

MEDIAKWEST

FILM | BROADCAST | COMMUNICATION ► A CONNECTED WORLD

2024 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



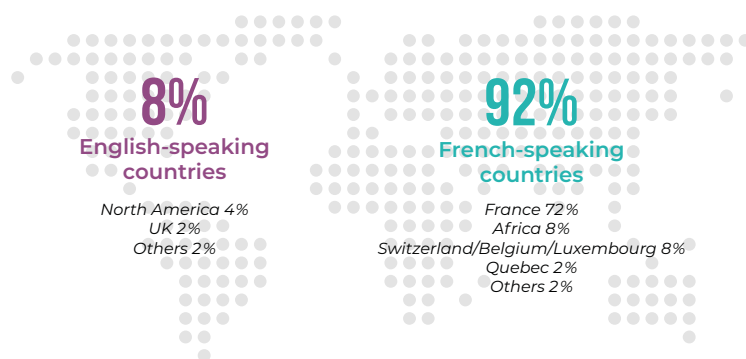
2

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
The Shooting Guide

4,000

copies print and PDF

20,000

readers

DISTRIBUTION ON PARTNER EVENTS

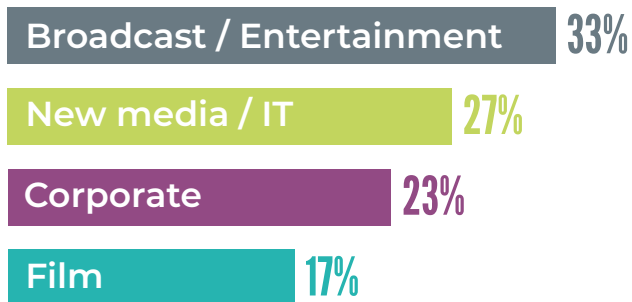
Key tech conferences and events for content producers (Markets & Festivals)

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 Cine Europe Sportel
SATIS SCREEN4ALL MIFA Rencontres Cinématographiques de l'Arp MPTS

The best of articles
every day on
social media



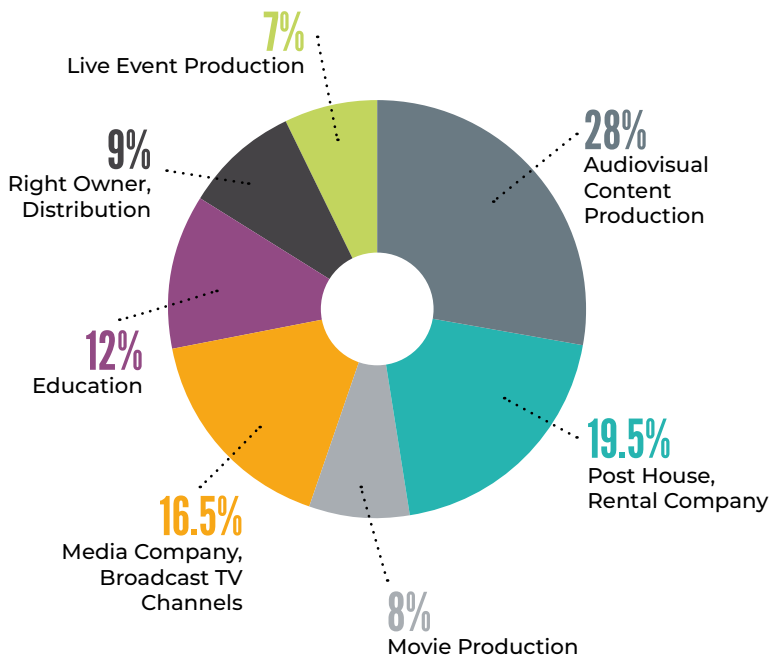
READER PROFILES



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.

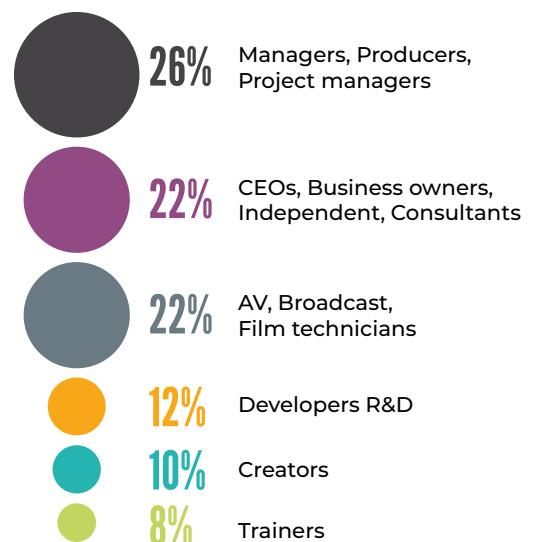
As a player on one – or several – of these markets, you could develop your brand name horizontally, through a variety of media and reaching an audience of decision-makers.

ACTIVITY AREA

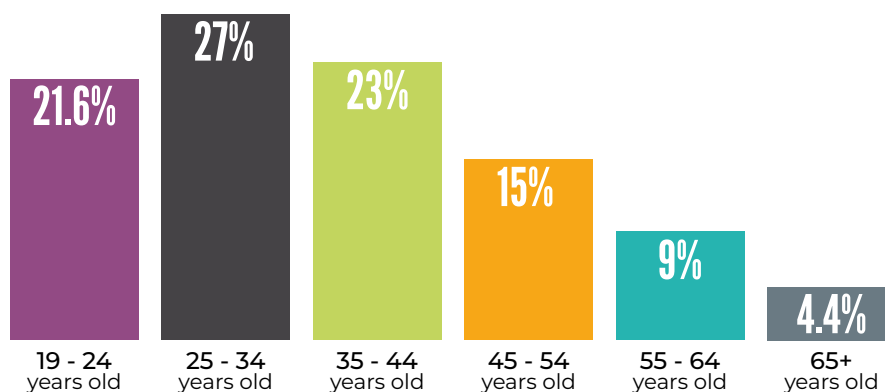


JOBS FUNCTIONS

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	2,300 €
300x300 box	1 month	1,300 €
Half page banner (300X600)	1 month	2,400 €
Top banner (728x90)	1 week	800 €
300x300 box	1 week	400 €
Half page banner (300X600)	1 week	900 €
Home page theme	3 days	1,500 €

Banner at the top of the newsletter	1,050 € / newsletter
Banner inside the newsletter	850 € / 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)	2,100 €
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	2,400 €
Back cover	4,000 €
Inside front cover	3,500 €
Inside back cover	3,200 €
Advertorial (1 page)	2,500 €
1 double page	3,700 €
1 four-page booklet	5,000 €

AD PAGE IN THE “SHOOTING GUIDE 2024/2025”

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

WEBINAR AND CONFERENCES ANIMATION

Webinar or conferences animation
setting and animation

Does not include technical costs

45 minutes

starting at 2,500 €

SONOVISION CAFÉ

Interview on line

Interview by videoconference, editing and graphics

5 minutes

1,400 €

SHOOTING TALK INTERVIEW

Shooting & Editing

*In the form of an interview on the customer's
premises, at an event or a trade show...*

5 minutes

2,500 €

FILM SET

Multi-camera broadcast with graphic
design and the possibility of
broadcasting video elements.

*Including shooting, post-production and animation,
on the moovee.tech platform.*

10 minutes

4,000 €

All the videos will be available on **moovee.tech**, the Génération Numérique video platform, and from the various magazine websites.



WEB TV CHANNEL

moovee.tech

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** offers 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 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.tech 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

Filming Guide 2024-2025

Deadline May 2024



- 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.

[illegible][illegible]

N°	EDITORIAL	DEADLINE	PUBLICATION	SHOWS & EVENTS
#55	<ul style="list-style-type: none"> SATIS 2023 Report Sportel 2023 Report How VFX fits into productions How to light a Studio XR What are the benefits of AI-driven postproduction? 	Jan. 15, 2024	Jan. 224, 2024	Fipadoc - Jan, 19/27, ISE - Jan 30 /Feb, 2 MicroSalon AFC Feb, 18/24
#56	<ul style="list-style-type: none"> Micro Salon 2024 Report Subtitling, dubbing - what's on offer and how to integrate AI How manufacturers are reducing their carbon footprint The future of the Metaverse 	Mar. 25, 2024	Apr. 8, 2024	Laval Virtual - April,10/12 NAB - April, 13/17 FMX - April, 23/26 MPTS - May, 15/16 Festival de Cannes - May, 14/25
#57	<ul style="list-style-type: none"> NAB 2024 Report Creating podcasts and promoting them Animation, between tradition and real-time 3D New markets for Virtual Production Training trends 	May.27, 2024	Jun. 7, 2024	MIFA - June, 9/15 CineEurope - June, 17/20 Sunny Side -June, 24/27
#58	<ul style="list-style-type: none"> Report MIFA 2024 How and how much to outsource broadcasting? Immersive sound, for what uses? Orchestrator, the media master 	Aug. 26, 2024	Sep. 6, 2024	Off-Courts - September IBC - Sept., 13/19 Sportel - October
#59	<ul style="list-style-type: none"> Report IBC 2024 Remote production or OB van, towards a mixed future Codecs, bandwidth or low latency Securing, storing and monetizing media 	Oct. 21, 2024	Nov. 5, 2024	SATIS - November, 6/7
Spe. Issue	2024 / 2025 FILMING GUIDE <ul style="list-style-type: none"> New camera releases New drones and accessories Wireless microphones & Sound recording XR & Virtual Set 	June, 1, 2024	June, 12, 2024	Distribution on conferences and events

MEDIAKWEST

FILM | BROADCAST | COMMUNICATION ► A CONNECTED WORLD

Nathalie Klimberg

Editor in Chief

nathalie@genum.fr

Phone: +33 1 76 64 16 13

Mob: +33 6 60 64 95 38

Léane Arhab

Content Manager

leane@genum.fr

Phone: +33 1 77 62 75 00

Mob: +33 6 43 72 20 05

Zoé Collignon

Advertisement

zoe@genum.fr

Phone: +33 1 76 64 16 12

Mob: +33 7 71 12 34 79

Stéphane Faudeux

Publisher

stephan@genum.fr

Phone: +33 1 77 62 75 00

Mob: +33 6 09 67 39 66

**Building together
your augmented image!**