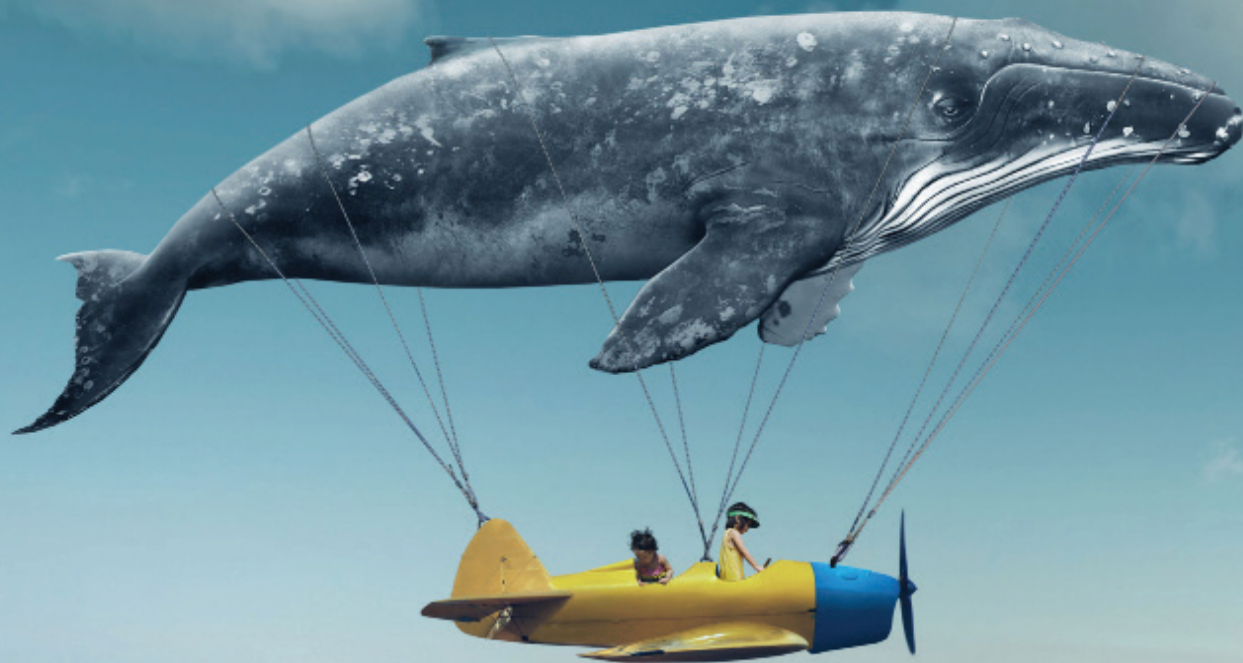




## MONETISING CONNECTED CONSUMERS



## WITH VAS, CONTENT, PAYMENTS, MESSAGING & ENGAGEMENT TECH

2023  
mediapack



Printed & Mailed Quarterly



[TelemediaOnline.co.uk](http://TelemediaOnline.co.uk)



White Papers



Bi-Monthly eNewsletter

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Our publishing team has worked together in the premium billing / content / value added services sector since 1995, building an unrivalled reputation for producing informed, lively and commercially focused editorial.

Our media channels target any business that wishes to engage and commercialize 'connected consumers' whilst they use mobile devices and telephones to respond or interact with value added service and content propositions.

We report on how carrier billing and other alternative payment platforms continue to evolve and, in partnership with Service Providers and Aggregators - form part of a dynamic value chain that drives huge volumes of minutes, messages and traffic - worldwide.

Published in print and online, we're the essential source of news and market data for Merchants, Brands and Content Owners who want seamless micropayment solutions and engagement tools - that can immediately convert sales across the globally expanding range of media, affiliate and advertising networks.

#### READ BY SUPPLIERS & BUYERS

- Carriers, Network Operators & Telcos
- Service Providers, Aggregators & Resellers
- VAS & Application Developers
- Billing, Cryptocurrency / Payment Providers
- Content Owners & Publishers
- Merchants & Brands
- Platform & Technology Providers
- Affiliates & Performance Marketing Networks
- Media Groups & Advertising Agencies
- Mobile Messaging Providers
- Fraud Prevention & Cyber Security Experts
- Regulators & Compliance Companies

#### COVERING VAS, CONTENT & APPS

- SMS, PSMS & RCS Messaging
- Bulk & Wholesale
- DCB, IPRN, Wallets & Vouchers
- In App Billing
- Advertising & Marketing
- Fraud, Security & Compliance
- Competitions & Promotions
- Interactive Media
- Voting
- Web Services & Paywalls
- Broadcast & TV Formats
- CRM & Helpdesk
- Life Coaching
- Adult Services
- Set-Top Boxes & PC Games
- Games & Gaming
- Gambling & Casinos
- Chat & Dating
- Educational Apps
- OTT TV & Video
- Music & Podcasts
- Charities
- Ticketing
- Travel, Transport & Parking
- Entertainment & Leisure
- Sports Content
- Retail & Vending
- Media Content & Publishing



## ADVERTISING & PR – RATES

The packages below have been designed to provide advertising, branding and PR coverage across all media channels based on a sliding scale of budgets. Clients are free to customise their own package and/or amend their placement schedule at any time within an agreed notice period of 6 weeks. The minimum contract period is 6 months with series discounts and additional banners being offered with annual contracts.

### SILVER from £500 per qtr

1 Supplier Directory	Telemedia Magazine
1 Viewpoint Banner + 1 News Post	Telemedia News
4 Weeks Mini Banners + 2 News Posts	Telemedia Online
1 Questionnaire Interview	Telemedia Viewpoint

### GOLD from £1000 per qtr

½ Page Ad + Supplier Directory + Editorial Reference	Telemedia Magazine
1 Main + 1 Viewpoint Banner + 2 News Post	Telemedia News
6 Weeks Main & Mini Banners + 3 News Posts	Telemedia Online
1 Questionnaire Interview	Telemedia Viewpoint

### PLATINUM from £1500 per qtr

1 Full Page Ad + Supplier Directory + Main Feature	Telemedia Magazine
2 Main + 1 Viewpoint Banner + 3 News Posts	Telemedia News
13 Weeks Main & Mini Banners + 6 News Posts	Telemedia Online
1 Audio / Video / Questionnaire Interview	Telemedia Viewpoint

ONGOING PR SUPPORT		SILVER	GOLD	PLATINUM
Co Profile + Interview + Unlimited PR & news post	Address Book	✓	✓	✓
Company Literature / Reports / White Papers	Brochure Page	✓	✓	✓

SOCIAL MEDIA SUPPORT		SILVER	GOLD	PLATINUM
Exclusive direct post	LinkedIn		1	3
Exclusive direct post	Facebook	1	2	3
Exclusive direct post	Twitter	1	2	3



## BOOKING DEADLINES & DISTRIBUTION

### ISSUE 68 / 15 FEB

• Advertising	28 Jan
• Editorial	3 Feb
• Print	8 Feb
• Mailed	15 Feb

### ISSUE 69 / 26 APRIL

• Advertising	12 April
• Editorial	19 April
• Print	24 April
• Mailed	2 May

### ISSUE 70 / 23 SEPT

• Advertising	1 Sept
• Editorial	8 Sept
• Print	13 Sept
• Mailed	22 Sep

### ISSUE 71 / 16 NOV

• Advertising	27 Oct
• Editorial	3 Nov
• Print	8 Nov
• Mailed	17 Nov

## READERSHIP PROFILE

### FREE to qualified readers who:

- Develop / promote billable VAS, apps and content
- Develop interactive services with telemedia vendors
- Intend to supply or develop telco / network / carrier services
- Recommend / authorize / implement digital payment technologies
- Deploy engagement technology to acquire billable, opt-in customers
- Attended World Telemedia / partner events

## CIRCULATION / SOCIAL MEDIA

All publications, PR, editorial and news enjoy maximum exposure across all our social media channels, websites and digital publications. Supported with banners [where appropriate] and back links to the relevant sections of our website including our client's own dedicated Address Book Page.

- 65,000 Linked In Ad Impressions
- 12,000+ Linked In Followers
- 1,400+ LinkedIn Group Members
- 16,000+ News subscribers
- 11,500+ printed Magazines P.a
- Reach 14,000 individual companies
- 14,250 web visitors P.m.
- 2,000 twitter Followers

## MECHANICAL INFORMATION

PRINT	Ad Type / Sizes	Type area	Trim size	Bleed size
	Full page	190 x 277 mm	210 x 297 mm	216 x 303 mm
	Half page	122 x 184 mm		
	Directory entry size:	90 x 48 mm		
	<b>Format:</b> High res (300dpi, CMYK) .pdf file			
DIGITAL	On Home page		On Newsletter	
	Main Banner	Mini Banner	Main Banner	
	1100px W x 220px T	250px x 250px	1100px W x 220px T	
	<b>Format:</b> Low res (100dpi, RGB) .png /.pdf/.jpeg file			
SOCIAL	LinkedIN	Twitter	Facebook	
	400px x 200px	1024px x 512px	1200px W x 630px T	
	<b>Format:</b> .jpg or .png			



## COPYWRITING SERVICES

**Don't have a PR agency?**  
**Need help producing PR, blogs, white papers or thought leadership content?**  
 Our specialist team of experienced telecoms and technology writers understand the telemedia ecosystem and are ready to help tell your story.

- **Press Release** - £300
- **White Papers** from £1000
- **Blog** - £500
- **Video interviews** / **product demos** from £500

Contact [Jarvis@worldtelemedia.co.uk](mailto:Jarvis@worldtelemedia.co.uk) or call +44 1444 831 991

## EDITORIAL PROFILE

Each edition includes; an essential guide to the leading events on our radar plus case studies, survey data, trends, analysis, legal & regulatory developments and in-depth features including:

**CONTACT** [Jarvis@worldtelemedia.co.uk](mailto:Jarvis@worldtelemedia.co.uk)  
or call +44 1444 831 991

### FORWARD FEATURES INCLUDES \*

#### Telemedia as a Service

- CPaaS – communications platforms as a service
- Conversational commerce: where messaging, marketing & payments meet
- Selling content, marketing & billing as a service
- Platforms as a service
- payments and banking as a service

#### Billing & Payments

- Direct carrier billing opportunities & developments
- The future of digital payments in Europe
- The global expansion of carrier billing apps
- Carrier billing meets Gaming, Messaging, Streaming, Ticketing, Marketing, Media & Content
- Billing & delivery of OTT content, including Sports, news, entertainment, gaming and more
- Charity – Opening the door to DCB
- The hottest worldwide markets for DCB
- Payment requirements for emerging markets
- M-payments trends & developments
- Competitions, carrier billing & the law
- Monetising apps – Leveraging smart interaction
- International PRS – Next generation of digital payments?
- Blockchain & cryptocurrencies
- open banking

*\* A specific forward features list for each upcoming edition will be confirmed one month prior to the editorial deadline.*

#### Messaging & Engagement

- SMS & OTT– Next generation chat & engagement
- RCS opportunities
- Chatbots – Automating engagement & VAS
- Marketing messaging
- Personalisation
- Monetising messaging & engagement
- Leveraging OTT messaging, RCS, SMS

#### Media & Content

- Monetising OTT TV & movie content
- Streaming music & podcast opportunities
- The importance of content quality
- Virtual VAS & content provisions
- Innovations that drive conversions & security
- Digital Media – Services that support publishing
- Competitions – How to avoid the pitfalls
- CRM – Tech to make customer smile
- Falling back in love with dating

#### Marketing & Advertising

- Key advertising strategies – social, email, display, in-game, in conversation
- Segmentation - The key to effective advertising
- Choosing a performance network partner
- The role of ad networks & maintaining compliance
- Affiliate marketing for telemedia, VAS & content
- Top traffic sources from affiliate marketing

- Reducing the gap between traffic and offer
- Competing with Whatsapp, Skype & Google

#### Mobility, Education & Health

- Mobile ticketing for leisure & entertainment,
- Mobile ticketing for travel & transport
- Opportunities with EdTech
- Opportunities with health & wellbeing services

#### Telecoms & Network Operators

- 5G, 6G and beyond
- Latest trends, developments & news from telcos
- Post -Brexit Opportunities

#### Fraud & Security

- Fraud risks – understanding the frauds and the tech needed to beat them
- Mitigating issues with advertising
- Monitoring services – Identifying misleading flows
- Child protection – Reducing a cause for complaint
- Beating the Trojans – How to beat malware ads

#### Platforms & technology

- OTT and other messaging platforms
- Social media platforms for content delivery, marketing and payment
- AI, VR and AR tech
- The Metaverse