

MEDIAKWEST

CINEMA | TELEVISION | COMMUNICATION ▶ A CONNECTED WORLD

2023 MEDIA KIT

General overview - Commercial offering and pricing



Mediakwest is the first magazine for audiovisual professionals who want to understand technological, strategic and economic developments in the market. The magazine covers the international news for television, cinema, new media and entertainment. Mediakwest takes a fresh look at creation and decodes technological innovations through benches trials, thematic information on products, audiovisual companies (tv channels, post-producers, etc.), live reports from fairs and events in France and abroad.

mediakwest.com

33,956
visitors/month

43,774
sessions

82,666
page views

505,575

pages read per year

e-newsletter



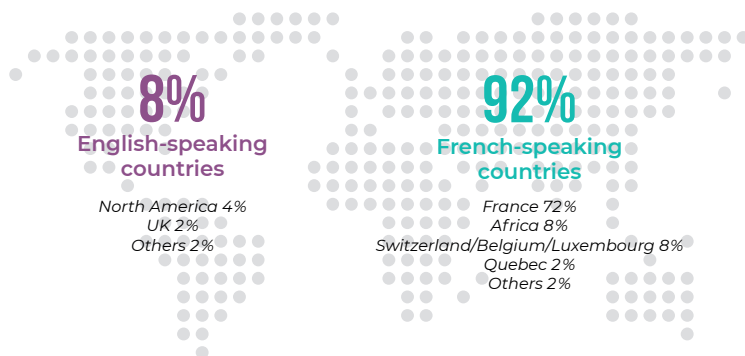
2

newsletter/month

45,000

contacts

VISITORS FROM 200 COUNTRIES



3 to 5 news updates

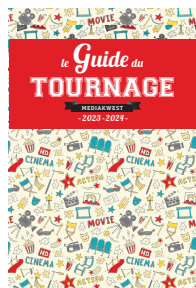
& 1,500 impressions per banner location per day



A "made in France" section in English

To reach international audience with French companies news and success stories.

magazine



5

large-format
120 pages
issue

1

special issue
272 pages
Le Guide du tournage

4,000

copies print and PDF

20,000

readers

DISTRIBUTION ON PARTNER EVENTS

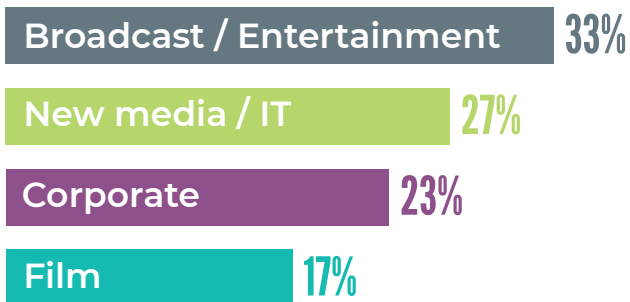
Key tech conferences and events for content producers (Markets & Festivals)

Fipadoc **ISE** MIPCOM Festival de Cannes Laval Virtual IBC
 Micro Salon AFC MIP TV Festival Clermont FIGRA Sunny Side of the Doc FMX
NAB SHOW OFF COURTS DVB World Cine Europe Sportel
SATIS SCREEN4ALL MIFA Rencontres Cinématographiques de l'Arp MPTS

The best of articles
every day on
social media

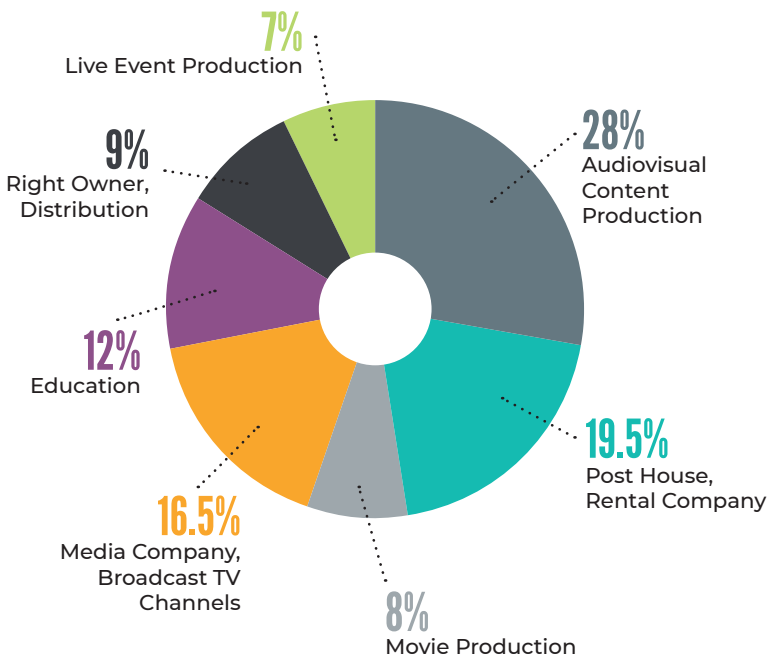


READER PROFILES



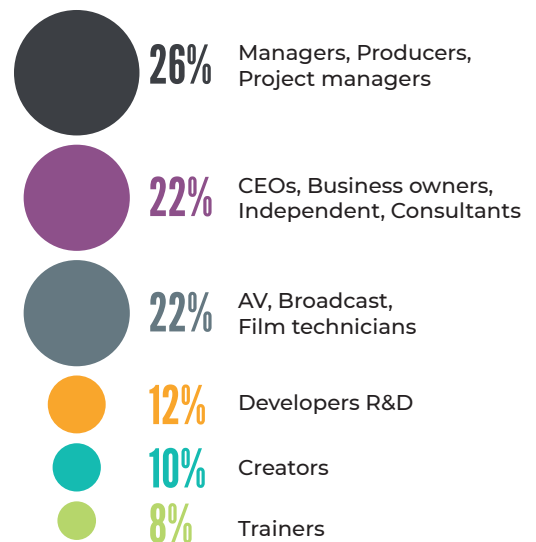
Many leaders and decision-makers in reader profiles the television, film, communication and audio-visual integration industries read Mediakwest to stay on top of the latest news and learn about the deeper trends in a multifaceted digital market. As a player on one – or several – of these markets, you could develop your brand name horizontally, through a variety of media and reaching an audience of decision-makers.

ACTIVITY AREA

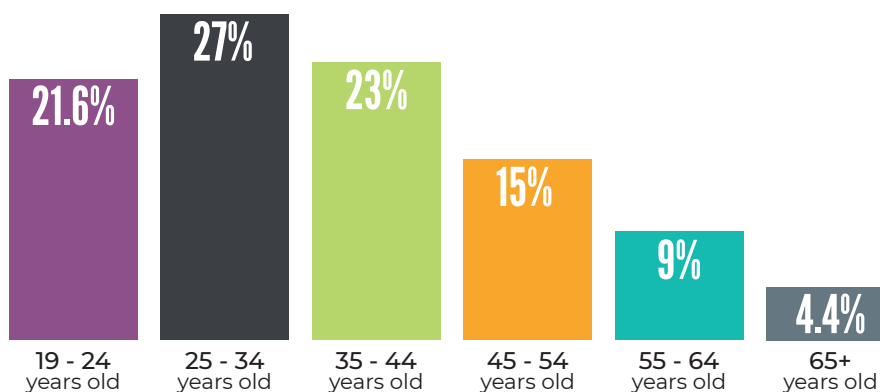


JOBS FUNCTIONS

The majority of our readers have a direct influence in the purchase of products and services



DEMOGRAPHY



DIGITAL EDITION - FULLY CUSTOMIZABLE ADVERTIZING OPPORTUNITIES

BANNERS	CAMPAIGN DURATION	PRICING (TAX EXCL.)
Top banner (728x90)	1 month	2,000 €
300x300 box	1 month	1,200 €
Half page banner (300X600)	1 month	2,200 €
Top banner (728x90)	1 week	700 €
300x300 box	1 week	300 €
Half page banner (300X600)	1 week	800 €
Home page theme	1 week	1,500 €
Home page theme	3 days	1,000 €

Banner at the top of the newsletter 900 € / newsletter

Banner inside the newsletter 750 € / newsletter

Newsletter themed (sponsored)* 3,200 € / newsletter

**The Newsletter is sent to our entire base or a selection (producers, service providers, end users).
Please provide an HTML document.*

Advertorial* (3,000 characters) 1,850 €

Promotional video (3 minutes maximum) 2,000 €

**The text is provided by the advertiser (add 800 € (tax excl.) for a text written by a Mediakwest journalist).
The advertorial will be visible on the website and on the newsletter.*

PRINT AND E-BOOK EDITIONS

- ATTRACTIVE ADVERTISING OPPORTUNITIES

AD PAGE IN THE PRINT MAGAZINE

1 inside page	2,200 €
Back cover	4,000 €
Inside front cover	3,500 €
Inside back cover	3,200 €
Advertorial (1 page)	2,500 €
1 double page	3,500 €
1 four-page booklet	5,000 €

AD PAGE IN THE "SHOOTING GUIDE 2023/2024"

1 inside page	2,500 €
Back cover	4,500 €
Inside front cover	3,500 €
Inside back cover	3,000 €
Advertorial* (1 page / 4,000 characters)	2,800 €

**The text is provided by the customer (add 800 € (tax excl.) for a text written by a Mediakwest journalist), and two photos must be provided*

OUR MULTIMEDIA OFFER

WEB TV SET	DURATION	TARIFS HT
TV Set equipped with 4 cameras PTZ, Video Mixer, 6 microphones HF, Audio Console, Light Kit. Technical Team (Sound Operator Equipment Manager)	1 hour	starting at 3,000 €
OPTIONS <ul style="list-style-type: none">• Presenter provided by our team• Graphic presentation and animation• TV Director• Make-Up Artist	1 hour 2 hours 2 hours 3 hours	starting at 500 € for 1 hour starting at 900 € for 2 hour 800 € 500 €
WEBINAR		
Webinar setting and animation <i>Does not include technical costs</i>	45 minutes	starting at 2,500 €
MEDIAKWEST CAFÉ		
Interview on line <i>Interview by videoconference, editing and graphics</i>	5 minutes	1,300 €
SHOOTING TALK INTERVIEW		
Shooting & Editing	8 minutes 12 minutes	3,000 € 3,500 €

All the videos will be available on [moovee.tv](#), the Génération Numérique video platform, and from the various magazine websites.



WEB TV CHANNEL

moovee.tv

Generation Numerique launches its video platform which brings together all audiovisual content of the group. This includes SATIS conferences, Mediakwest & Sonovision interviews.

New: A monthly video magazine called **Avance Rapide** will offer a complement with an on TV set part with debates around a news item, an innovation and various columns.

Access to the platform is free and will be offered to the entire Generation Numerique community: **more than 50,000 people.**

It will be possible to sponsor this magazine, to have video advertising, to produce advertorials but also to be present via videos and banners directly on the moovee.tv platform.

Sponsorship of the program Avance Rapide Presence of the logo in the billboards and 15 sec video in pre-credits	4,000 €
Section sponsorship Presence of the logo in the billboards and 15 sec video in pre-credits	2,000 €
Insertion of Video Advertising in the program	3,000 €
Promotional video on the platform (Presence for 2 months)	2,000 €
Promotional video on the platform (Presence for 6 months)	3,000 €
Banner on the platform (Presence for 1 month)	1,500 €

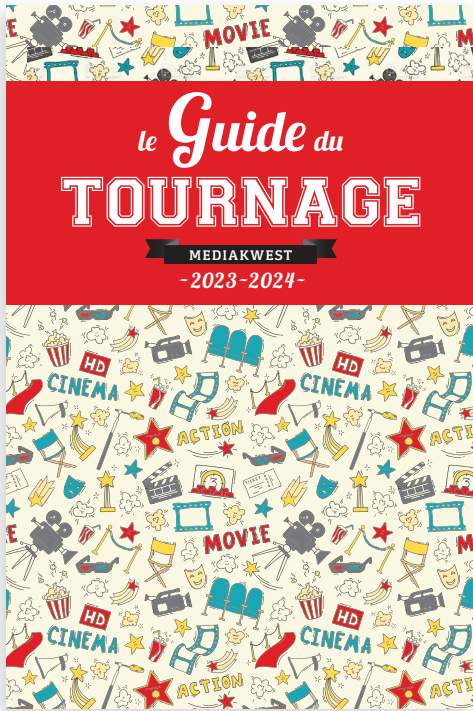


AND THROUGHOUT THE YEAR...

- ✓ Benchmarks
- ✓ Trade show debriefings
- ✓ Articles on new products
- ✓ Presentations of new services and companies
- ✓ Making-of specials on TV shows
- ✓ Making-of specials on innovative contents (films, TV, documentaries etc.)
- ✓ Behind-the-scenes visits at TV studios
- ✓ Latest developments in virtual reality and 360° content
- ✓ Perspectives on new professions
- ✓ Exclusive interviews of major players in the media and disruptive innovation sectors
- ✓ Barometer of technical industries
- ✓ News regarding adult education programs

SPECIAL ISSUE

Filming Guide 2023-2024 Deadline March 2023



Mediakwest publishes its ninth Filming Guide for professionals in the AV industry.

An exceptional issue dedicated to the tools used in filming, with technical info on cameras, a variety of rankings by category, and much more!

- Cameras (Camcorders, Action Cams, Digital Cinema Cameras, DSLRs, etc.)
- Audio filming kit
- 360° cameras
- Drones
- XR Studio
- Virtual Set

Released at 5,000 copies, this special issue will be sent to subscribers and decision-makers, and distributed in over 200 locations in France (producers and equipment rental companies, training centers, etc.).

LES DSLR DES PIXELS EN MOUVEMENT

Depuis que les reflex ont cessé de filmer, ils ont fort fait dans les mains de tous les vidéastes, et bon nombre de photographes s'inscrivent à l'image animée.

LIAISONS HF

LECTRONICS DCR 822

Le récepteur numérique est compatible avec le gamme Digital Hybrid. Pour les utilisateurs déjà équipés en matériel Lectronics Digital Hybrid, le DCR 822 sera sans doute l'élément à compléter pour leur matériel existant. En effet, ce récepteur est compatible avec tous les modèles de cette gamme (à l'exception de la série D Squared et de la série D Squared 2). Il est compatible avec tous les modèles de cette gamme (à l'exception de la série D Squared et de la série D Squared 2). Il est compatible avec tous les modèles de cette gamme (à l'exception de la série D Squared et de la série D Squared 2).

ÉMETTEUR CENTAURE GÉNÉRALEMENT ASSOCIÉ : DSM ou DSMX (SIMPLE ou DOUBLE PILE)

DSM ou DSMX (SIMPLE ou DOUBLE PILE). Émetteur à 2400 MHz, 4800 sur réception. 80, 200, 240, 280, 320, 360, 400, 440, 480, 520, 560, 600, 640, 680, 720, 760, 800, 840, 880, 920, 960, 1000, 1040, 1080, 1120, 1160, 1200, 1240, 1280, 1320, 1360, 1400, 1440, 1480, 1520, 1560, 1600, 1640, 1680, 1720, 1760, 1800, 1840, 1880, 1920, 1960, 2000, 2040, 2080, 2120, 2160, 2200, 2240, 2280, 2320, 2360, 2400, 2440, 2480, 2520, 2560, 2600, 2640, 2680, 2720, 2760, 2800, 2840, 2880, 2920, 2960, 3000, 3040, 3080, 3120, 3160, 3200, 3240, 3280, 3320, 3360, 3400, 3440, 3480, 3520, 3560, 3600, 3640, 3680, 3720, 3760, 3800, 3840, 3880, 3920, 3960, 4000, 4040, 4080, 4120, 4160, 4200, 4240, 4280, 4320, 4360, 4400, 4440, 4480, 4520, 4560, 4600, 4640, 4680, 4720, 4760, 4800, 4840, 4880, 4920, 4960, 5000, 5040, 5080, 5120, 5160, 5200, 5240, 5280, 5320, 5360, 5400, 5440, 5480, 5520, 5560, 5600, 5640, 5680, 5720, 5760, 5800, 5840, 5880, 5920, 5960, 6000, 6040, 6080, 6120, 6160, 6200, 6240, 6280, 6320, 6360, 6400, 6440, 6480, 6520, 6560, 6600, 6640, 6680, 6720, 6760, 6800, 6840, 6880, 6920, 6960, 7000, 7040, 7080, 7120, 7160, 7200, 7240, 7280, 7320, 7360, 7400, 7440, 7480, 7520, 7560, 7600, 7640, 7680, 7720, 7760, 7800, 7840, 7880, 7920, 7960, 8000, 8040, 8080, 8120, 8160, 8200, 8240, 8280, 8320, 8360, 8400, 8440, 8480, 8520, 8560, 8600, 8640, 8680, 8720, 8760, 8800, 8840, 8880, 8920, 8960, 9000, 9040, 9080, 9120, 9160, 9200, 9240, 9280, 9320, 9360, 9400, 9440, 9480, 9520, 9560, 9600, 9640, 9680, 9720, 9760, 9800, 9840, 9880, 9920, 9960, 10000.

COMPACTS

ME200S-SH CANON

La sensibilité extrême dans un corps ultra-compact.

CARACTÉRISTIQUES	REMARKS
CATÉGORIE	Caméra hybride
CAPTEUR	24,35 mm, 18 MP, 1/2,5"
SCÉNARIOS	1080/60p, 1080/50p, 1080/30p, 1080/25p, 1080/24p, 1080/23p, 1080/22p, 1080/21p, 1080/20p, 1080/19p, 1080/18p, 1080/17p, 1080/16p, 1080/15p, 1080/14p, 1080/13p, 1080/12p, 1080/11p, 1080/10p, 1080/9p, 1080/8p, 1080/7p, 1080/6p, 1080/5p, 1080/4p, 1080/3p, 1080/2p, 1080/1p
SCÉNARIOS	1080/60p, 1080/50p, 1080/30p, 1080/25p, 1080/24p, 1080/23p, 1080/22p, 1080/21p, 1080/20p, 1080/19p, 1080/18p, 1080/17p, 1080/16p, 1080/15p, 1080/14p, 1080/13p, 1080/12p, 1080/11p, 1080/10p, 1080/9p, 1080/8p, 1080/7p, 1080/6p, 1080/5p, 1080/4p, 1080/3p, 1080/2p, 1080/1p
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CAMERAS VR

THETA Z1 RICOH (Japon)

Deux capteurs 1 pouce.

Sans doute le plus intéressant caméra d'action 360° 2D pour la taille de ses capteurs de 20MP CMOS 1 pouce, par lentille. Légère (182 g) et petite, simple à mettre en œuvre, et facilement réglable. Le son n'a pas été inclus de côté non plus avec ses 4 pistes PCM séparées. Elle a reçu le prix allemand IF Award Design 2020.

CARACTÉRISTIQUES	REMARKS
SCÉNARIOS	1080/60p, 1080/50p, 1080/30p, 1080/25p, 1080/24p, 1080/23p, 1080/22p, 1080/21p, 1080/20p, 1080/19p, 1080/18p, 1080/17p, 1080/16p, 1080/15p, 1080/14p, 1080/13p, 1080/12p, 1080/11p, 1080/10p, 1080/9p, 1080/8p, 1080/7p, 1080/6p, 1080/5p, 1080/4p, 1080/3p, 1080/2p, 1080/1p

LES DRONES FPV

HOLYBRO KOPIS CINEWHOOP

Modèle de Drone FPV pour répondre aux exigences rigoureuses des professionnels. Le Kopis CineWhoop permet de voler en FPV sans perdre de vue un drone (comme un avion) à partir de son point de vue. Seul et autonome, grâce à la configuration standard de l'appareil à l'aide d'un système intégré, et l'ajout d'un GPS avec un firmware dédié par DroneWhoop, il est compatible avec les télécommandes compatibles avec le protocole de la DJI.

Type de drone	Caractéristiques
Modèle	Kopis CineWhoop
Poids	600 grammes avec GPS et batterie
Matériau	Carbon et ABS
Contrôleur de vol	Autonomous FC
Moteurs	4x 1000KV
Propulseurs	4x 1000KV
Recepteur	4x 1000KV
Formet d'alimentation	2x 1000KV
Capteurs	4x 1000KV
Caméra FPV	Caméra CineWhoop

ÉMETTEUR CENTAURE GÉNÉRALEMENT ASSOCIÉ : DSM ou DSMX (SIMPLE ou DOUBLE PILE)

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N°	EDITORIAL	DEADLINE	PUBLICATION	SHOWS & EVENTS
#50	<ul style="list-style-type: none"> SATIS 2022 Report Sportel 2022 Report How to manage led walls on virtual sets 5G: five solutions for video production Cybersecurity and audiovisual content 	Jan. 17, 2023	Jan. 24, 2023	Fipadoc - 20/28, January ISE - 31 Jan/3, February Paris Images - 11/12, February
#51	<ul style="list-style-type: none"> Paris Image Report Subtitling, dubbing - what offers How manufacturers are lowering their carbon footprint Getting started with HDR: pitfalls to avoid Game Engines, what for? 	Mar. 31, 2023	Apr. 7, 2023	Laval Virtual - 12/16, April NAB - 15/19, April MIPTV - 17/19, April FMX - 25/27, April MPTS - 10/11, May Festival de Cannes - 16/27, May
#	<ul style="list-style-type: none"> NAB Report Create your podcasts and how to promote them? Optimize streaming and save bandwidth Create the studio of the future How to Craft Metaverse 	May.31, 2023	Jun. 7, 2023	MIFA - 14/17, June CineEurope - 19/22, June Sunny Side - 19/23, June
#48	<ul style="list-style-type: none"> MIFA Report 4K production, where are we? Outsource its distribution, how and how much? Cloud revolution? Immersive sound, for whom? News, from production to distribution 	Aug. 31, 2023	Sep. 6, 2023	Off-Courts - 1/9, September IBC - 15/18, September MIPCOM - 16/19, October Sportel - 23/25, October IBC - 15/18, September
#49	<ul style="list-style-type: none"> IBC Report AI and Media Management Remote Production, what uses? The Cloud for Live Is IT infrastructure complicated? 	Oct. 28, 2023	Nov. 7, 2023	SATIS - 15/16, November
Spe. Issue	<p>2023/2024 FILMING GUIDE</p> <ul style="list-style-type: none"> New camera releases New drones and accessories Wireless microphones & Sound recording XR & Virtual Set 	March. 31, 2023	April 2023	Distribution on conferences and events

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**Building together
your augmented image!**