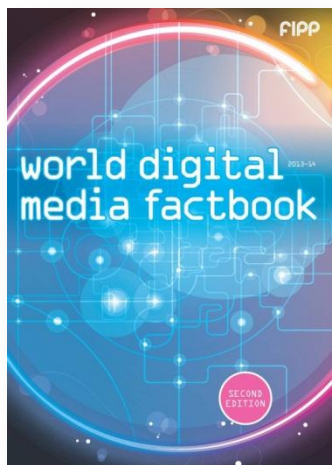




*Publication Specs and Profile*

*Contact*

*Commercial: Andre Glazier, sales manager, [andre@fipp.com](mailto:andre@fipp.com)*



Authors	<i>World Newsmedia Network, FIPP</i>
Description	<i>The second edition of the FIPP World Digital Media Factbook features more than 500 data sets from more than 65 major research companies from around the world including Accenture, Deloitte &amp; Touche, Distimo, Forrester Consulting, Gartner, GfK, Global Web Index, Kantar Media, Mary Meeker, Pew, PricewaterhouseCoopers, socialbakers, ZenithOptimedia etc.</i>
Audience	<i>More than 5,000 contacts including senior executives, commercial managers, content/editorial managers and others. Media owners, service providers and national/international associations. (See images 1 and 2 for breakdown)</i>
Available formats	<i>Paperback, digital (downloadable for offline viewing, powered by PressReader)</i>
Full page colour ad	<i>£1,800-£2,500 depending on premium placement requests, includes print and digital editions.</i>
Ad specs Print	<i>Standard UK A4, portrait: 210mm x 297mm. With 3mm trim at each outside edge for bleed. PDFs to be supplied print-ready at minimum 300dpi with cropmarks.</i>

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Image 1: Audience by company type

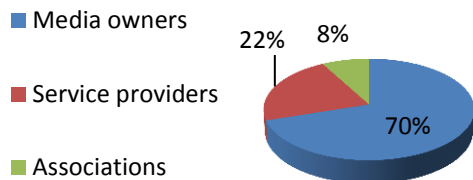


Image 2: Audience by job function

