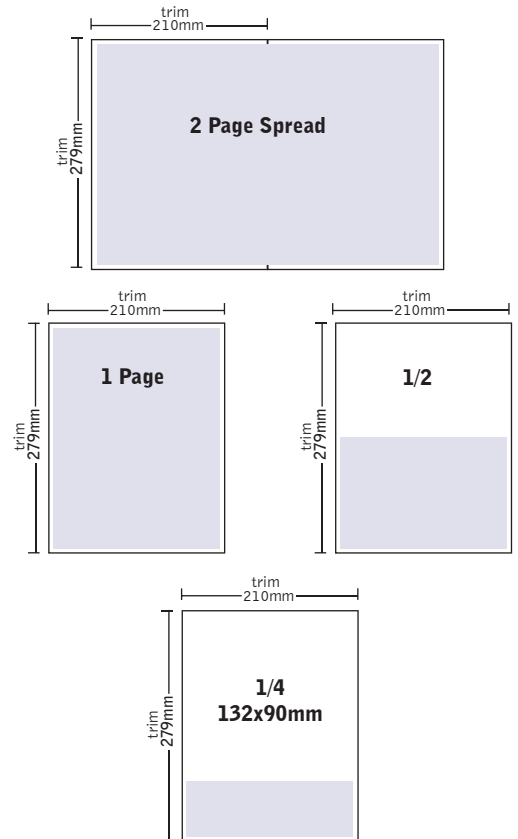
### FULL PAGE

With bleed:	303x216mm
Page trim:	297x210mm
Page type area:	270x185mm
<b>Half page</b>	
Vertical with bleed:	303x106mm
Vertical without bleed:	270x90mm
Horizontal with bleed:	150x216mm
Horizontal without a bleed:	132x185mm
Quarter page:	132x90mm

#### NOTE:

All artwork to be supplied in press quality pdf, with 3mm bleed all around, with all colours, and elements in CMYK, fonts embedded and at 300dpi.

All adverts are to be sent to [pmunupe@mobileworldmag.com](mailto:pmunupe@mobileworldmag.com)



### ARTWORK DESIGN

We will design your adverts for you, assuring you of the highest quality while giving you special concessions on price. Our designers will apply their expertise to your design and fit it within the magazine's context.

**Special Advertising Opportunities prices based on weight up to 10 grams)**

Loose Insert	4,270.32 USD
Bound Insert	4,965.87 USD
Tip-On	7,945.40 USD
Belly Wrap	8,590.89 USD
Wrap Around	6,872.41 USD

Contract Publishing - we can produce your company newsletter, brochure or other mailing piece from design to print.

Run-ons - if we have published an article on your company and you want to make the most of the exposure, let us produce a run on of the article on high-quality paper stock for further mailing to existing and prospective customers.

# mobileworld

THE FUTURE OF MOBILE COMMUNICATIONS

[www.mobileworldmag.com](http://www.mobileworldmag.com)

## CONTACT DETAILS

### Akin Naphtal

Group Publisher

**Email:**

[anaphtal@mobileworldmag.com](mailto:anaphtal@mobileworldmag.com)

Tel: +234 1854 9091

Mobile: 08051204849

### Jim Jackson

Publishing Director

**Email:**

[jim@mobileworldmag.com](mailto:jim@mobileworldmag.com)

Tel: 013 2244 2933

Mobile: 079 3057 7988

### Adenike Orimogunje

Marketing Executive

**Email:**

[adenike@mobileworldmag.com](mailto:adenike@mobileworldmag.com)

Mobile: 080 5520 63177

Telephone: +234 1854 9091

### Instinct Media Limited

Mobile World Magazine

**Email:**

[info@mobileworldmag.com](mailto:info@mobileworldmag.com)

7 Olayinka Bamgbose Street,  
Off Toyin Street, Ikeja, Lagos.

**NOTE:**

Each ad supplied to Mobile World Magazine by Advertiser in any format other than press quality PDF at 300dpi. Mobile World Magazine cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than press quality PDF at 300dpi. Please DO NOT supply PDFs without PDF/X -1 certificate, supply fonts or images that are not part of your ad, send images in JPEG, supply artwork with PMS colours.

