

MCV DEVELOP

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.

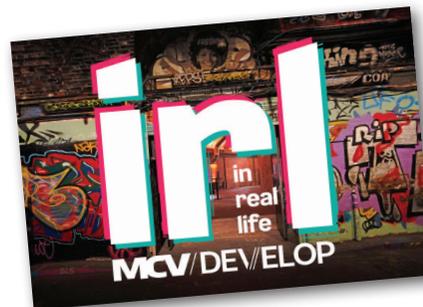
Now based in Covent Garden, our team is well-placed to attend events and meetings right around the UK, as well as having a strong presence at the biggest industry events globally.



The **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.

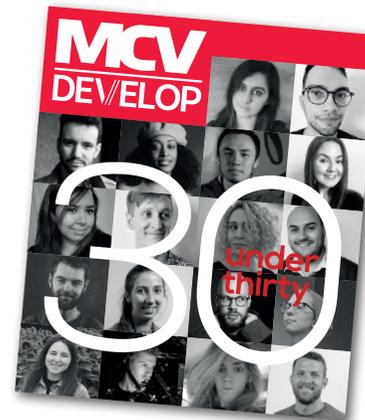


Our flagship monthly magazine contains many regular annual features, such as the definitive **30 Under 30**, recognising the best and brightest from right across the sector. And our commissionable **Regional Spotlights**, which bring audience attention to key areas and regions.



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 **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!



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.

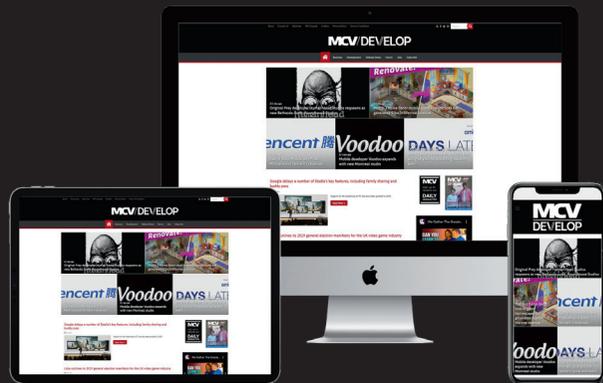
Online: www.mcvuk.com

Twitter: [@MCV_DEVELOP](https://twitter.com/MCV_DEVELOP)

Linkedin: [MCV/DEVELOP](https://www.linkedin.com/company/mcv-develop)

datateam
Media Group

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



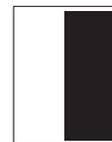
FULL PAGE

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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All prices exclude VAT at 20%. Payment terms are strictly 30 days from date of invoice, only with an approved account. All overseas advertisers will be required to make payment in full by credit card prior to publication.

MCV DEVELOP AWARDS

The MCV/DEVELOP Awards aim to recognise the success of the UK games industry in every area that it excels, from innovation in game creation, to accomplishments in recruitment, PR, retail and the media.

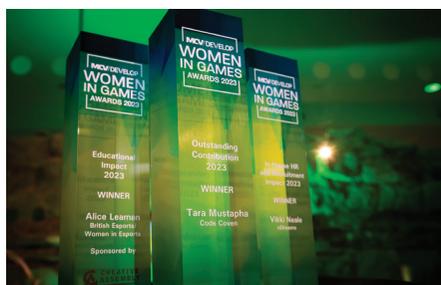


www.mcvdevelopawards.com

FEATURES

Our editorial team will be working hard to bring you BIG interviews, in-depth company and people profiles, market and product information, key news analysis, opinions and much more.

As well as our regular features programme we will also be delivering in-depth information on upcoming industry events and initiatives.



FEBRUARY/MARCH 2024

FEATURES:

- PR Panel
- The Art of The Invincible
- Digital Eclipse

IRL: PCG, CES

Advert Deadline 19th February

APRIL/MAY 2024

FEATURES:

- Accessibility Panel
- Women in Games
- WWM As Dusk Falls

IRL: GDC, Insomnia, GAconf Europe

Advert Deadline 25th April

JUNE/JULY 2024

FEATURES:

- AI Panel
- State of recruitment
- MCV Award Winners

IRL: LGF, BAFTAs, WASD, Format MCR

Advert Deadline 10th June

AUGUST/SEPTEMBER 2024

FEATURES:

- Infosec
- Gamescom
- Women in Games Panel

IRL: MCV Awards

Advert Deadline 29th July

OCTOBER/NOVEMBER 2024

FEATURES:

- Women in Games Winners
- Recruitment Panel

IRL: Format LVP, Women In Games

Advert Deadline 30th September

DECEMBER/JANUARY 2024

FEATURES:

- A year in review
- 2025 Preview
- Games Media Panel

IRL: TBC

Advert Deadline 25th November

MCV/DEVELOP WOMEN IN GAMES AWARDS

The Women in Games Awards celebrate the very best female talent from around the UK games industry, from development and business, to education, journalism and esports.



www.womeningamesawards.com