



media pack

Editorial statement of Purpose

DDR, Digital Display for Retail, is the UK's only magazine entirely dedicated to digital display technology within the fast changing and innovative retail sector. It looks at the whole world of digital display, whether static and moving, from digitally printed graphics to digital screen media, exploring different perspectives, ideologies and cultural affects, as well as the business itself including marketing, advertising, sales & promotion, creative and production. DDR, launched in 2003, targets the businesses that deal with in-store marketing and are moving in the digital direction.

DDR, as the flagship of the industry, takes a stance on its industry, bringing its readers the latest in product, company and technology development. It comprises a mix of regular and targeted features every issue, covering the advanced technology world of digital media displays. Informative and up to date news issues include developments, issues and more general news announcements in This & That, with Movers & Shakers covering major moves by the industry, companies and people, leaving Cutting Edge to deliver the latest in technology advances and developments.

John Taylor is Editor of DDR a magazine. An experienced Editor and journalist with an extensive track record across many areas in trade and technical publishing, he has worked on DDR magazine since inception. His ambition is to continue to establish DDR as the leading journal and flagship voice of the industry, bringing together the latest in technologies, products and developments for the benefit of this important, growing sector.

Regular Editorial Sections

At The Sharp End

A regular pictorial feature within DDR highlighting applications in DOOH, that have wowed passers-by

Technology In Action

An in-depth case study looking at the latest digital signage technology in action.

Insider View

Comment on the sector from leading international shopper strategy consultancy TNS Magasin

Verticals

DDR takes a close look at another vertical that has taken on the digital signage technology

Technology

An in-depth feature dissecting the latest technology from the main industry suppliers.

Q&A

Each issue we focus on industry leaders from a key area of the market. Giving readers a real insight into the thoughts of the industry.

Opinion

Opinions on the issues that really matter from senior industry figures.

Print View

Dedicated to digital print issues that benefit retail sector displays and a range of editorial in-depth features bring new technology development and applications as well as insights into how and what companies are developing and indeed using digital display technology in retail.

Back Page

Analysis of the industry issues from a leading industry leader.

Features List

| | Technology | Interview | Verticals |
|----------------|-----------------------------|-----------------------------|----------------------------------|
| Feb/Mar | Screens | Retailers | Transport |
| Apr/May | Content distribution | Agencies | Public Sector |
| Jun/Jul | Content creation | Integrators | Leisure & Hospitality |
| Aug/Sep | Interactivity | Screen Manufacturers | Finance/Corp/Commercial |
| Oct/Nov | Audience Metrics | Software Vendors | Education |
| Dec/Jan | Projection | Brands | Outdoor |

Marketing Services

DDR offers you a flexible and comprehensive combination of advertising and marketing services all designed to ensure your target audience is reached. In addition to standard on page advertising other options include:

Advertorials

Tell your story with a made-to-measure article, designed to fulfil your brief.

Band Wrap

Gain maximum exposure for you advertisement by wrapping your name and message around our magazine.

Customer Magazines

To help forge closer relationships with customers, the team can design, produce and distribute a magazine especially for your organisation.

Inserts and Outserts

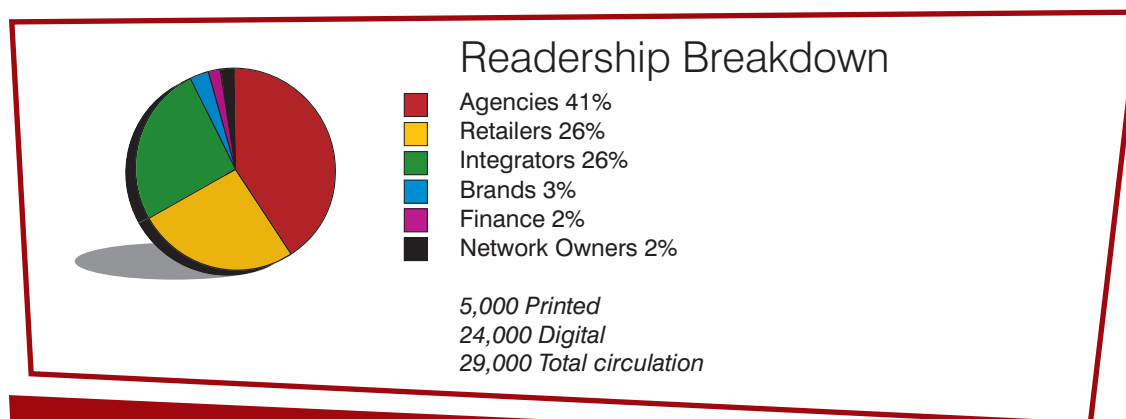
Choose from either inserting your brochure loose or bound-in to the magazine, with the alternative option of making your brand stand out with a false cover or tip-on.

Reprints

Follow up marketing communications campaigns with reprints of articles, advertisements and advertorials previously published in Screen Media.

Sponsorships

Enhance your company's profile and image through sponsorship of one of our industry supplements



“

If we're looking to communicate with the Digital Signage market DDR would always be on our list because of its strong audience following.

”

Nurlan Urazbaev, Broadsign

The Digital Directory

Digital Signage is a rapidly growing sector across the globe. With hundreds of companies offering everything from Interactive Kiosks to Content Creation, finding the right company for the right job can be something of a mine field. DDR has teamed up with its sister publications Screen Media and SCREENS.tv to produce the worlds leading resource for the digital signage industry. Advertisers will benefit from coverage across:

DDR printed publication (5,000 copies)
DDR digital magazine (24,000 copies)
DDR website (8,000 unique users per month)
SCREENS.tv website (27,777 registered users)

The listing consists of:

- Colour Logo
- Full contact details
- 40-50 Words about your company

Annual listing - £1,200

The digital directory has proved to be a huge success with both advertisers and readers alike. Here is what some of our current advertisers say:

“ The audience delivered by DDR and Screen Media magazine ensures that our marketing goals of exposure to the right profile of audience are consistently met. ”

Damon Crowhurst, AMX Inspired Signage

“ Our listing within the digital signage directory has generated a consistent flow of leads for our sales team, and is now an important part of marketing mix. ”

Nurlan Urazbaev, Broadsign

Mechanical Data

DPS

Bleed 281 x 456 mm
Trim 270 x 440 mm
Type 248 x 398 mm

Half page

Horizontal 120 x 195 mm
Vertical 245 x 96 mm

Full page

Bleed 281 x 231 mm
Trim 270 x 220 mm
Type 248 x 199 mm

Quarter page

Horizontal 58 x 195 mm
Vertical 245 x 46 mm
Portrait 120 x 96 mm

Copy Deadline

2 weeks prior to publication.

Refer to publishing schedule available at www.ddrmag.co.uk

Cancellations

Must be received in writing 28 days prior to copy deadline for both classified and display ads.

Materials Required

DDR is 100% digital

- All ads should be supplied on Mac formatted disk or by email.
- File creation: Quark Xpress, Illustrator, Acrobat Press ready PDF (or as Illustrator/Freehand EPS), Photoshop, TIFF, JPEG.
- Pictures/Images can be supplied as: EPS, TIFF or JPEG. All Images should be CMYK and 300dpi (dots per inch) to allow for acceptable reproduction.
- Ads can be supplied via email. If any advertiser wants to supply an ad on PC disk please check with production first.

FTP Details

ftp - 212.100.100.218

username - ftpstjohnpatrick

password - Letmein01

Contact

Editor

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Directory Sales

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Advertising Rates

| | 1 insertion | 3 Insertion | 6 Insertion | Digital issue cost |
|------------------------------|-------------|-------------|-----------------------|--------------------|
| Roundtable | £10,995 | | | |
| Double Page Spread | £5,127 | £4,397 | £3,731 | £351 |
| Full Page | £2,956 | £2,632 | £2,336 | £195 |
| Half Page | £1,612 | £1,522 | £1,273 | £105 |
| Quarter Page | £1,060 | £907 | £804 | £85 |
| Special Positions | | | | |
| Inside Front Cover | £3,251 | £2,895 | £2,569 | £225 |
| Inside Back Cover | £3,088 | £2,750 | £2,440 | £205 |
| Outside Back Cover | £3,413 | £3,039 | £2,697 | £235 |
| Special | | | | |
| Loose Insert per 1000 | £285 | £228 | £205 price on request | |
| Guaranteed Position | +15% | | | |