

MCV

THE BUSINESS OF VIDEOGAMES

www.mcvuk.com



www.newbaymedia.com

LONDON - NEW YORK





OUR **APPROACH**

MCV is the leading media outlet for the UK games industry. It's a trusted source of trade news, analysis and data for industry professionals and has been for over 18 years. Digital, magazine, via social media and events, MCV has a huge and diverse reach, covering the entire industry.

While the UK games industry divided up neatly into retailers, distributors and developers, today's it's a far more diverse network of businesses. The lines between developers and publishers have been blurred by digital publishing, smaller businesses might need to consider issues such as marketing and PR, while larger operations now include specialists, such as community relations and influencer management. Then we have recruitment specialists, middleware providers, social media platforms, merchandisers, event organisers and many, many more.

MCV exists to support everyone in UK games. We will support your business and give you a platform to have your voice heard. We want to help you increase the size of total gaming revenue in the UK by connecting businesses and encouraging best practice. Consumers are playing more games than ever, let's make sure that we keep it that way.

MCV is published by NewBay, which specialises in entertainment, leisure and technology markets. It sits alongside Develop and eSports Pro in NewBay's gaming portfolio, giving specialist coverage to every aspect of this ever growing industry.

Seth Barton
Editor

MCV
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OUR AUDIENCE

MCV has been at the forefront of the UK Games Industry over 18 years. It remains a respected voice and valued source of news, data, analysis and opinion throughout the industry. But it has also evolved. The magazine is complimented by a digital edition, a constantly updated website, a suite of email services and events. In all its forms it is the most read, the most respected and the most influential trade media brand in the business. Our core audiences are general entertainment retail chains, independent games retail stores, online retailers, specialist computer/game chains, distributors, developers and consoles.

Cradle to the grave content means that decision makers and influencers seek our intelligence to obtain business profits and growth.

With our expertise, you can reach your core audience through a variety of marketing channels.

Key Audience statistics:

5
PLATFORMS TO REACH
YOUR TARGET MARKET

5,000
Magazine – our magazine is
subscription only, with extra
copies at trade shows,
such as E3 and Gamescom.



150,000

Online – our website receives above
150,000 unique users per month,
globally, all from the games community



12,435

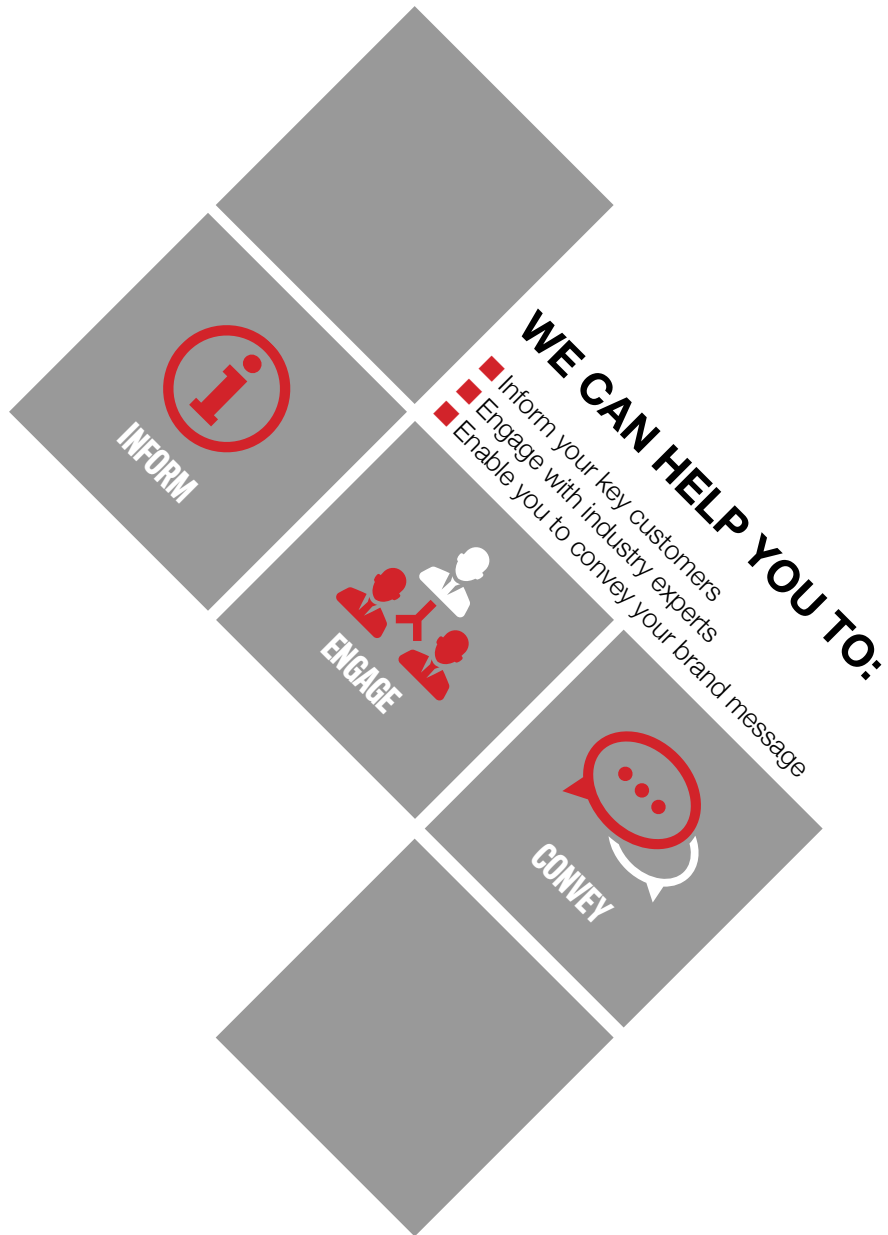
Email – we send out a
MCV daily newsletter and
newsflash emails to
targeted audience of 12,435
subscribers



30,000

Social Media - real time social
posts for accessing and sharing
MCV content

Based on 3 month average (Sept-Nov 2015) via Google Analytics.



OUR SERVICES

Enhancing suppliers connections with buyers

The MCV team can help your organisation reach their business goals with our marketing solutions. By integrating tailored content-driven messaging, to a targeted and engaged audience with a variety of multi-channel marketing programs, we can help you.

WHAT WE DO

Content Creation

Influence your customers' buying decision with informative and educational content. Content creation is the most effective way for you to show off your expertise and give your brand a level of leadership in the market.

Our content creation service allows you to:

- Turn your research and industry knowledge into engaging content such as white papers, video, infographics and more
- Establish your brand as a thought leader by providing informative content and business advice
- Utilise our expert editorials teams' knowledge plus the knowledge and opinions of our readership to produce high quality and informed pieces of content



Bespoke Events and Conferences

Unrivalled access to highly targeted audiences. Highly targeted round tables and conferences including the Future Games Summit and eSports Brand Summit offer you unrivalled access to sought after industry professionals. Sponsorship and speaking opportunities give you the chance to showcase your expertise in front of your customers and prospects by placing your brand as a market leader.

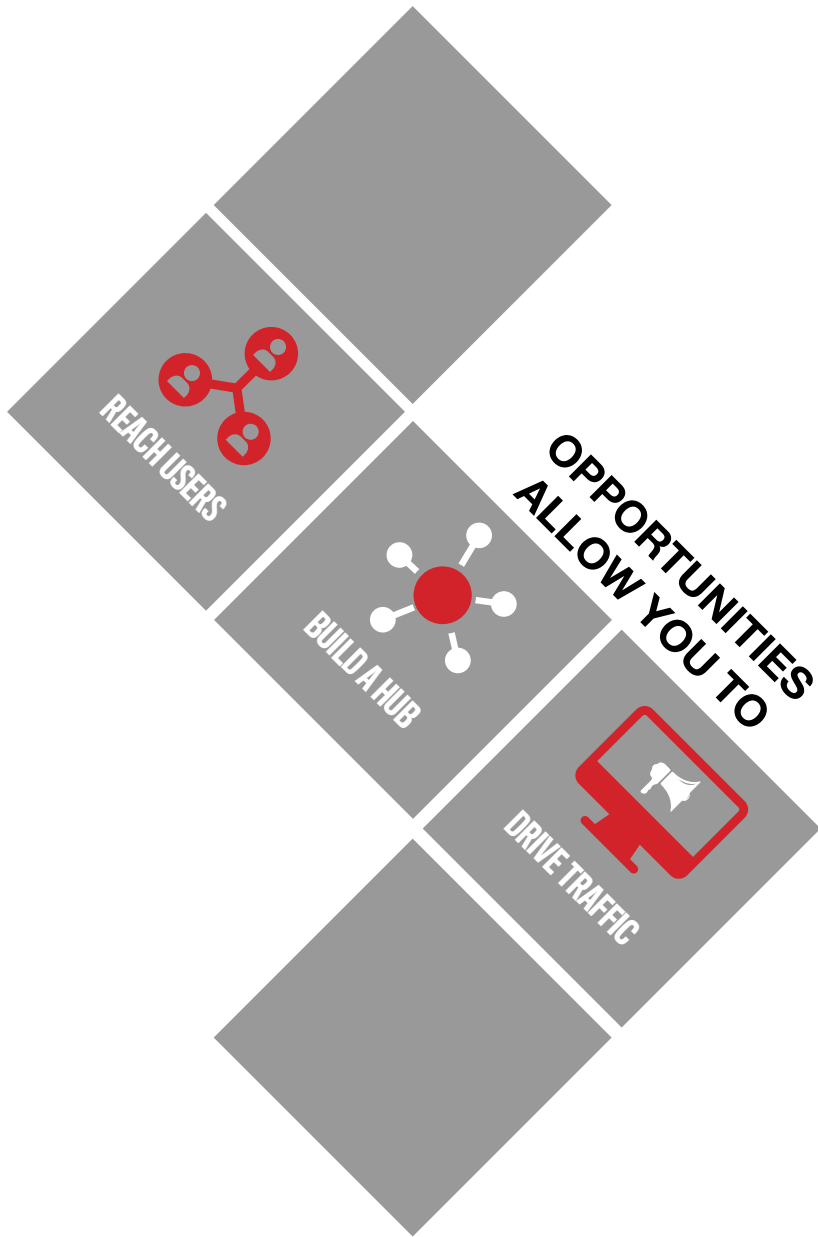
Our conferences and briefing events allows you to:

- Engage potential customers with thought leadership in an effective manner through a speaking slot and exhibition at one of our conferences
- Network and build relationships with targeted senior professionals at one of our intimate events
- Talk to and engage with highly targeted handpicked senior decision makers as an exclusive sponsor of a round table or as a co-host.

Awards

Showcase your organisation and create a lasting impression. Sponsorship at our leading MCV awards and Women in Games offers your business a great chance to grow your brand awareness. Showcase your expertise in front of your customers and prospects and place your brand as a market leader.

- Place your brand as a market leader in front of over 600 industry professionals with sponsorship at the MCV Awards
- Increase your organisations coverage and credibility by appearing in post-awards coverage, available both in magazine, video and online
- Stand out from your competitors during the awards ceremony and generate interest from your target market through extensive branding



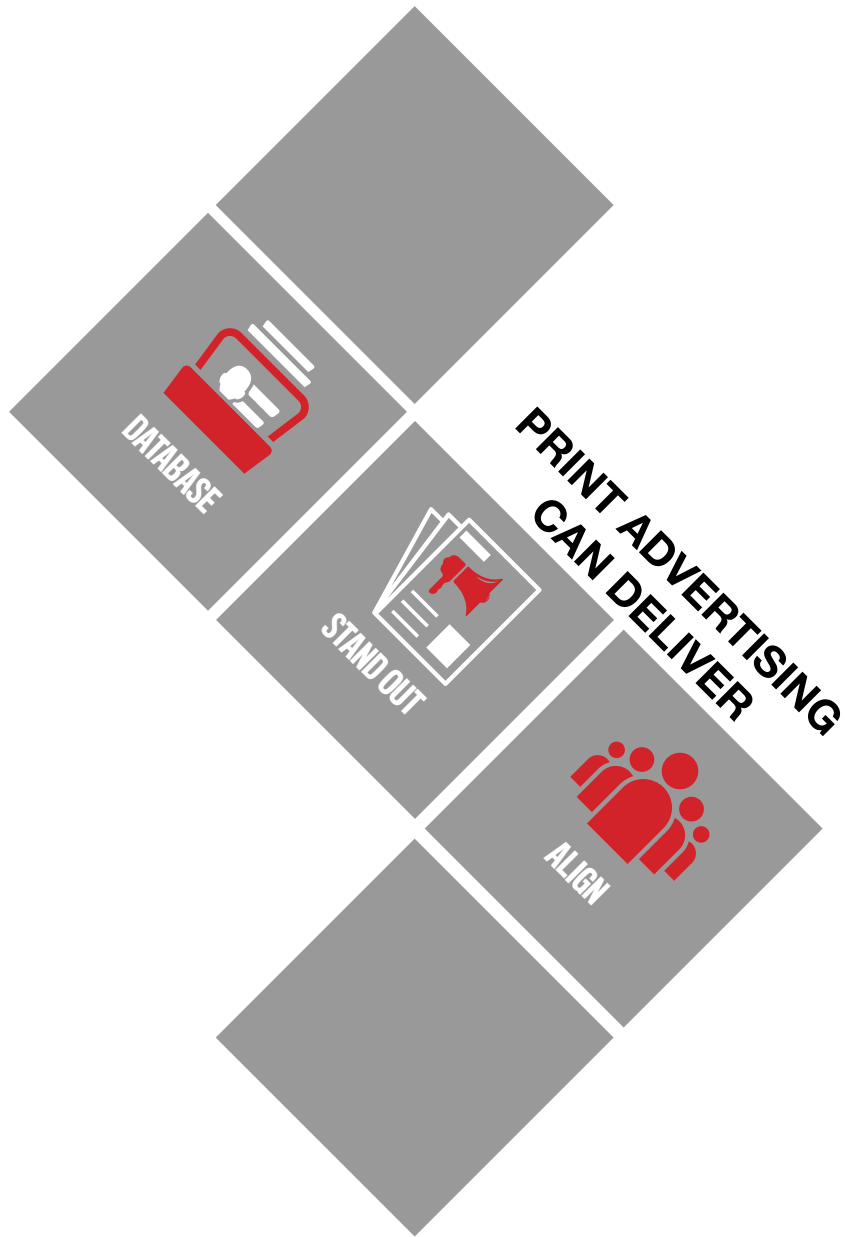
Digital Advertising

Advanced targeting to maximise your marketing impact. Target and retarget your customers with compelling campaigns designed around your specific business needs. From display advertising and page takeovers and social media, 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 social media competitions or Q&As





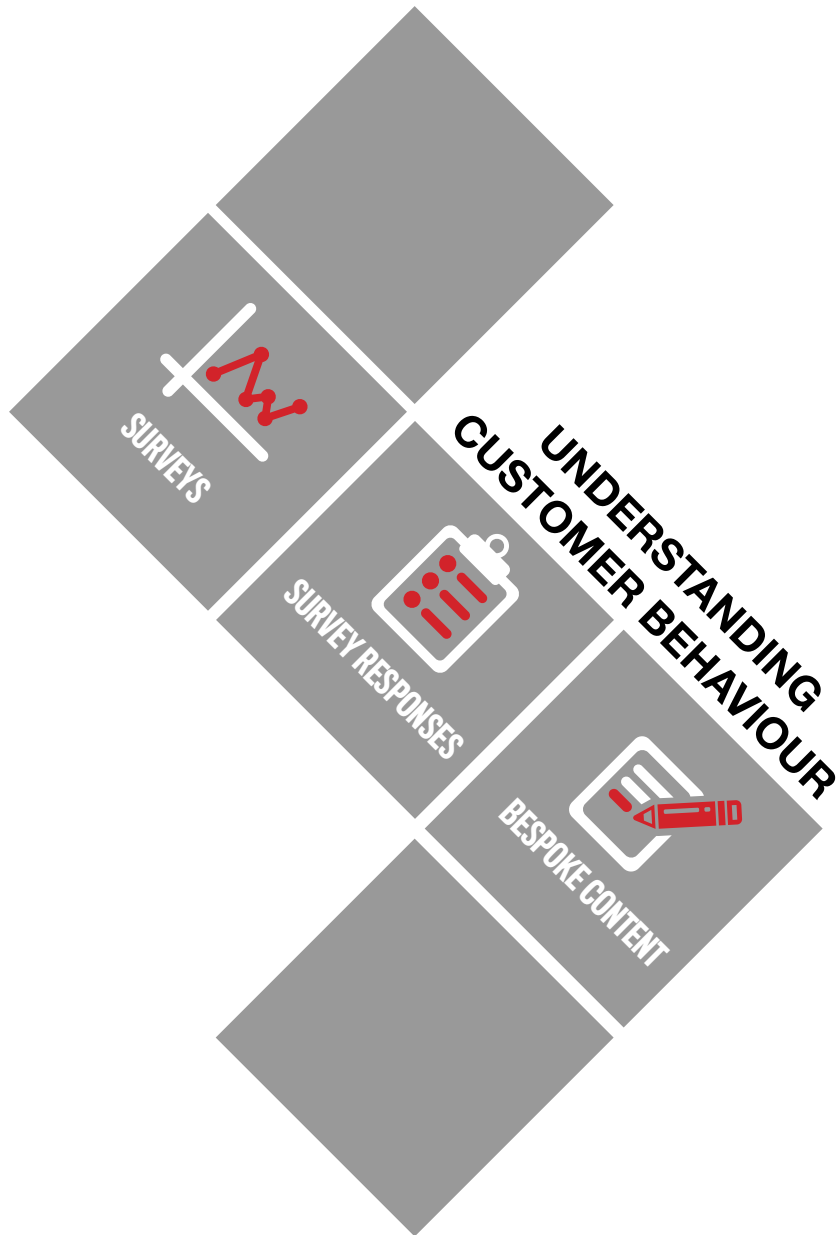
Magazine Advertising

Advertise your brand, games or product to thousands of readers. If you want impact, reach and cut through then high impact magazine advertising can deliver, then MCV and the Gamescom Daily magazine can tick all the boxes.

Magazine advertising allows you to:

- Reach thousands of senior industry professionals from our subscriber database
- Stand out from the cluttered world of digital advertising – magazine is still the most effective way to target an audience engaged with the content they’re consuming
- Align your brand with a leading publication and show daily in the industry





Research

Understanding customer behaviour is the first step to a successful campaign. Our access to and relationship with games professionals across retail, publishers and developers allows you to gain key insight into market trends, opportunities and challenges, meaning you improve your sales process and stay one step ahead of your peers.

Our research service allows you to:

- Understand business opportunities and challenges with surveys to our large community of senior professionals
- Receive all survey responses as leads, allowing you to grow your market and customer databases
- Create bespoke content off the back of research to use as thought leadership and lead generation
- Align your brand with high quality research to stand out in the market and stay ahead of the competition



MEET OUR TEAM

Our dedicated team can help you reach your business goals.
Please get in touch using the details below:

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