

CINEMA TECHNOLOGY magazine

The leading specialist publication for
cinema industry professionals
....in print and online



2011

MEDIA INFORMATION

www.cinemathechnologymagazine.com

CINEMA TECHNOLOGY magazine



**THE LEADING SPECIALIST PUBLICATION FOR
CINEMA INDUSTRY PROFESSIONALS EVERYWHERE**

Read and referenced by top management and technicians alike, Cinema Technology magazine is the ideal advertising medium - offering unequalled advertising and promotional opportunities in print and online for all those seeking to influence this important market.

Published four times a year Cinema Technology magazine is distributed to every UK cinema, to selected cinemas and influential industry figures in Europe, Australasia and the United States and to the entire worldwide memberships of the International Cinema Technology Association (ICTA) and the BKSTS*. It is also distributed at major industry events around the world - including CineEurope (formerly Cinema Expo International), Cinema India Expo (*Cinema Technology magazine is official Media Partner to CineEurope and Cinema India Expo*), CinemaCon, CineAsia and IBC.

Official Media Partner



The **COMPLETE AND FREELY ACCESSIBLE ONLINE EDITION OF THE PRINT VERSION** uniquely offers Cinema Technology advertisers a significant international readership with live weblinks - including audio, video and animation - from advertisements. Weblinks are maintained through archive issues providing valuable ongoing promotional contact.

Everything appearing in print appears online.

The **WEBSITE** offers advertisers a variety of exciting opportunities through banner and boxed advertisements and a directory of industry services.

Projectionists Certification Scheme

Cinema Technology magazine enjoys a unique relationship with the exhibition side of the cinema industry through the BKSTS and the influential Cinema Technology Committee.

The Cinema Technology Committee, together with the Cinema Exhibitors Association - CEA, conceived and launched the first all industry initiative for Certification Standards in Projection.

The Cinema Technology Committee and the BKSTS are the UK's only independent provider of training courses and materials for projectionists and technicians.



The Cinema Technology Committee is a group of industry professionals elected to serve the cinema industry, promoting cinema industry best practice and the free and frank exchange of views and information. The Cinema Technology Committee operates within the framework of the BKSTS.

**BKSTS (British Kinematograph, Sound and Television Society) established over 75 years, represents all those who are technologically and creatively involved in the business of providing moving images and sound. Dedicated to the promotion of excellence in its fields, the Society aims to increase international links and keep pace with worldwide trends and developments.*

content

With more editorial content than any other industry title, Cinema Technology magazine uniquely provides a dedicated coverage of technological trends and developments in world and European cinema exhibition.

Each issue features:

- comprehensive coverage of the latest technological developments and trends
- equipment performance, assessment and analysis
- interviews with, and opinions from, key industry figures
- new openings and behind the scenes reports from the world's leading venues
- training tips and operational discussion for technicians
- news from the Cinema Technology Committee
- 'soundtrack' - editor's comments
- feedback - readers letters and correspondence...and much more!



readers

Cinema Technology magazine is read by:

Chief Technicians, Projectionists, National and Local Cinema Management, Cinema Proprietors, CEO's, Sound Engineers, Audio Visual Installers, Television and Studio Technicians, Manufacturers, Turnkey System Providers, Architects and Cinema Consultants

advertisers

Cinema Technology magazine advertisers have promoted:

Film Projectors • Digital Projectors • Digital 3D • Projection Screens • 3D Glasses • Masking and Curtain Systems • Projection Lamps • Projection Lenses • Sound Systems • Amplifiers • Digital Cinema Processors
Digital Pre-Show Solutions • Loudspeakers • Acoustic Wall Panels • Cinema Seating • Architectural Services
LED Lighting Effects • RED LED Readers • Film Editing Supplies and Equipment • Digital Servers • Film Handling Equipment • Automated Ticketing and Internet Booking • Combined Concession / Ticketing Stations • Real Estate Sales/Wanted • Cinema Content/Equipment Sales • Situations Vacant • Installation Services • Cinema Service and Maintenance Contracts • Theatre Management Systems • Events and Exhibitions • Commercial Lighting Solutions

editorial calendar

Main Features Listings (may be subject to change)

MARCH

Digital Cinema-3D/2D...

all the latest developments, case studies and statistics.
Review: ShowEast, CineAsia.
Preview: CinemaCon.
CTC Awards.

Extra distribution:
CinemaCon

JUNE

Projection...

from projectors to screens, 2D and 3D, lenses and lamps.
CineEurope Exhibitor focus
Preview: CineEurope, Cinema India Expo

Extra distribution:
CineEurope, Cinema India Expo

SEPTEMBER

Cinema Architecture...

design and build trends, plus fixtures and fittings.
Digital Cinema Update.
Review: CineEurope, Cinema India Expo.

Extra distribution:
IBC

DECEMBER

Cinema Sound...

amplifiers, speakers and all things acoustic.
Projection Team Award.
Annual Editorial Index
TWYTYW

Extra distribution:
CineAsia

online

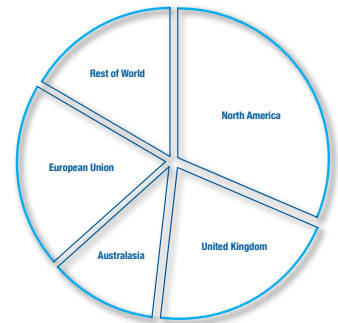
Uniquely, the **WHOLE** of Cinema Technology magazine is available **FREE** in a digital format - offering worldwide readers immediate access to the magazine ... and advertisers valuable increased exposure.

Everything appearing in print appears online. Advertisements booked in Cinema Technology magazine will appear in the digital edition at **no extra cost**. Advertisers have the option of **live weblinks** from their advertisements incorporating animation, audio and video, **which are maintained through archive issues** providing ongoing promotional contact.

The website - www.cinematologymagazine.com - includes a continually updated industry news feed, access to archives, extracted magazine articles and more.

Homepage and menu page advertising opportunities in various sizes - to include animation, sound etc - are available.

Online Access by geographical area: whole = 100%



online rates

Rates are GBP (plus VAT where applicable) for a three month period (except recruitment option).

- HEADLINE DISPLAY GBP850
- SUBHEAD DISPLAY GBP725
- MAIN FEATURE GBP675
- FEATURE GBP550

ONLINE RECRUITMENT OPTION
SPECIAL MONTHLY RATE

- 'A' FEATURE GBP300
- 'B' FEATURE GBP250

ENHANCED OPTIONS:

- ANIMATION GBP75
- AUDIO / VIDEO GBP150

Advertisers in the print edition of Cinema Technology magazine receive 10% online advertising discount.

All files to be supplied in GIF format, maximum size as shown and no larger than 25K.

Flash files must have link embedded.

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HEADLINE DISPLAY
100pxl x 600pxl

Welcome to the digital edition of Cinema Technology magazine ... the leading specialist publication for cinema industry professionals everywhere.

For over twenty years Cinema Technology has provided a dedicated and unrivalled coverage of technological trends and developments in the world of cinema exhibition providing essential reading for all those involved in the industry.

Cinema Technology online edition is enhanced with the latest page turning software and digital tools, including live links, RSS feeds and much more.

REGISTRATION AND READERSHIP IS FREE

To read the latest issue and access archive issues just click on the appropriate button and log in using your user ID (which is your e-mail address) and your password.

New users please click on 'Read Emag' and complete the simple one time registration process.

We hope you enjoy Cinema Technology and look forward to welcoming you to future digital online issues.

Publication dates are : March, June, September, December.

'A' FEATURE
180pxl x 120pxl

'B' FEATURE
120pxl x 120pxl

Click here for all the latest cinema industry news Click here for all the latest cinema industry

SUBHEAD DISPLAY
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Cinema Technology Advertising & Production

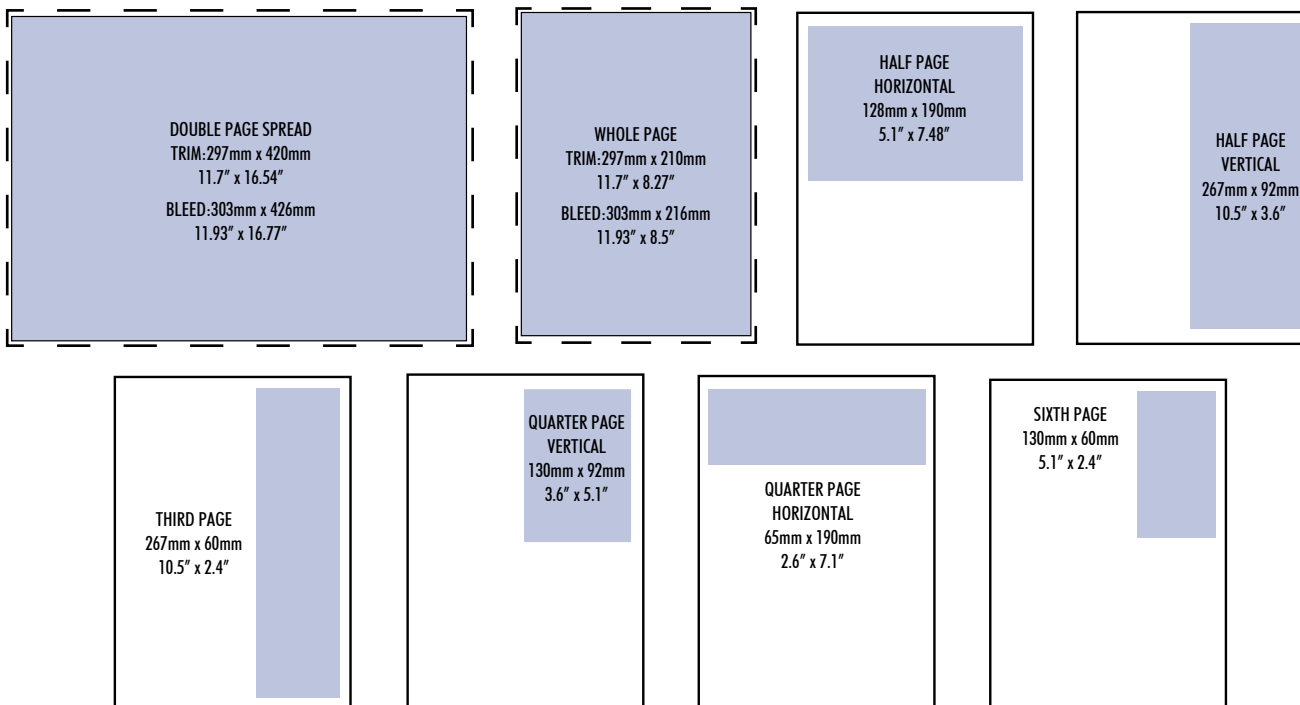
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PUBLICATION DATES: MARCH, JUNE, SEPTEMBER, DECEMBER (Copy Date: 12th of month PRECEDING publication)

ADVERTISING RATES - INCLUDES ONLINE DIGITAL EDITION - GBP - subject to VAT (where applicable)

DOUBLE PAGE SPREAD	GBP 2600
FULL PAGE	GBP 1500
<ul style="list-style-type: none"> ● Front Cover: whole page rate + 100% ● Other Cover Positions: Inside front / back cover and outside back cover: whole page rate + 50% 	
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CINEMA TECHNOLOGY ONLINE DIGITAL EDITION	INCLUDED
DIGITAL EDITION OPTION Live web / e-mail links (each link)	GBP 80



- **COPY DATE:** 12th of month PRECEDING publication
- **CANCELLATION:** Six weeks prior to publication
- **COPY REQUIREMENTS:**
Press optimised PDF Files are preferred and must have all fonts and images embedded.
All colour graphics to be saved as CMYK. (FILES CREATED USING MICROSOFT PUBLISHER ARE NOT ACCEPTED)
- **PAYMENT TERMS:** payment due on publication.
- **PUBLISHER:** Cinema Technology is published by Managing Editor Jim Slater, Slater Electronic Services, 17 Winterslow Road, Porton, Salisbury, Wilts SP4 0LW, UK. Tel: +44 (0) 1980 610544, Mob: +44 (0) 773 2919278, Fax: +44 (0) 1980 590611, e: Jim.Slater@SlaterElectronics.com
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- *Cinema Technology Media Information Issue 2011:2 supercedes all previous issues and may be subject to change without notice.* E & O E

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