

# THE PUBLISHING SHOW

1–2 March 2023  
ExCeL London

SHAPING THE FUTURE OF PUBLISHING AND MEDIA

**SHOW BROCHURE**



**1200+**  
DELEGATES

**350+**  
PUBLISHERS

**50+**  
EXHIBITORS



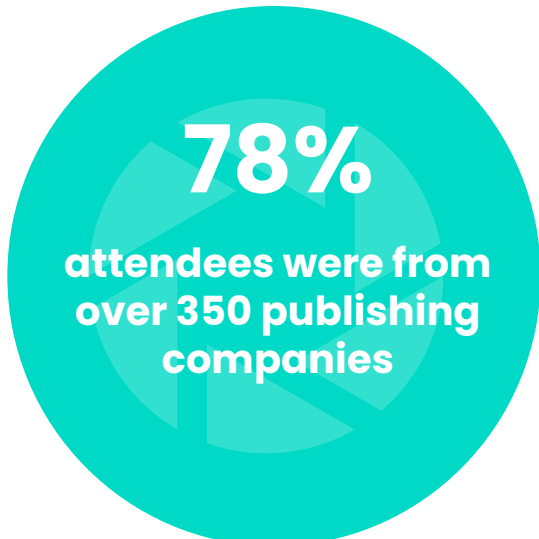
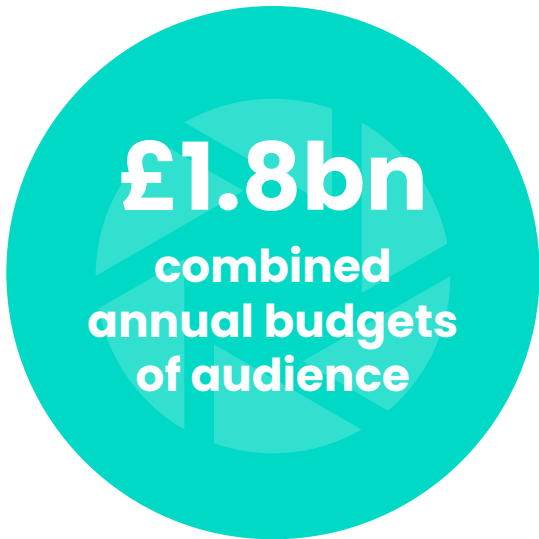


# ABOUT THE PUBLISHING SHOW

THE PUBLISHING SHOW

## BE A PART OF SHAPING THE FUTURE OF MEDIA PUBLISHING

The Publishing Show is the must attend annual community event for the modern media publisher business professional. The pinnacle of the event calendar, providing world class education, high quality networking with the crème de la crème of media publishing professionals and global leading exhibitors with innovative solutions that will help their businesses deliver better results.



THE LARGEST GATHERING OF MEDIA PUBLISHING PROFESSIONALS UNDER ONE ROOF OVER TWO DAYS



“The Publishing Show is a great way to learn from experts and connect with peers in an industry that’s fast changing and can sometimes feel isolated.”

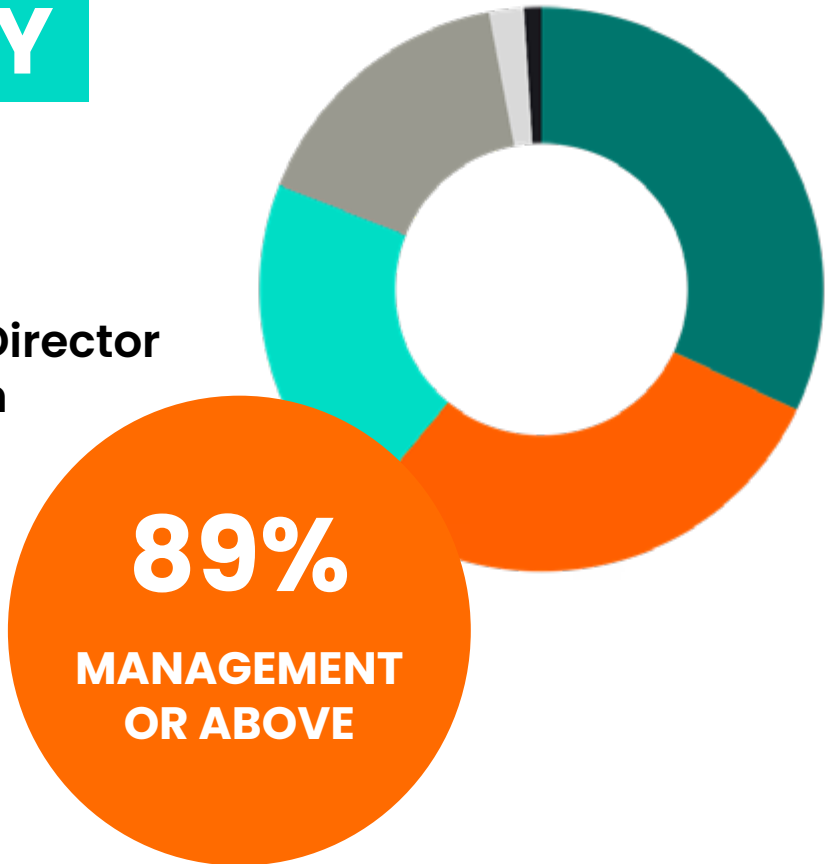
Olivia Minnock  
FinTech Alliance



# THE PUBLISHING SHOW AUDIENCE

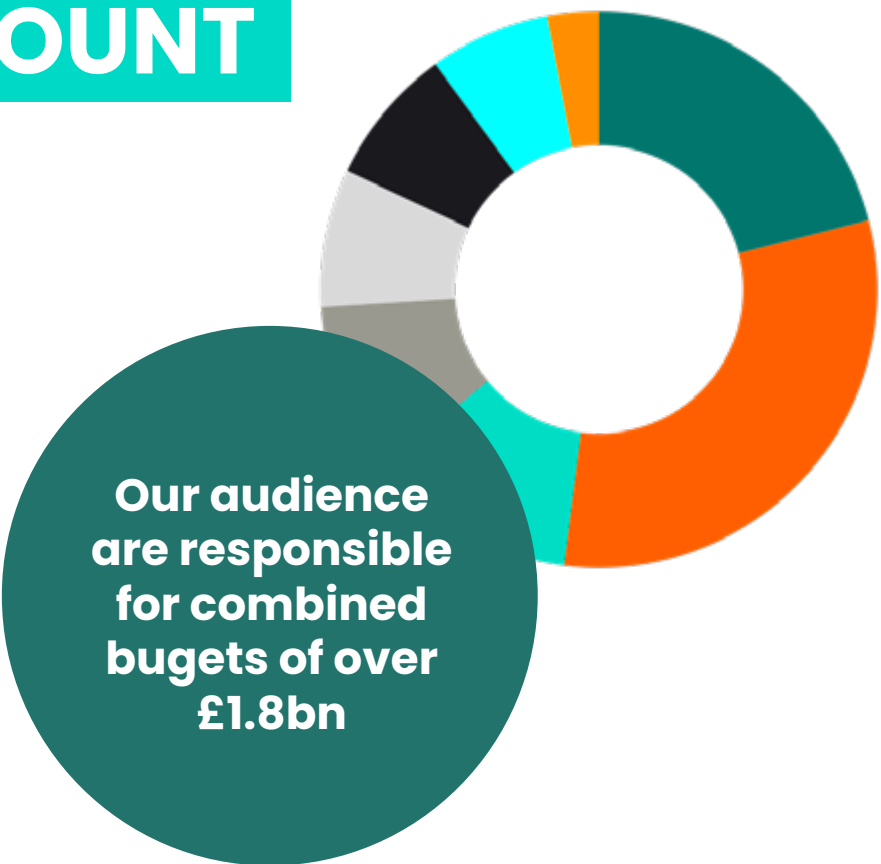
## SENIORITY

- Management
- Director
- Executive
- C-Level / Board Director
- Graduate / Intern
- Student



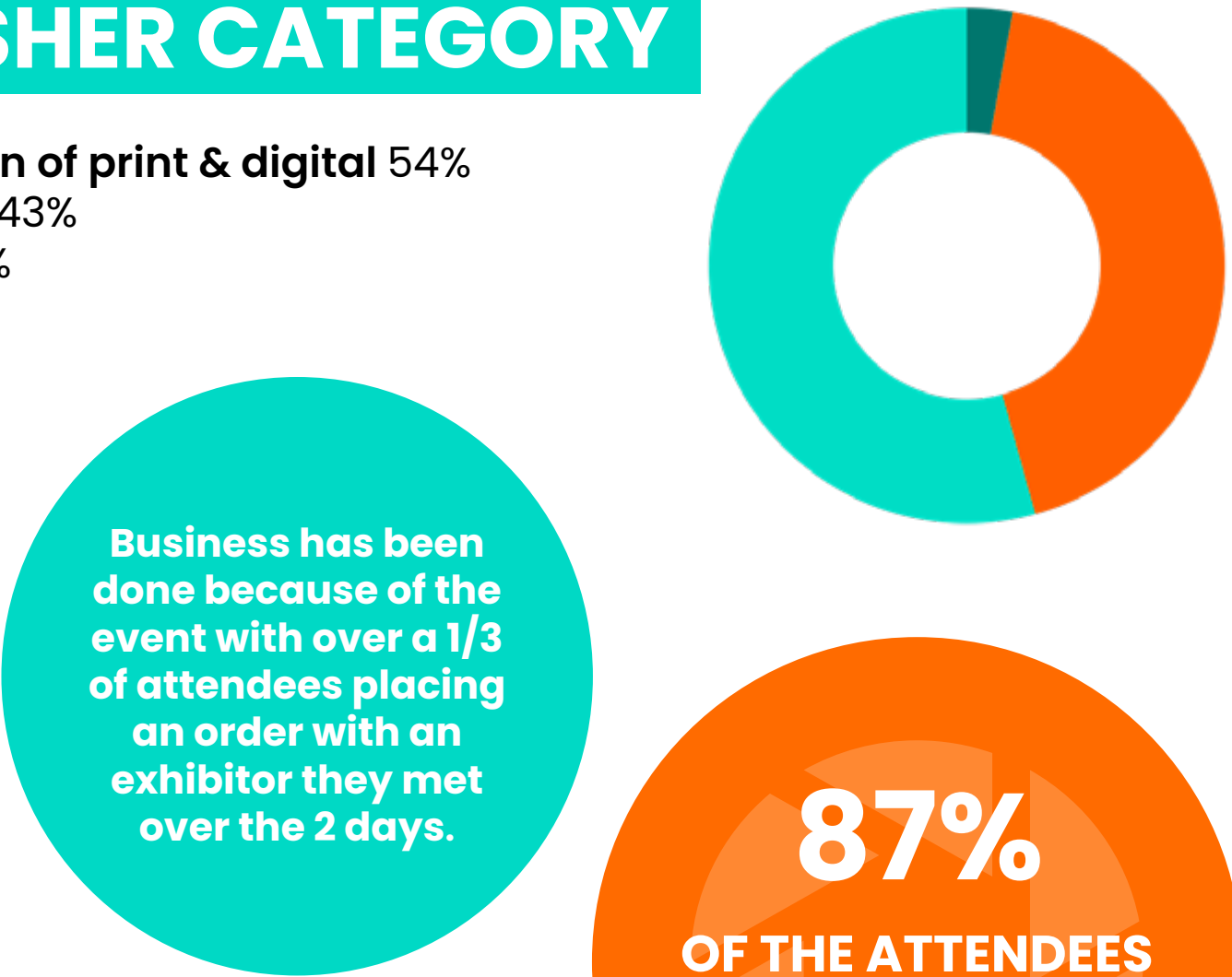
## BUDGET AMOUNT

- £1 million - £10 million
- £10 million +
- £101,000 - £200,000
- £201,000 - £500,000
- £50,001 - £100,000
- £501,000 - £1 million
- Under £50,000
- None



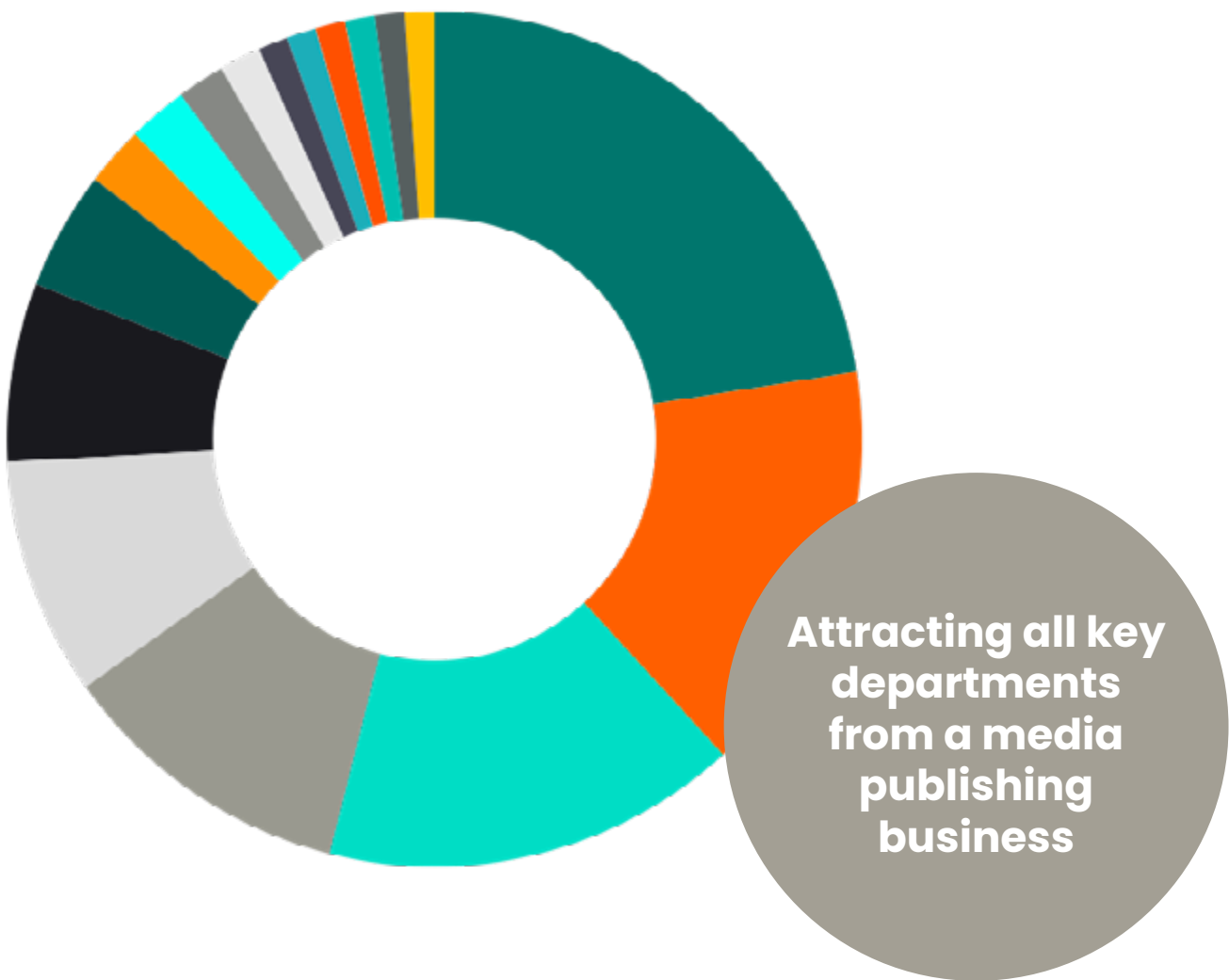
## PUBLISHER CATEGORY

- Combination of print & digital 54%
- Digital only 43%
- Print only 3%



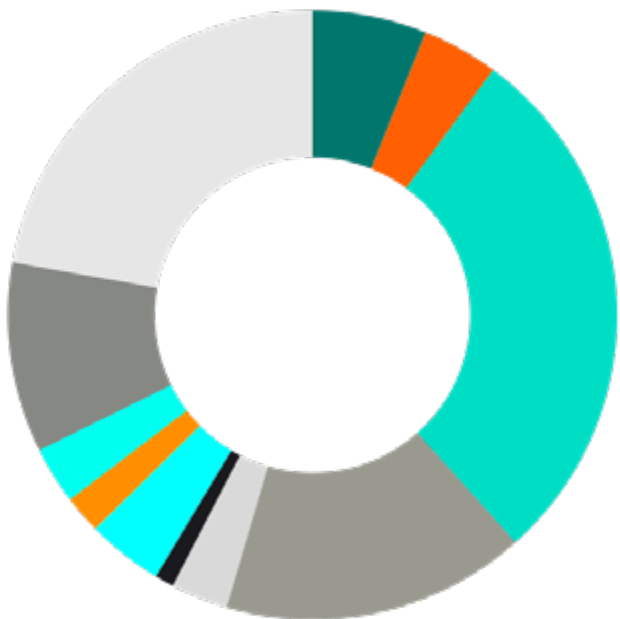
## JOB FUNCTION

- Sales 19%
- Marketing 16%
- Executive team 16%
- Publisher 10%
- Editorial 9%
- Product Management 4%
- Operations 4%
- Digital 4%
- IT 3%
- Other 5%
- Press 3%
- Administrative 2%
- Design 2%
- Event Management 2%
- Production 1%



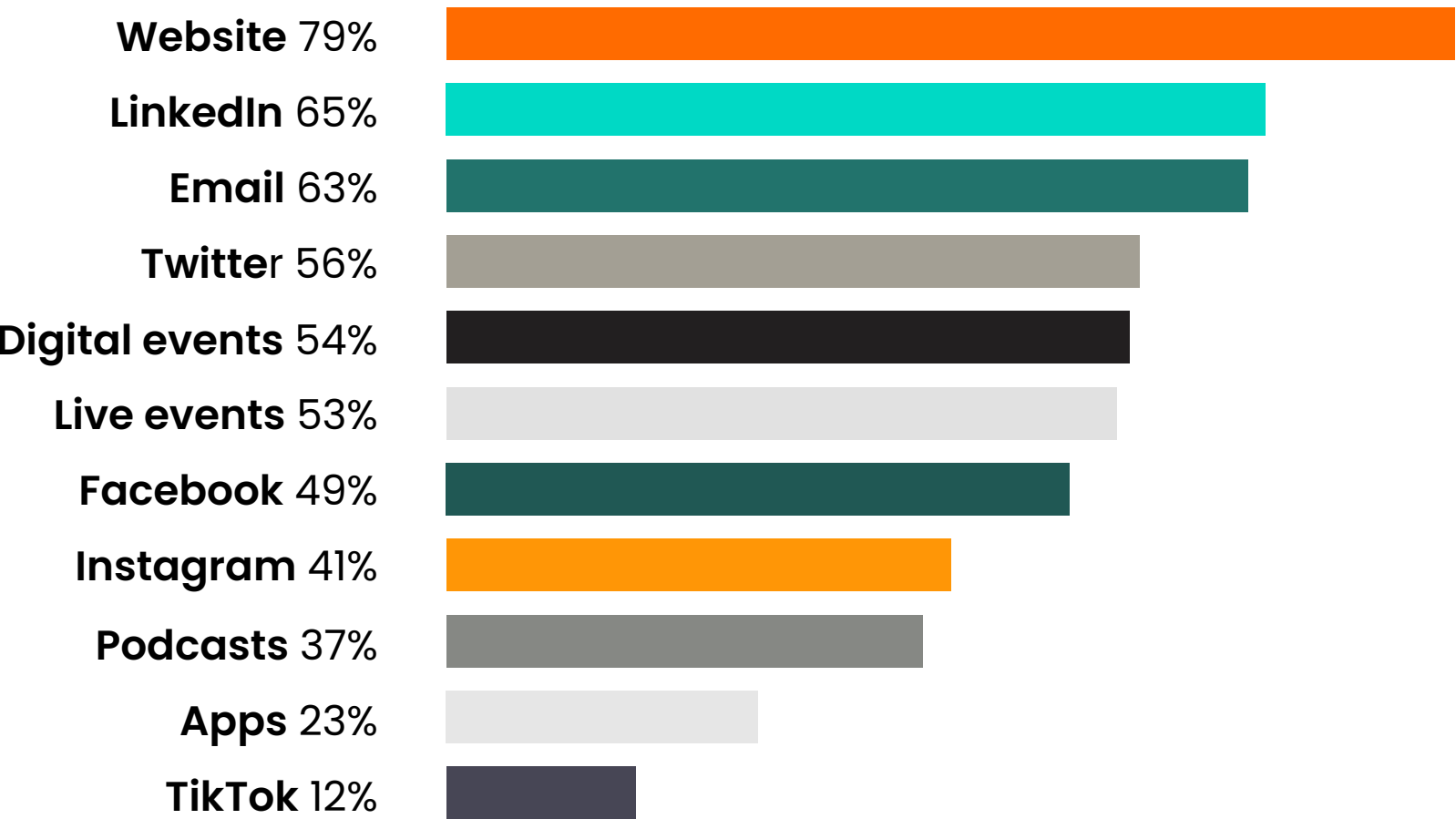
## COMPANY TYPE

- Agency 6%
- Association/ Membership Organisation 4%
- B2B Media Organisation 28%
- B2C Media Organisation 16%
- Content Agency 3%
- Contract Publisher 1%
- Digital Only Publisher 4%
- Events Organiser 2%
- Marketing Agency 3%
- News Publisher 10%
- Supplier 22%

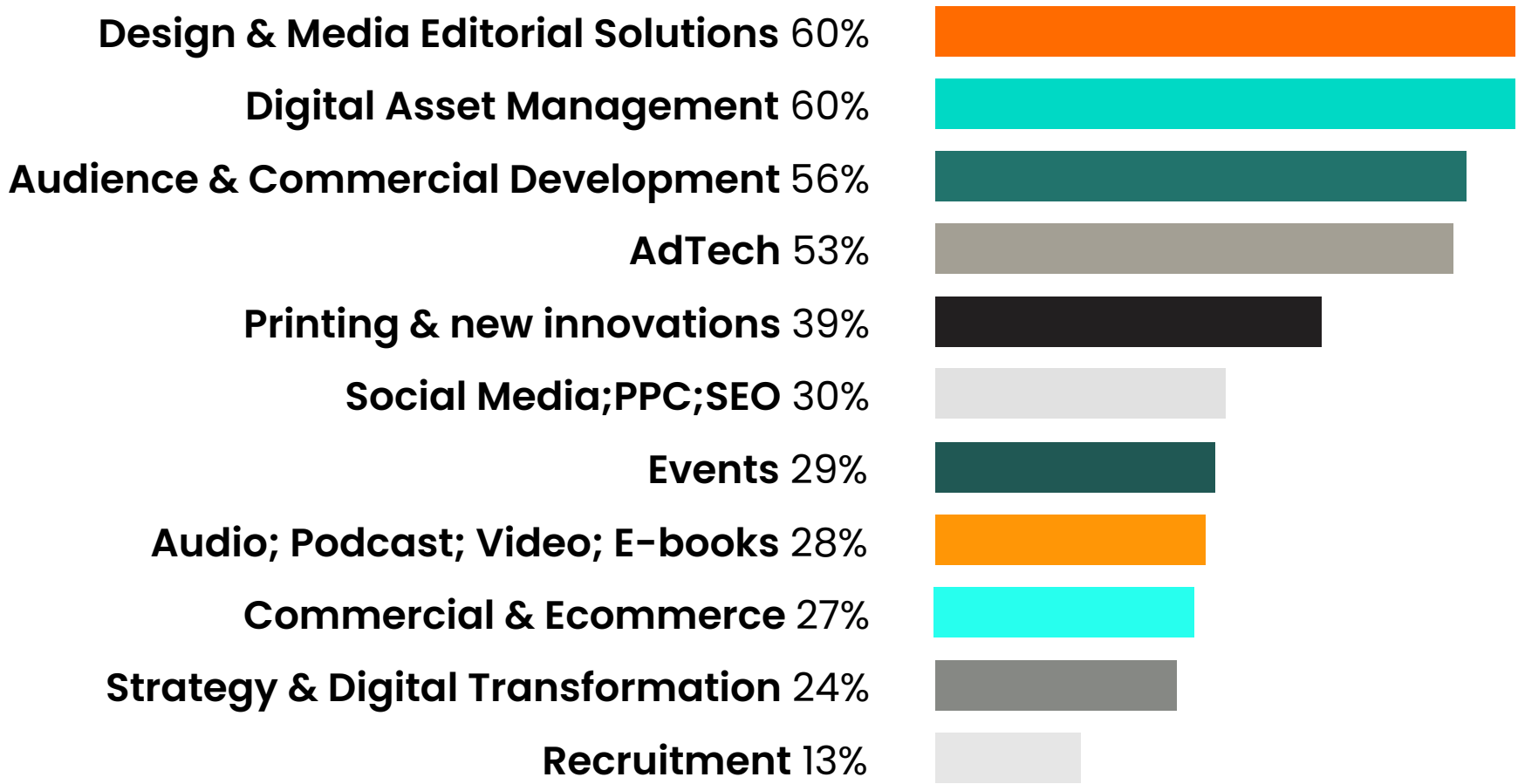


# THE PUBLISHING SHOW AUDIENCE

## Which channels do you currently use to engage with your audience?



## 87% will be buying solutions for their business over the next 12 months



## What would make your visit to The Publishing Show a success?





# WHO YOU WILL MEET

The Telegraph

Which?

The Guardian

Forbes

FT STRATEGIES

WSJ

The Observer

WilliamReed.

CONDÉ NAST

CNN

VOGUE

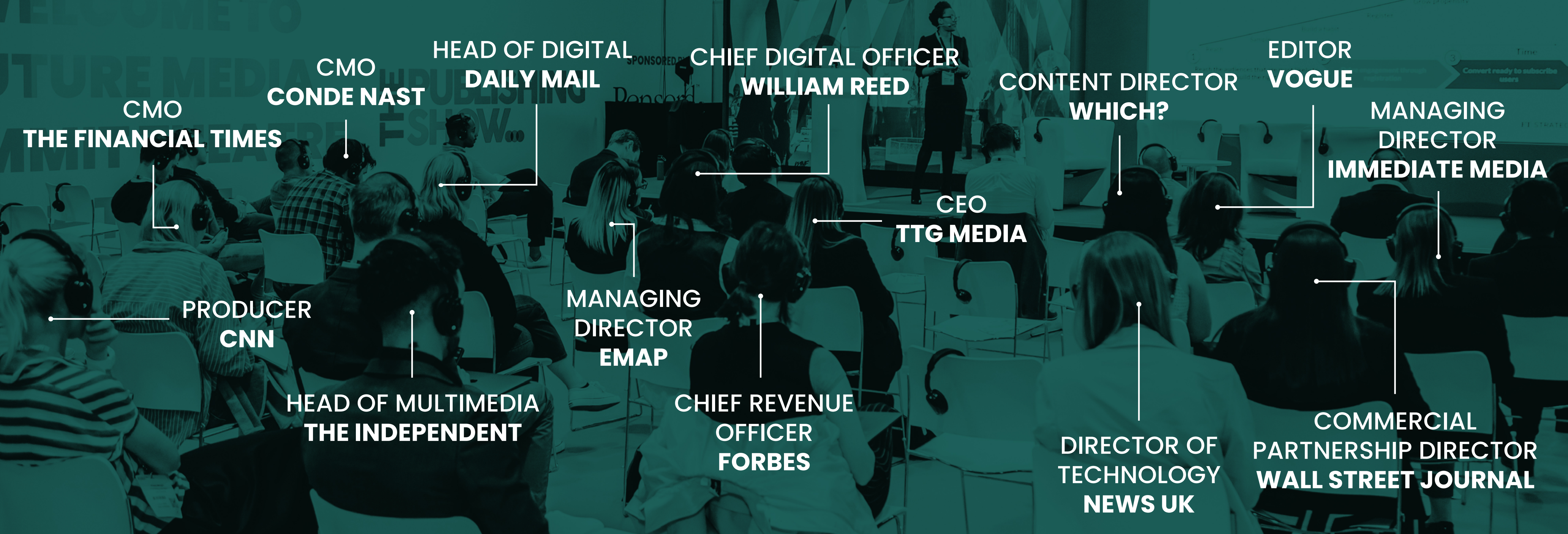
IMMEDIATE MEDIA<sup>CO</sup>

NewScientist

HEMMING GROUP

Bloomberg

CITYA.M.



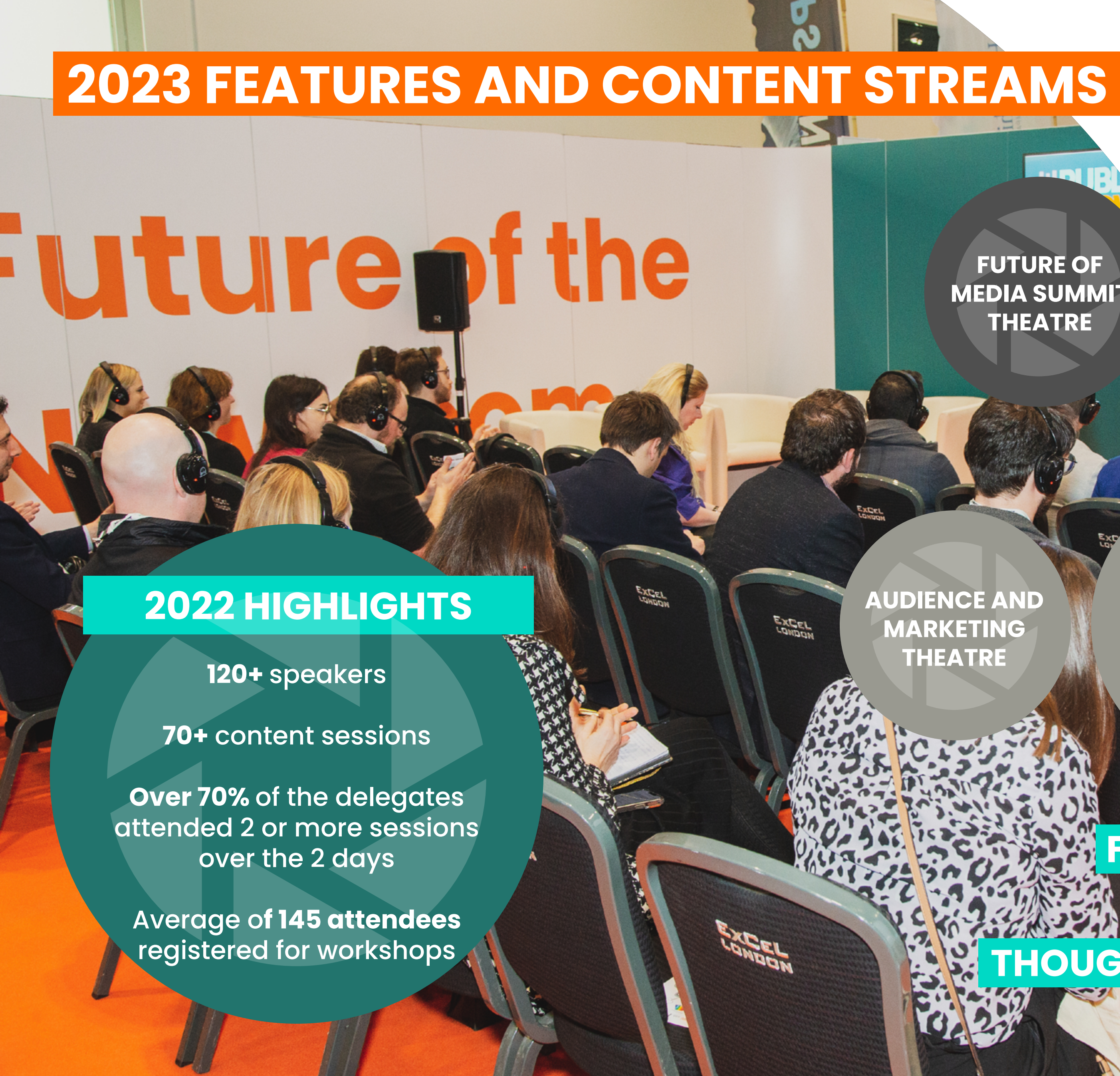


# THEATRE AUDIENCES

AdTech & Commercial	Audience	Storytelling & Design	Subscriptions & Paytech	Future of Media Summit
<p>Advertising Director, Future Publishing</p> <p>Chief Commercial officer, Planet Sport Limited</p> <p>Commercial Partnerships Director, Wall Street Journal</p> <p>Commercial Partnerships director, Which?</p> <p>Director Digital Partnerships, City AM</p> <p>Director of Operations, Hearst</p> <p>Director of Strategic Partnerships, EMEA, Checkout.com</p> <p>Managing Director Commercial Bauer Publishing, Bauer Media Group</p> <p>Programmatic Director, Friday Media Group</p> <p>VP, Ad Operations, Vice Media Group</p> <p>Chief Digital Officer, William Reed</p> <p>Chief Revenue Officer, Haymarket Media Group</p> <p>Commercial Content Director, Imagine, Immediate Media</p> <p>Commercial Director, Time Out</p> <p>Digital Publishing Director, BOAT International</p> <p>Head of Digital Technology, Agriconnect</p> <p>Head of Programmatic, Centaur Media</p> <p>Head of Tech, Dazed Media</p> <p>Advertising director, DC Thomson</p>	<p>Audience Growth Manager Glamour, Conde Nast</p> <p>Chief Data Officer, The Economist</p> <p>CMO, The Financial Times</p> <p>Digital Marketing &amp; CRM Director, HEARST UK</p> <p>Director of Content and Audience Development, Bauer Media</p> <p>Head of Audience and Data, News UK</p> <p>Head of Audience Development, Hello Limited</p> <p>Head of Audience Engagement, Reach Plc</p> <p>Head of Data Science &amp; Insights EMEA, Bloomberg Media</p> <p>Marketing Director, 1854</p> <p>VP, Audience &amp; Content, Vice Media Group</p> <p>CRM &amp; Acquisition Manager, BrandAlley</p> <p>Direct Marketing Director, Kelsey Media</p> <p>Group Community &amp; Marketing Manager, Rapid News Group</p> <p>Head of Campaign Marketing, New Scientist</p> <p>Head of CRM, Hearst UK</p> <p>Head of Customer Retention, The Economist</p> <p>Head of Product, Which? Limited</p> <p>Managing director, GlobalData</p> <p>Marketing Director, Emap</p>	<p>Editor, Vogue</p> <p>Editor in Chief of Marie Claire UK, Marie Claire</p> <p>Editor-in-Chief &amp; Head of Channel Strategy, Which? Ltd</p> <p>Group Digital Editorial Director, Bauer Media</p> <p>Group Editor, Aceville Publications</p> <p>Head of Digital , Mail+ (Daily Mail)</p> <p>Head of Digital – The Times, News UK</p> <p>Head of Digital Content, Bauer Media</p> <p>Head of Multimedia, The Independent</p> <p>Producer, CNN</p> <p>Content Director, Mark Allen Group</p> <p>Content Director, Which?</p> <p>Design Director, Business Post</p> <p>Editor In Chief, Wanderlust Magazine</p> <p>Editorial Director, Hemming Group</p> <p>Editorial Director, The New Statesman</p> <p>Head of Children's Publishing, DC Thomson &amp; Co, Ltd.</p> <p>Head of Content, Warners Group</p> <p>Managing Editor, The Independent</p> <p>Publisher, London Review of Books</p> <p>Publisher, The South African Publications</p> <p>Managing Editor, The Independent</p> <p>Publisher, London Review of Books</p> <p>Publisher, The South African</p>	<p>Chief Revenue Officer, Forbes</p> <p>CTO, Future</p> <p>Director of Billing, The Observer</p> <p>Director of Technology, Immediate Media</p> <p>Director of Technology, News UK</p> <p>Director of Technology, Telegraph Media Group</p> <p>Head of Billing, Haymarket Automotive</p> <p>Head of Payments, Dazed Media</p> <p>Head of Subscriptions, Emap</p> <p>Head of Subscriptions Marketing and Operations , Autovia Limited</p> <p>CTO, HELLO</p> <p>Director of Product, News UK</p> <p>Head of Digital ,HELLO!</p> <p>Head of Digital Technology, Agriconnect</p> <p>Head of Marketing and Production, Anthem Publishing</p> <p>Head of Subscriptions, William Reed Ltd</p> <p>Product Director, Daily Mail</p> <p>Subscriptions Director, Immediate Media</p>	<p>Chairman, Hemming Group Ltd</p> <p>Chief Commercial officer , News UK</p> <p>Chief Operating Officer, Wanderlust Travel Media Ltd</p> <p>Chief Revenue Officer, Forbes</p> <p>CMO, Condénast</p> <p>Managing Director, Emap</p> <p>Managing Director, Faversham House</p> <p>Marketing Director, Immediate Media</p> <p>Owner, Singletrack</p> <p>Publishing Director, Mark Allen Group</p> <p>CEO, Metropolis Group</p> <p>CEO, Terrapinn</p> <p>CEO, TTG Media</p> <p>CMO, Planet Sport</p> <p>Digital Strategy Director, Haymarket Media Group</p> <p>Managing Director, Archant Dialogue</p> <p>Managing Director, Incisive Media</p> <p>Managing Director, SportsPro Media</p> <p>Managing Director, The Chelsea Magazine Company</p> <p>Publisher, Warners Group Publications</p>



# 2023 FEATURES AND CONTENT STREAMS



## FUTURE OF MEDIA SUMMIT THEATRE

The Future of Media Theatre provides a space for publishers to learn, discuss and analyse what the next challenges that will face the industry are and the opportunities that the future holds.

## ADTECH & COMMERCIAL THEATRE

Attendees will gain knowledge on the biggest topics from the world of AdTech and commercial revenue generation.

## AUDIENCE AND MARKETING THEATRE

Covering the latest trends and technology in the MarTech world which will help you gain a more strategic understanding of your audience and how to grow communities.

## STORYTELLING AND DESIGN THEATRE

This conference will revolutionise how you engage with new generations with quality storytelling, finding the right business models for you, and the latest trends and technology in content design creating the highest UX.

## PAYTECH AND SUBSCRIPTIONS THEATRE

Monetisation of content and choosing the right reader revenue models are the focus of this new Theatre in 2023.

## 2022 HIGHLIGHTS

120+ speakers

70+ content sessions

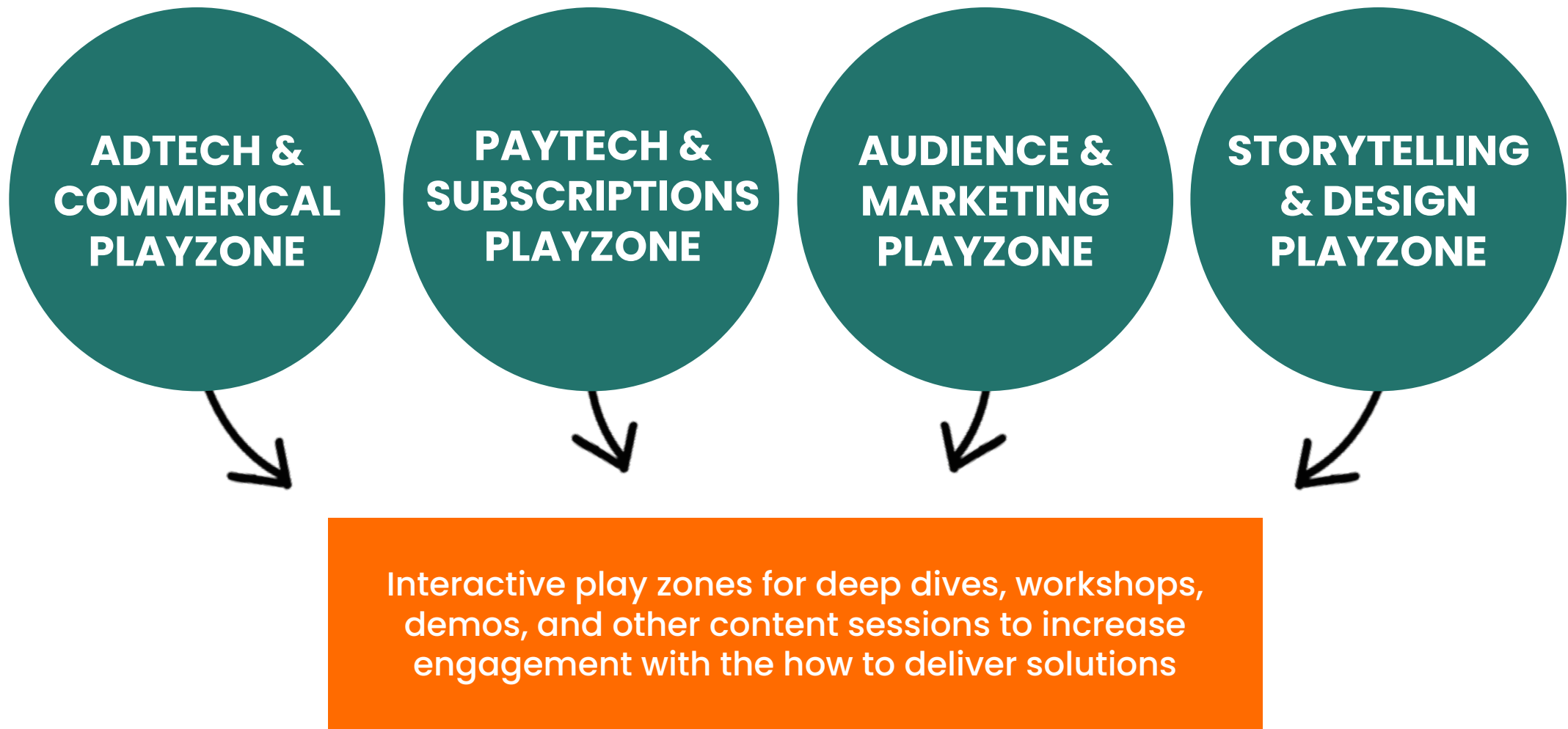
Over 70% of the delegates attended 2 or more sessions over the 2 days

Average of 145 attendees registered for workshops

## FIVE DEDICATED THEATRES OF THOUGHT LEADERSHIP



# NEW FOR 2023



## VIP LOUNGE

Providing unparalleled networking opportunities for senior media publishing professionals, the Publishing Show VIP Lounge provides visitors with the perfect platform to obtain invaluable new business contacts, connect with the industry's leading figureheads and explore new ideas across the media publishing sector.

The Lounge offers a plethora of the UK and Europe's leading media publishers a chance to network in a relaxed and hospitable environment, complete with complimentary refreshments and nibbles, providing the ultimate VIP experience.

## "THE PUB"

### NETWORKING HUB

"The Pub" networking Hub at the heart of the show will give you the perfect place to grab a drink and digest the ideas and suppliers you will be engaging with.

With over 2,500 professionals from within the media and publishing industry, this is your opportunity to catch up, exchange ideas and look to the future.

# DON'T JUST TAKE OUR WORD FOR IT

**“**The Publishing Show is a great way to learn from experts and connect with peers in an industry that's fast changing and can sometimes feel isolated.”  
**Olivia Minnock**  
FinTech Alliance

**“**Very well organised & informative. Great opportunity to learn, meet peers, network etc”  
**Petula Kincaid**  
PsKconnects

**“**Great show, would attend again!”  
**Adrian Daniels**  
iubenda

**“**After the last couple of years of having work travel restricted, it was great to be out and about again and meeting like minded people within the industry.”  
**Gareth Whelan,**  
DC Thomson & Co, Ltd.

**“**The quality and quantity of the agenda was fantastic - myself and my colleagues came back to the business feeling energised, with plenty of ideas for us to try out.”  
**Kate Daw**  
Newtrade Media Ltd



# SPONSORSHIP OPPORTUNITIES

## BECOME A PART OF THE PUBLISHING SHOW

### SPACE ONLY | £290M<sup>2</sup>

The perfect solution for exhibiting partners with on-site build stands to showcase products and services. 'Space only' allows you to bring your vision to life, no matter how ambitious.

**Each space stand includes:**

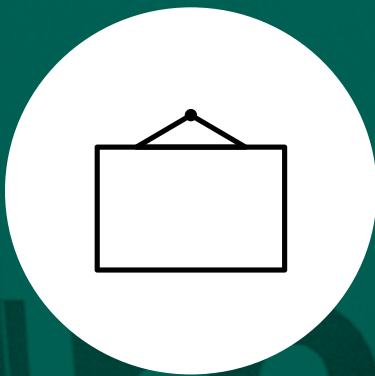
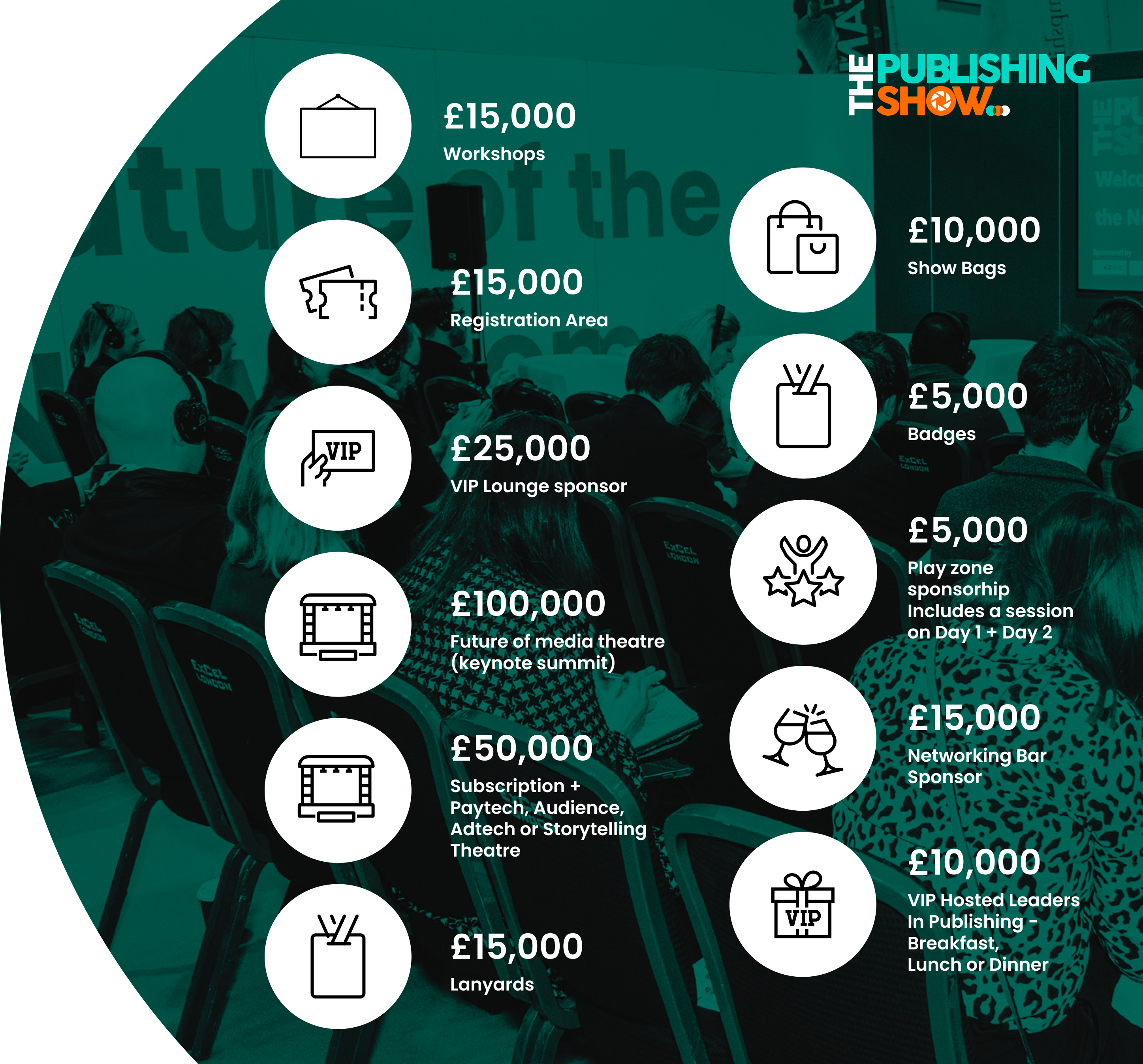
- The Publishing Show event website listing
- Listing on The Publishing Show app
- Pre show meetings matcher

### SHELL SCHEME | £340M<sup>2</sup>

The perfect cost-effective solution for exhibiting partners with more temporary stand ambitions. Turn up and present your products and services quickly and effectively.

**Each shell stand includes:**

- Carpet
- Shell panels
- Fascia board
- The Publishing Show event website listing
- Listing on The Publishing Show app
- Pre show meetings matcher



£15,000  
Workshops



£15,000  
Registration Area



£25,000  
VIP Lounge sponsor



£100,000  
Future of media theatre  
(keynote summit)



£50,000  
Subscription +  
Paytech, Audience,  
Adtech or Storytelling  
Theatre



£15,000  
Lanyards



£10,000  
Show Bags



£5,000  
Badges



£5,000  
Play zone  
sponsorship  
Includes a session  
on Day 1 + Day 2



£15,000  
Networking Bar  
Sponsor



£10,000  
VIP Hosted Leaders  
In Publishing -  
Breakfast,  
Lunch or Dinner



# SPONSORSHIP OPPORTUNITIES

## DIAMOND ELITE PACKAGE | £25,000



### THOUGHT LEADERSHIP

- Morning Keynote Speaking Slot Day 1. 20 Minutes
- Seat on a Keynote Panel Discussion Day 1. 20 Minutes
- Seat on a Theatre Speaking slot
- Executive Video interview

### LEAD CAPTURE

- Lead capture from registration
- Lead capture from speaking slots
- Lead capture from booth



### NETWORKING

- Access speaker + VIP Lounge
- Access to exclusive VIP Networking Session
- Access to community Networking tool
- Solicited participant data from sponsored Theatre
- Guest Passes for exhibition

### EXHIBITION STAND

- Space Only 24 sqm
- 10 sponsor passes for Future Media Summit + VIP Events
- Host product launches and demos at booth

### BRANDING

- Logo featured on signage on event
- Logo on digital signage at event
- Logo on theatre screens when idle
- Logo on pre-event registration portal
- Logo on Keynote Signage
- logo on Main entrance Welcome Signage
- Social media post announcing speaker slot
- Logo and profile on the website
- Logo featured on the event marketing emails and attendee correspondence
- Exclusive branding Logo shown when Keynote taking place



1 available per theatre

Future of Media Summit

Subscriptions & Paytech

AdTech & Revenue

Audience

Storytelling & Design



# SPONSORSHIP OPPORTUNITIES

## PLATINUM PACKAGE | £20,000



### THOUGHT LEADERSHIP

- Morning Keynote Speaking Slot Day 2. 20 Minutes
- Seat on a Keynote Panel Discussion Day 1. 20 Minutes
- Seat on a Theatre Speaking slot
- Executive Video interview

### LEAD CAPTURE

- Lead capture from registration
- Lead capture from speaking slots
- Lead capture from booth

### NETWORKING

- Access speaker + VIP Lounge
- VIP Meeting Service with Pre-scheduled meetings
- Guest Passes for exhibition

### EXHIBITION STAND

- Space Only 18 sqm
- 8 sponsor passes for Future Media Summit + VIP Events
- Host product launches and demos at booth



### BRANDING

- Logo featured on signage on event
- Logo on digital signage at event
- Logo on theatre screens when idle
- Logo on pre-event registration portal
- Logo on Keynote Signage
- Logo on Main entrance Welcome Signage
- Social media post announcing speaker slot
- Logo and profile on the website
- Logo featured on the event marketing emails and attendee correspondence
- Exclusive branding Logo shown when Keynote taking place

2 available per theatre

Future of Media Summit

Subscriptions & Paytech

AdTech & Revenue

Audience

Storytelling & Design



# SPONSORSHIP OPPORTUNITIES

## GOLD SIGNATURE PACKAGE | £15,000

### THOUGHT LEADERSHIP

- Theatre Speaking slot Day 2.
- Seat on a Theatre Panel Discussion Day 2.
- Play Zone Session Day 2.

### LEAD CAPTURE

- Lead capture from speaking slots
- Lead capture from booth

### EXHIBITION STAND

- Shell Scheme 15 sqm
- 7 sponsor passes for Future Media Summit + VIP Events
- Host product launches and demos at booth

### NETWORKING

- Access speaker + VIP Lounge
- Access to community Networking tool
- Solicited participant data from sponsored theatre slot
- Guest Passes for exhibition

### BRANDING

- Logo featured on signage on event
- Logo on digital signage at event
- Logo on theatre screens when idle
- Logo on pre-event registration portal
- Logo on Keynote Signage
- Logo on Main entrance Welcome Signage
- Social media post announcing speaker slot
- Logo and profile on the website
- Logo featured on the event marketing emails and attendee correspondence



3 available per theatre

Future of Media Summit

AdTech & Revenue

Subscriptions & Paytech

Audience

Storytelling & Design

4 available per theatre

Future of Media Summit

AdTech & Revenue

Subscriptions & Paytech

Audience

Storytelling & Design

## SILVER INFLUENCER PACKAGE | £12,500

### THOUGHT LEADERSHIP

- Theatre Speaking slot Day 2.
- Seat on a Theatre Panel Discussion Day 2.

### LEAD CAPTURE

- Play Zone Session Day 2.
- Lead capture from speaking slots
- Lead capture from booth

### EXHIBITION STAND

- Shell Scheme 12 sqm
- 7 sponsor passes for Future Media Summit + VIP Events
- Host product launches and demos at booth

### NETWORKING

- Access to community Networking tool
- Solicited participant data from sponsored theatre slot
- Access speaker + VIP Lounge
- Guest Passes for exhibition

### BRANDING

- Logo featured on signage on event
- Logo on digital signage at event
- Logo on Keynote Signage
- Logo on Main entrance Welcome Signage
- Social media post announcing speaker slot
- Logo and profile on the website





# SPONSORSHIP OPPORTUNITIES

## BRONZE SUPPORTER PACKAGE | £6,000

### THOUGHT LEADERSHIP

- Seat on Theatre Panel Discussion Day 2.

### LEAD CAPTURE

- Lead capture from speaking slots
- Lead capture from booth
- Access to community Networking tool
- Solicited participant data from sponsored theatre slot

### EXHIBITION STAND

- Shell Scheme 9 sqm
- 4 sponsor passes for Future Media Summit + VIP Events
- Host product launches and demos at booth

### NETWORKING

- Access speaker + VIP Lounge
- Guest Passes for exhibition

### BRANDING

- Logo featured on signage on event
- Logo on digital signage at event
- Logo on Keynote Signage
- Logo on Main entrance Welcome Signage
- Social media post announcing speaker slot
- Logo and profile on the website

5 available per theatre

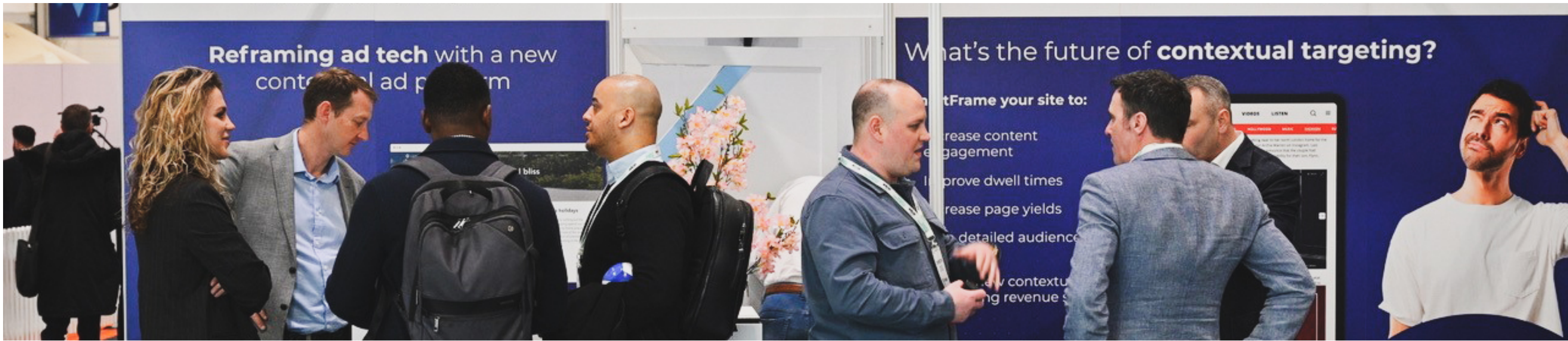
Future of Media Summit

AdTech & Revenue

Subscriptions & Paytech

Audience

Storytelling & Design



## EXHIBITOR STAND | £5,500

### LEAD CAPTURE

- Lead capture from booth

### EXHIBITION STAND

- Shell Scheme 9 sqm
- 2 sponsor passes for Future Media Summit + VIP Events
- Host product launches and demos at booth

### NETWORKING

- Access speaker + VIP Lounge
- Guest Passes for exhibition

### BRANDING

- Logo and profile on the website

