CAPACITY MEDIA PACK 2019

THE EXCLUSIVE SOURCE OF INFORMATION FOR
THE WHOLESALE TELECOMS COMMUNITY

For tailored packages contact

Charles Newman
International Sales Manager
+ 44 20 7779 8592
charles.newman@capacitymedia.com

Federico Mancini
International Sales Manager
+ 44 (0)207 779 7281
federico.mancini@capacitymedia.com

For more information please visit capacitymedia.com
Through a portfolio of print and online products, *Capacity* Publishing provides must-have coverage and in-depth analysis of the key trends and technologies that drive the global carrier industry.

From this expert market coverage, *Capacity* offers advertisers a direct path to key decision-makers within the service provider community.

**WEBSITE VISITORS BY REGION**

- **South & Central America**: 2.2%
- **Africa**: 3.3%
- **Asia/Asia Pacific**: 18.7%
- **North America**: 20.1%
- **Middle East**: 2.9%
- **Europe**: 52.5%
- **Other**: 0.3%

**VIEWED IN OVER 234 COUNTRIES**

**ROLLING FIGURES**

- **Average rolling figures for a 12 month period**

**Google Analytics, 01 Dec 2017 - 30 Nov 2018**

- **Controlled circulation**: 15,494
- **Return visitors sessions**: 79k
- **Average visits per day**: 1.3k+
- **Sessions**: 879k
- **Users**: 504k
- **Page views**: 1.5m
- **Follower (Twitter)**: 8,381
- **Tweet impressions (Twitter)**: 695.3k
- **Profile visits (LinkedIn)**: 2,805

**Twitter** 

*Correct as of January 2019*

**Linkedin**

*Correct as of December 2018*
IN EVERY ISSUE OF CAPACITY

News & analysis: Capacity’s editorial team report and analyse the key developments affecting the industry.

Features & market strategy: In-depth looks into the hottest topics in the wholesale telecoms community.

Executive & big interviews: Capacity talks to the leading executives across the wholesale industry, including people from carriers, data centres, OTT providers, vendors and associations. Interviewees will normally be selected close to publication date taking into account topicality and relevance.

Opinion: Expert comment from leading figures in the wholesale carrier space.

Market trends: An expert look at a specific area in the wholesale carrier space.

Appointments & power listings: A look at the latest movers and shakers in the industry.

A day in the life: An executive shares a snapshot of their working life.

The editorial plan is reviewed issue-by-issue and is subject to change.

SPECIAL REPORTS

FEBRUARY/MARCH

Special report | Mobile
The future is mobile. As more and more data is transferred across wireless methods, the need for better backhaul services grows. Ericsson’s Mobility report predicts there will be over 110 Exabytes of worldwide mobile data traffic by 2023, up from 14EB last year. What will be the impact on the international carrier community? How can wholesalers capitalise on the opportunity offered by 5G and IoT?

Special report | Enterprise & WAN
Enterprise is one of the biggest opportunities for telecom companies worldwide, but a change in demands and growing expectancy for more flexible services means it is also a challenging sector. Though the traditional MPLS network continues to play a role in the enterprise market, more businesses are demanding agility and on-demand functionality from service providers. The growth of SD-WAN has begun to meet this demand. How is the enterprise market changing and how are carriers tackling this shift?

APRIL/MAY

Special report | Automation
Automation affords carriers with greater flexibility. It streamlines services and costs, can help to identify and self-mitigate network threats and, coupled with intelligent networking and on-demand connectivity, improves overall user experience and customer service. What technologies hold the promise of unparalleled levels of automation?

Special report | Innovation
Capacity pays tribute to the wholesale industry’s pursuit of innovation. From new products and services through to next-generation technologies, carriers are exploring an abundance of ways to find a competitive advantage in the market.
**TO CONTRIBUTE TO NEWS OR FEATURES CONTACT CAPACITY'S EDITORIAL TEAM**

**Editor-in-chief**
Jason McGee-Abe  
jason.mcgee-abe@capacitymedia.com | Twitter: @JasonMcGeeAbe

**Editor-at-large**
Alan Burkitt-Gray  
alan.burkitt-gray@capacitymedia.com | Skype: alanbg | Twitter: @alanburkittgray

**Deputy Editor**
Laurence Doe  
laurence.doe@capacitymedia.com

**Reporter**
Natalie Bannerman  
natalie.bannerman@capacitymedia.com | Twitter: @nitnat1989

**Telephone** +44 20 7779 8484
For more information please visit capacitymedia.com
WEBSITE ADVERTS
With 1.5M annual pageviews, Capacity Media offers a series of opportunities to increase your brand awareness across our website with fully trackable results. Adverts run across all pages of www.capacitymedia.com and rotate each time a page refreshes. Adverts all land to a page of your choice to also drive traffic to your website or to a specific product page.

DAILY NEWSLETTERS
Sent each day to over 5,000 executives globally to provide the latest news from around the world, Capacity’s Daily Newsletter offer the opportunity for a company to be the exclusive sponsor to have their brand visible through the banner at the head of the page and options to link to the latest company content on www.capacitymedia.com

Daily Newsletter:
A daily update with all of the must-have latest news and exclusive stories from Capacity Media

Weekend Roundup:
Capacity knows how busy it is in the industry, so our weekend roundups give you a succinct summary of the key news you may have missed during the week

Breaking News:
Taking advantage of Capacity’s breaking news alerts means you’ll get the most exclusive stories sent directly to your inbox

A NEWSLETTER BANNER RUNNING FOR A MONTH IN JUNE 2018 INCLUSIVE GENERATED 21,303 IMPRESSIONS

DAILY NEWSLETTER RATES
1. Top banner 560x70 £3,000 per month
2. Bottom banner 560x70 £1,500 per month

Further technical information is available upon request.
Capacity's Whitepaper opportunity offers you the option to write about any topic of your choice and engage with our audience as a thought leader on this subject while gathering leads. Once uploaded to our Whitepaper Library, we will send a dedicated email to our audience, promoted on social media and all downloade's details will be sent to yourself to follow up.

After generating 64.5K video impressions over the last 12 months, Capacity's video player offers you the opportunity to have your content on our homepage and in our video library for over 546,000 annual website users to view. We will also include links in this in email newsletters to our circulation of over 5,000 and shared across our social media to more than 8,381 Twitter followers, over 2,789 LinkedIn group members and 7,746 community manager connections.

Webinars offer a platform to provide a thought leadership interaction with our audience with leads generated for your teams to follow up with. We would look to have 1-2 months to market a webinar to our audience through emails and across social media to increase awareness and pre-registered viewers.

You can pick any topic to discuss and Capacity can help with the moderation of content before the event or perhaps during should you require particularly with leading a Q&A session. All pre-registered and live viewers' details and recorded and sent to yourselves to follow up with for potential business opportunities. Webinars are hosted on our website indefinitely to allow others to see the thought leadership content.

**Whitepapers**

**Capacity TV**

After generating 64.5K video impressions over the last 12 months, Capacity's video player offers you the opportunity to have your content on our homepage and in our video library for over 546,000 annual website users to view. We will also include links in this in email newsletters to our circulation of over 5,000 and shared across our social media to more than 8,381 Twitter followers, over 2,789 LinkedIn group members and 7,746 community manager connections.

**Editorial Webinar Topics**

- September/October | LSO/SDN/NFV
- November/December | WAN
- January/February | Mobile
- March/April | IoT & 5G
- May/June | Subsea
- July/August | Security

**Webinar Rates**

- Pre-recorded webinar £5,000 to include marketing and to generate leads
- Live webinar £5,495 to include marketing and leads and using Capacity editorial team to moderate

**Video Content Rates**

- Video hosting £2,000 per fortnight
- Interview filmed at Capacity event £2,995

**View our Whitepaper Library Here**

**View our Capacity TV Channel Here**
INTERVIEWS
Interviews are available at any time of year to discuss your product strategy, any new partnerships and projects and to increase visibility of your leadership team. Interviews will be hosted on our website, included in email newsletters to our circulation of over 5,000 and shared across our social media to more than 8,381 Twitter followers, over 2,789 LinkedIn group members and 9,057 community manager connections. Interviews can also be upgraded to also feature in Magazine issues.

INTERVIEW RATES
Digital interview only
£3,995 750 word limit
£4,995 1,450 word limit
Print magazine & digital interview
£5,550 750 word limit
£9,800 1,450 word limit

SPECIAL REPORTS
With 12 Special Reports planned within 6 Magazine issues over the course of the year, Capacity will be taking an in-depth look at the latest trends and technologies influencing the wholesale market. Sponsors can book to position themselves as thought leaders and experts in their fields with a combination of interviews, advertorials and advert pages. Your logo will also be positioned on the front cover of a Report.

The piece of content will then be uploaded onto www.capacitymedia.com in the relevant section, linked in email newsletters to our circulation of over 5,000 and shared across our social media to more than 8,381 Twitter followers, over 2,789 LinkedIn group members and 9,057 community manager connections.

SPECIAL REPORT SPONSORSHIP
Exclusive Lead Sponsor
£14,950
- Elevated logo on front cover
- 3-page interview/chapter
- Full page advert

Associate sponsorship
£11,500
- 2-page advertorial/interview
- Full page advert
- Logo on the cover

STATE OF THE INDUSTRY REPORT
Capacity’s State of the Industry Report 2019 will provide an exclusive statistical and strategic benchmark look at the current state of the wholesale carrier industry and what the future areas of opportunity are. Surveying delegates at International Telecoms Week (ITW), the State of the Industry Report will include highly-valuable insights into what’s hot or not in the industry, what are the biggest challenges, and what are the most profitable strategic priorities of investment.

Sponsors will have the opportunity to see the exclusive statistics collected at ITW and can provide commentary on the results and trends, helping to position companies as thought leaders in what will become the leading benchmark report of the wholesale carrier community. Chapters will be uploaded to www.capacitymedia.com as articles, linked in email newsletters to our circulation of over 5,000 and shared across our social media to more than 8,381 Twitter followers, over 2,789 LinkedIn group members and 9,057 community manager connections. Sponsors will be invited to join the panel session at Capacity Europe discussing the finding of the report.

STATE OF THE INDUSTRY REPORT SPONSORSHIP
Chapter Sponsor
£14,950
- Logo on cover
- 3-page chapter
- Full page advert

Associate sponsorship
£11,500
- 2-page advertorial/interview
- Full page advert
- Logo on the cover
FALSE FRONT COVERS

The most prestigious position within the Capacity Magazine, giving you the prime position on the front cover being the first thing our readers see when they receive their copy of the magazine onsite at our events or our global circulation.

Global circulation: £12,000

2018-19 EVENT CALENDAR

EVENT eALERTS

Capacity will produce a News eAlert for all Capacity events, which provides the latest news from the show, interviews from companies attending and provide an update on sessions that are coming up that day.

We also have options for increasing your presence onsite at the event and with our global audience.

Previous eAlert stats:

- *ITW 2018 eAlerts* (3 days) – 47% open rate, generating 12,432 cumulative impressions
- *Capacity Europe 2018* (3 days) – 63% open rate, generating 6,217 cumulative impressions
- *Capacity Middle East 2018* (3 days) – 48% open rate generating, 1,945 cumulative impressions
- *Subsea EMEA 2018* (2 days) – 95% open rate generating, 629 cumulative impressions
Magazine

Sent directly to over 4,000 senior executives globally, Capacity Magazine offers you a key opportunity to increase your presence with a global market through a series of adverts and interviews. The June/July issue also has a distribution at ITW 2019 which includes two special reports: Data Centre and Cloud.

Special report | Data Centre
Data centres are taking over the world – so why are the telcos actively getting rid of theirs when the ones being built by the OTT players are just getting bigger and bigger? In the zettabyte era we examine when it’s good to own, when it’s time to sell and when it’s time to go hybrid – unless you’re heading into the cloud.

Special report | Cloud
Cloud is transforming the way the world does business. Carriers are playing a vital role in this evolution, using the cloud to deliver services more tailored to customer requirements. How are carriers working with cloud service providers to connect customers?

ITW DAILIES
7,000 ITW Dailies are produced by Capacity’s editorial team over the course of the show, highlighting the latest news, analysis, features, interviews and ITW Gallery. The Dailies have a high handover rate as people read them between meetings and while having a break onsite. These allow advertisers to target messages and promotions to the event audience and timeframe. Advertisers can include graphic adverts, content-based Q&As or advertorials.

Display Advertising Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>5,500</td>
</tr>
<tr>
<td>Full page</td>
<td>3,500</td>
</tr>
<tr>
<td>½ page</td>
<td>2,500</td>
</tr>
<tr>
<td>¼ page</td>
<td>1,250</td>
</tr>
</tbody>
</table>

Video Content Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>2,000</td>
</tr>
</tbody>
</table>

EVENT eALERTS
Capacity will produce a News eAlert for three days of ITW that provides the latest news from the show, interviews from companies attending and provide an update on sessions that are coming up that day.

We have options for increasing your presence onsite at the event and with our global audience.

Previous eAlert stats:
- ITW 2018 eAlerts (3 days) – 47% open rate, generating 12,432 cumulative impressions

Two Day Event Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>1,995</td>
</tr>
<tr>
<td>Q&amp;A - 750 words</td>
<td>3,995</td>
</tr>
</tbody>
</table>

Three Day Event Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>2,995</td>
</tr>
<tr>
<td>Q&amp;A - 750 words</td>
<td>3,995</td>
</tr>
</tbody>
</table>
Capacity Media Pack

Awards Sponsorship

We bring together over 400 of the most senior members of the wholesale community to celebrate and network as we reveal the winners of the most prestigious Awards in the carrier world. Guests join at the pre-event reception before moving onto a black-tie, gala dinner evening which also includes live entertainment, networking opportunities and post awards drinks.

**ALL SPONSORSHIPS INCLUDE**
- Logo and company profile on the Awards website and programme
- Logo to feature on marketing emails and adverts promoting the Awards
- Logo on the signage and stage set of the Awards
- Logo shown on AV presentation of the Awards
- Logo on menu cards on all tables
- Logo on winners photo backdrop
- Reference to your sponsorship and your company logo in the official "Capacity Awards Review", appearing in our magazine and on the website

**LEAD SPONSORSHIP - £15,000 (MAXIMUM OF 3)**
- “Lead Sponsor” logo to use in your marketing
- 150 word profile on Awards website
- Table of 10 to the Awards evening
- Digital banner rotating on Capacity's awards page
- Elevated logo on all materials before, during and after the Awards

**ASSOCIATE SPONSORSHIP - £10,000**
- “Associate Sponsor” logo to use in your marketing
- 5 seats to the Awards evening
- Digital banner rotating on Capacity's awards page

**WELCOME DRINKS RECEPTION SPONSOR - £12,000**
- “Welcome Drinks Reception Sponsor” logo available for your use
- An email sent on your behalf to attendees with the details of your Reception
- 5 places at the Awards Ceremony gala dinner
- Logo banner placed outside the dinner before the awards
- Exclusive branding inside the Reception venue

**AWARDS WINNERS RECEPTION SPONSOR - £10,000**
- “Awards Winners Reception Sponsor” logo available for your use
- An email sent on your behalf to attendees with the details of your reception
- 5 places at the Awards Ceremony gala dinner
- Logo banner placed outside the dinner after the awards
- Exclusive branding inside the reception venue

**JOB LEVELS**

- 3% SALES/BUSINESS DEV EXECUTIVE
- 34% DIRECTOR & HEAD
- 22% MANAGER
- 41% C-LEVEL, PRESIDENT, VP, SVP, EVP

Delegates
### AWARDS PROGRAMME SPONSOR - £5,000
- Company logo shown exclusively on programme
- Front Cover at the Awards
- 2 seats at the Awards ceremony and gala dinner
- Outside Back Cover advert page

### PHOTO BOOTH SPONSOR - £10,000
- Logo to appear on a step and repeat at entry of Awards (photo section as attendees enter)
- Photo booth during the Awards ceremony – winners directed here after collecting trophies
- Logo included on all photos
- 5 seats for the evening

### SOCIAL MEDIA SPONSOR - £5,500
- “Social Media Sponsor” logo available for your use
- Company logo on social media screen providing commentary on the Global Carrier Awards
- 1 pinned tweet during the Awards ceremony
- 2 seats at the Awards ceremony and gala dinner

### GIFT SPONSOR - £3,500
- Exclusive company logo on the Gift Bag containing any gifts for the attendees to remember the evening. Client to provide the gift.
- 2 seats at the Awards ceremony and gala dinner

### WINE SPONSOR - £5,500
- “Wine Sponsor” logo available for your use
- Exclusive company logo next to the wine on the menu given to all attendees
- Branded collar on each bottle of wine
- 2 seats at the Awards ceremony and gala dinner

### CLOAKROOM SPONSOR - £5,500
- Company logo to appear on the front of the cloakroom
- Company logo and branding on cloakroom luggage tags
- 2 seats on the night

### CATEGORY SPONSOR - £3,000*
- A senior representative from your company will present an award from within that category on the night (not obligatory)
- Company logo on the presentation slides for that category
- 2 seats at the Awards ceremony and gala dinner
- Logo next to category in programme

*If head judge deems there is no conflict of interest

### PHOTO BOOTH SPONSOR - £10,000
- Logo to appear on a step and repeat at entry of Awards (photo section as attendees enter)
- Photo booth during the Awards ceremony – winners directed here after collecting trophies
- Logo included on all photos
- 5 seats for the evening

### SOCIAL MEDIA SPONSOR - £5,500
- “Social Media Sponsor” logo available for your use
- Company logo on social media screen providing commentary on the Global Carrier Awards
- 1 pinned tweet during the Awards ceremony
- 2 seats at the Awards ceremony and gala dinner

### GIFT SPONSOR - £3,500
- Exclusive company logo on the Gift Bag containing any gifts for the attendees to remember the evening. Client to provide the gift.
- 2 seats at the Awards ceremony and gala dinner

### WINE SPONSOR - £5,500
- “Wine Sponsor” logo available for your use
- Exclusive company logo next to the wine on the menu given to all attendees
- Branded collar on each bottle of wine
- 2 seats at the Awards ceremony and gala dinner

### CLOAKROOM SPONSOR - £5,500
- Company logo to appear on the front of the cloakroom
- Company logo and branding on cloakroom luggage tags
- 2 seats on the night

### CATEGORY SPONSOR - £3,000*
- A senior representative from your company will present an award from within that category on the night (not obligatory)
- Company logo on the presentation slides for that category
- 2 seats at the Awards ceremony and gala dinner
- Logo next to category in programme

*If head judge deems there is no conflict of interest

### FOR TAILORED SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

**Charles Newman**  
International Sales Manager  
+44 (0) 20 7779 8592  
charles.newman@capacitymedia.com

**Federico Mancini**  
International Sales Manager  
+44 (0) 20 7779 7281  
federico.mancini@capacitymedia.com