



## Essential reading for all broadband professionals...

### Your Partner for Growth...

Acknowledged as the leading cable and fibre broadband magazine, *Broadband Journal* offers truly global and independent coverage. Its authoritative editorial and status as the journal of the SCTE, the only Learned Society for professionals in the broadband industry, accords it a market-leading position in the industry. Targeted and relevant, each issue (over 7000 copies) is sent to SCTE members around the world as well as subscribers, broadband/cable conference and exhibition delegates worldwide.

Incorporating interviews with leading international industry figures, *Broadband Journal* offers insight into the latest news, technological and technical advances, market trends and innovations. The journal typically contains four 'white papers', the SCTE Long Read, industry and Society news, articles on the fundamentals of broadband technology and exhibition/conference reports. It is also available online. Broadband also reproduces selected articles as podcasts via its Spotify platform, the SCTE Podcast Series.

Broadband Journal is typically distributed at key international events across the year including FTTH Conference/Exhibition, DVB World, ANGA COM, NAB, IBC, INCA, Connected North, Connected Britain, Cable-Tec Expo and Broadband World Forum, as well as our own UK-based events. Your advertising will therefore reach decision-makers in senior positions across a variety of business lines.

### SCTE® members and Broadband Journal readers.

Based in the UK, the SCTE has members throughout Europe and the world. Its active Benelux Group also runs its own lecture programme. SCTE Benelux, SCTE Balkans and SCTE India are all active locally. Members of the SCTE include engineers, technicians, installers and broadband/cable telecommunications professionals. These all receive the *Broadband Journal* and the SCTE Handbook as do a large number of international organisations and manufacturers who have become corporate members of the Society.

### Broadband Journal is the only choice.

The journal is carefully targeted at the companies, manufacturers and subcontractors all across the supply chain. Each issue will reach at least 7000 readers (subscribers and free circulation). Extra circulation will also be arranged to selected European, Asian and U.S. trade events and exhibitions.

*Broadband Journal* offers some of the most competitive advertising rates in the industry and a selection of exclusive international distribution deals. See our rate card for more details or contact Melissa Cogavin (details below).

Contact Melissa Cogavin on [melissa@theSCTE.eu](mailto:melissa@theSCTE.eu) or call +44 (0)7501 783042 today.



**SCTE® - The Society for Broadband Professionals**

Tel: +44 (0) 1923 815500

Email: [office@theSCTE.eu](mailto:office@theSCTE.eu)

[www.theSCTE.eu](http://www.theSCTE.eu)

### Don't Miss!



Advertising opportunities on SCTE's website and e-newsletter.

Broadband training articles to help readers to improve their skills and plan their career advancement.

In-depth analysis of regional areas of growth.

Trade events and exhibitions circulation, with more exhibition previews and show reports.

Access to a digital edition of Broadband Journal.

Belly band, cover corner tab and insert advertising opportunities.

## Broadband Quarterly Issue 1

**Editorial deadline:** 9 February 2023  
**Ad copy date:** 14 February 2023  
**Publication date:** March 2023  
**Print run:** 7000 + copies

**Distribution:** 1000 copies distributed to SCTE members; remainder of copies for general handout at international shows such as Fibre to the Home (Madrid) and Evolving Connectivity (Birmingham, UK), as well as the SCTE Spring Lecture (UK).

### Topics include

Measurement and testing | Network quality | Next-generation and enterprise networks | Next-generation HFC networks | Next-Generation PON | Optical Access Networks | PON | QAM | Review of cable in Asian markets | Review of cable in North America/Canada | Review of European Cable | RFOG | SCTE Benelux Conference Preview | Set top boxes and smart media devices | Software Management Systems | Standards updated | Training



## Broadband Quarterly Issue 2

**Editorial deadline:** 7 April 2023  
**Ad copy date:** 12 April 2023  
**Publication date:** May 2023  
**Print run:** 7000 + copies

**Distribution:** 1000 copies mailed to SCTE members; 500+ copies mailed by ANGA to its members and distributed at ANGA seminars; 1500 copies distributed to ANGA COM visitors, delegates and exhibitors. The remainder of copies are for general handout at international shows such as CNG Europe (UK), CABSAT (Dubai) and ConnectTech Asia (Singapore), as well as the SCTE Summer Lecture (UK).

### Topics include

10G | 25G PON | 50G PON | Altnets | Distributed Access Architectures | Distributed Gain Architectures | DOCSIS 3.1 | DOCSIS 4.0 | Ethernet over coax | Fibre Optic Technology | Fibre roll out | FTTH | FTTx | GPON | LTE



## Broadband Quarterly Issue 3

**Editorial deadline:** 8 August 2023  
**Ad copy date:** 14 August 2023  
**Publication date:** September 2023  
**Print run:** 7000 + copies

**Distribution:** 1000 copies mailed to SCTE members; 1000 copies for distribution at the IBC exhibition in Amsterdam and the SCTE Autumn Lecture and the remainder to events such as NAB (USA), Broadband World Forum (Europe), Connected Britain (UK) and Cable-Tec Expo (USA).

### Topics include

Measurement and testing | QAM | Set top boxes and smart media devices | Software Management Systems | Standards updated | Training | Digital Video Solutions | Focus on HEVC | Multi-screen technologies | Remote production | Streaming | TV Advertising | UHD/4K | Virtual Reality | IBC Show preview | Integrated Service Solutions | Internet of Things | Linear addressable advertising | Satellite in Focus



## Broadband Quarterly Issue 4

**Editorial deadline:** 14 November 2023  
**Ad copy date:** 21 November 2023  
**Publication date:** December 2023  
**Print run:** 7000 + copies

**Distribution:** 1000 copies mailed to SCTE members and the remainder to events such as GIGAEurope (Europe) and INCA Conference (UK).

### Topics include

Measurement and testing | QAM | Set top boxes and smart media devices | Software Management Systems | Standards updated | Training | 10G | 25G PON | 50G PON | Distributed Access Architectures | Distributed Gain Architectures | DOCSIS 3.1 | DOCSIS 4.0 | Ethernet over coax | GPON | LTE | Network quality | Next-generation and enterprise networks | Next-generation HFC networks



Artwork to be supplied as:

- Flat JPGs or font-embedded PDFs.
- File resolution must be at 300dpi.
- A colour proof must be supplied for reference.



### Full Page (A4)

Trim: 210mm x 297mm  
 Bleed: 216mm x 303mm



### Half Page

Trim: 176mm x 124mm  
 Bleed: 182mm x 130mm



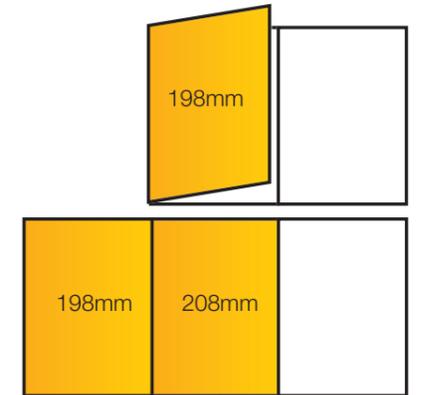
### Half Page (Vertical)

Trim: 86mm x 255mm  
 Bleed: 92mm x 261mm



### Quarter Page

Trim: 86mm x 124mm  
 Bleed: 92mm x 130mm



### Gatefold Advert

#### Inside Front Cover

Trim: 198mm x 297mm  
 Bleed: 204mm x 303mm

#### Gatefold Spread

Trim: 406mm x 297mm  
 Bleed: 412mm x 303mm

## E-advertising Opportunities

The SCTE offers a number of e-advertising opportunities for extended global reach. All advertisements placed in Broadband Journal are automatically reproduced in SCTE's electronic page-turning version.

Why not advertise in our electronic newsletter to reach over 1000 global SCTE members directly or take a banner advert on SCTE's website [www.theSCTE.eu](http://www.theSCTE.eu) and reach your customers directly?

## Banner Advertising

The SCTE offers three banner positions and various sizes, which are featured on the busy Partners and Events sections of the SCTE website [www.thescte.eu](http://www.thescte.eu)

### Sizes

728 x 90  
 336 x 280  
 300 x 600 (portrait)

### Positions

Top or bottom  
 Right column  
 Right column

### Pricing

£400 per month  
 £360 per month  
 £530 per month

728 x 90 pixels

336 x 280 pixels

300 x 600 pixels

### File Formats

We accept GIF (including animated) or JPG. We do not support Adobe Flash adverts. File size must be under 30kb.

**Banner ads can also be incorporated into the regular e-blasts that SCTE sends its members worldwide (over 1000). There is one size of banner which is priced at £400 per e-blast.**



# Broadband

Journal of the SCTE®

## Advertising Rates 2023

### GB £ Sterling Display Advertisement

Advert size	1 insertion	4 insertions*
Full Page	£1500	£1200
1/2 Page	£750	£600
1/4 Page	£550	£440

Special Position	1 insertion	4 insertions*
Outside back cover	£2200	£1980
Inside back cover	£2100	£1680
Inside front cover	£2100	£1680

Gatefold Cover	1 insertion	4 insertions*
Inside front/Gatefold	£2750	£2500

### Service Finder Advertisements

1 insertion	4 insertions*
£240	£200

Join the SCTE as a Corporate Member and you will receive a variety of great value benefits, tiered to your requirements, from as little as **£250 + VAT** per year!

\*Prices quoted are per insertion.

All prices are quoted exclusive of VAT.

### Do you need some extra advertising?

Email us with your belly band and insert requirements today!



### Advertorial

We are happy to run advertorial at the same rates as our full-page advertising. Be aware this will include a “Sponsored Content” banner at the top of each page.

Contact Melissa Cogavin on [melissa@theSCTE.eu](mailto:melissa@theSCTE.eu) or call +44 (0)7501 783042 today.



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