



MCV/DEVELOP provides up-to-date news and insight for the games industry, making it an essential resource for everyone involved.

The combined brand now covers development, publishing, marketing, retail and every other aspect of the ever-growing industry, and has done so for more than 20 years.

MCV/DEVELOP focuses on the people who drive games forward. It puts decision makers at the centre of its content – whether they be business decisions, creative decisions, or a blend of both.

The brand today consists of a monthly print magazine, a constantly updated website, busy social channels, plus a range of industry-leading events, including the MCV/DEVELOP Awards in March and the Women in Games Awards in June.

Now based in Covent Garden, our team is well-placed to attend events and meetings right around the UK, as well as having a strong presence at the biggest industry events globally.



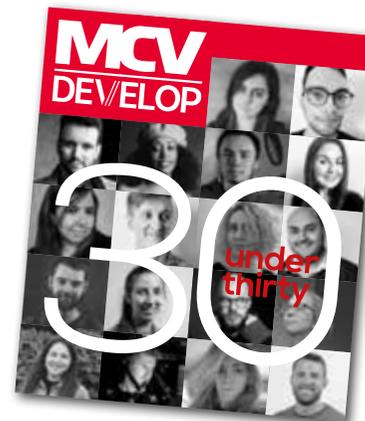
The MCV/DEVELOP Women in Games Awards is an inspirational annual event celebrating the invaluable contribution by women in our industry. The event has grown steadily over six years thanks to brilliant support from industry leaders.

The DEVELOP 100 is a simple idea, to name and celebrate the top 100 studios in the world over the last 12 months. Using data from NPD, GSD, Famitsu and Sensor Tower, it's the most authoritative benchmark for success in our industry.



The MCV/DEVELOP Awards brings the whole industry together for a memorable night of celebration and networking. In its new format, the winners are voted for by the industry, making it a truly democratic event!

Our flagship monthly magazine contains many regular annual features, such as the definitive 30 Under 30, recognising the best and brightest from right across the sector. And our commissionable Regional Spotlights, which bring audience attention to key areas and regions.



IRL is our casual, more inclusive event, designed so that anyone and everyone in the industry can attend, meet colleagues, network, and applaud the efforts that have been made by so many over the last year and more. It has both a relaxed afternoon drop-in session, and a more upbeat evening event.

## Here's what we do...

### Connect businesses together

With daily industry news and a monthly printed magazine, MCV/DEVELOP can help you reach your business goals with our up to the minute marketing solutions.

MCV/DEVELOP can help you hit the right, targeted and engaged audience with tailored content-driven messaging with our variety of multi-channel marketing programmes.

### Content Creation

Build relationships across the industry with informative and educational content curated by our team of expert writers and creators. Work with us to create the most effective way for you to show off your expertise and help your brand stand out in the market.

- Turn your research and industry knowledge into engaging content in print and in our daily news round ups and constantly updated online platform. We're a team of industry experts with the written word, and video creation at our finger tips.
- Benefit from us and utilise our access to expert knowledge and opinion to produce high quality and informed content.

Online: [www.mcvuk.com](http://www.mcvuk.com)  
Twitter: @MCV\_DEVELOP  
Linkedin: MCV/DEVELOP



# MCV DEVELOP



## Digital Advertising

Advanced targeting to maximise your marketing impact.

Target your customers with compelling campaigns designed around your specific business needs.

From display advertising and page takeovers, daily newsletter and dedicated email shots, to social media campaigns, you choose the channel that is right for you.

### Our digital advertising opportunities allow you to:

- Use our advanced intelligence to reach users across the web based on their site behaviour on our network.
- Build a content hub to collate highly-focused editorial content based around your marketing messaging.
- Build your social following and amplify your marketing message with engaging social media posts.

## RATES

### MAGAZINE PRINT

Cover Wrap (4 pages) £9,375  
1st Double Page Spread £4,235  
Double Page Spread £3,850  
Full Page £1,960  
Half Page £1,040

Quarter Page £580  
Single Page Strip £420  
Double Page Strip £675  
Inserts (plus postage @£195 per 10g) £1,275  
Plus special executions on request

### DIGITAL AND ONLINE

#### Website

Exclusive Take Over £5,000  
Ad Frames: campaign specific  
Super Leader Board £1,000  
Billboard £1,500  
Fixed Bottom £1,250  
Side Bar £1,000  
Sticky Side Bar £1,000  
Inline Ad-zone £750  
MPU £750

#### Jobs

Featured vacancy £250  
Single vacancy £95

#### Daily Newsletter

Leaderboard £1,000  
MPU £750  
Bottom Banner £500

*(Cost per month unless stated)*

## Speak to our sales team for other opportunities

## PRINT AD DIMENSIONS:

**Note:**  
The MCV/DEVELOP logo will be accommodated in the top 80mm of the cover. Please do not use any distracting images or copy in this area.



#### EXCLUSIVE FRONT COVER

Trim: (W) 210mm x (H) 265mm  
Bleed: (W) 216mm x (H) 271mm  
Type: (W) 190mm x (H) 245mm



#### DOUBLE PAGE SPREAD

Trim: (W) 420mm x (H) 265mm  
Bleed: (W) 426mm x (H) 271mm  
Type: (W) 400mm x (H) 245mm



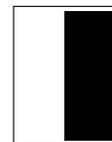
#### FULL PAGE

Trim: (W) 210mm x (H) 265mm  
Bleed: (W) 216mm x (H) 271mm  
Type: (W) 190mm x (H) 245mm



#### HALF PAGE (HORIZONTAL)

Type:  
(W) 183mm x (H) 115mm



#### HALF PAGE (VERTICAL)

Type:  
(W) 88mm x (H) 238mm



#### QUARTER STRIP

Type:  
(W) 183mm x (H) 55mm

If you think MCV/DEVELOP can't reach your audience – think again.

MCV/DEVELOP is sent, by request, only to readers who meet our strict criteria. They have to be the decision makers and creatives that you want to reach. MCV/DEVELOP knows exactly who our readers are: we know what jobs they do and what areas they work in.

## Meet the team

Our dedicated team can help you reach your business goals:

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