

# W PUBLISHING I T SHOW

22-23 June 2021  
EXCeL

SHAPING THE FUTURE OF PUBLISHING AND MEDIA

## EXHIBITOR & SPONSORSHIP PACK

**WNP** WHAT'S NEW IN PUBLISHING

MEDIA PARTNERS



**special media**  
Digital Strategy  
for Media Business

CO-LOCATED WITH

International  
**confex**  
12 - 13TH MAY 2021, EXCEL LONDON

ORGANISED BY



[WWW.THEPUBLISHINGSHOW.COM](http://WWW.THEPUBLISHINGSHOW.COM)

## WHY THE PUBLISHING SHOW?

Organised by Mash Media, the parent company of influential event, conference and media brands including Exhibition News and International Confex, The Publishing Show is an exciting relaunch event building on the hugely successful 'Making Publishing Pay'.

Taking place at The ExCeL on the 22nd -23rd June 2021, co-located with International Confex who attract over 7,400+ visitors, The Publishing Show is two day exhibition and conference dedicated to the future of the publishing and media industry.

The event brings together senior leaders and decision makers who are actively seeking new suppliers, products, and services like yours to secure and expand their business. The Publishing Show will unite the very best in the industry, galvanising all professionals responsible for the development of publishing businesses, portfolios or products and injecting new ideas into their future strategies.

**And we are inviting you to be part of it.**

'I thought the whole event was really fab, with lots of really helpful advice to take home'

**Sophie Griffiths,  
Editor, TTG Media**



**3 STAGES**



**1,000+  
VISITORS**



**50+ SEMINAR  
SESSIONS**



**50+  
EXHIBITORS**



**7 CONTENT  
STREAMS**

Get in touch: **James R Linin**, Sales Director, The Publishing Show T: **020 84811122**, M: **07772 656 682** E: [jlinin@mashmedia.net](mailto:jlinin@mashmedia.net)

[www.thepublishingshow.com](http://www.thepublishingshow.com)

## WHY NOW?

The value of UK publishing is estimated to be **£11bn**, with around **196,000** working within the sector\*\*

The last 12 months has forced leaders to think differently and has acted as a catalyst for many businesses to review their positioning, generate new ideas and seek to better understand their customers.

For the publishing and media industry this is often resulting in digital transformations to generate & maximise content, optimise new & existing distribution platforms and start gathering insights & data on their customers to tailor their experience with their brand.



**76%**

of publishers have  
"accelerated their  
plans for digital  
transition" \*

**73%**

say they are  
confident about  
their company's  
prospects for the  
year ahead \*

**48%**

consider learning  
from other media  
companies as  
the best way to  
generate new  
ideas \*

*\*Source Reuters Institute report*

*\*\*Source: Department for Digital, Culture, Media & Sport.*

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*“The industry is at a junction – it is a moment to embrace what’s happening and take the best of what’s gone before. It’s time for fresh ideas and to build sustainability into publishing businesses”*

**Ashanti Bentil-Dhue,  
CEO, EventMind**



*“As the pace of technology increases it's more important than ever for the industry to come together to network, to listen, to learn and to find ways that they can adapt together to the changing media landscape. The next two to three years is a critical period for the publishing industry.”*

**Andrew Bloch, Founder,  
Andrew Bloch and Associates**



*“It was one of the most useful and practical conferences I’ve been to.”*

**Diane Young  
CEO, The Drum**

# THE PUBLISHING SHOW AUDIENCE

Decision makers who are motivated to make a change.

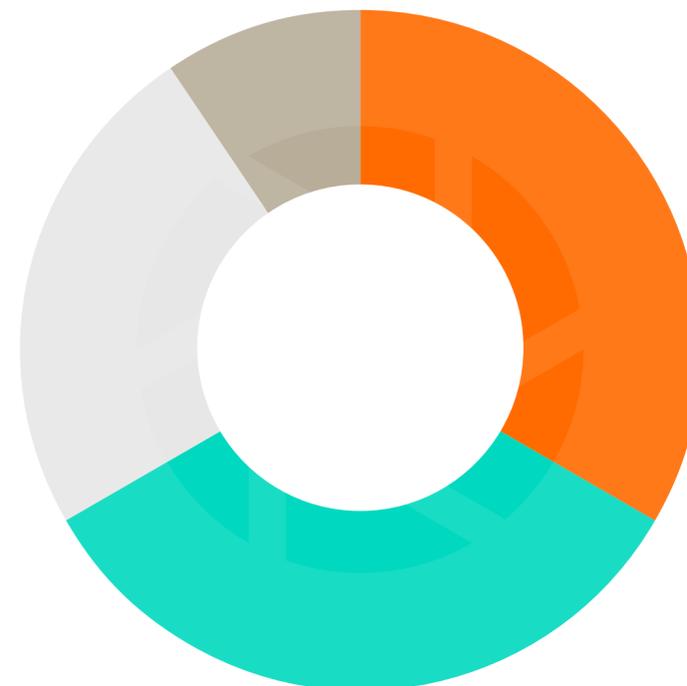
We will bring together 1,000+ visitors from across the media and publishing industry including senior decision makers from across **B2B and B2C publishers, news publishers, content agencies** and much more. Co-located with the International Confex, The Publishing Show will also benefit from over 7,400+ conference and exhibition organisers who are looking to pivot their business digitally and produce an omnichannel portfolio.

There really isn't a more timely opportunity to get new business...

## COMPANIES WHO ATTENDED IN 2020 INCLUDED:

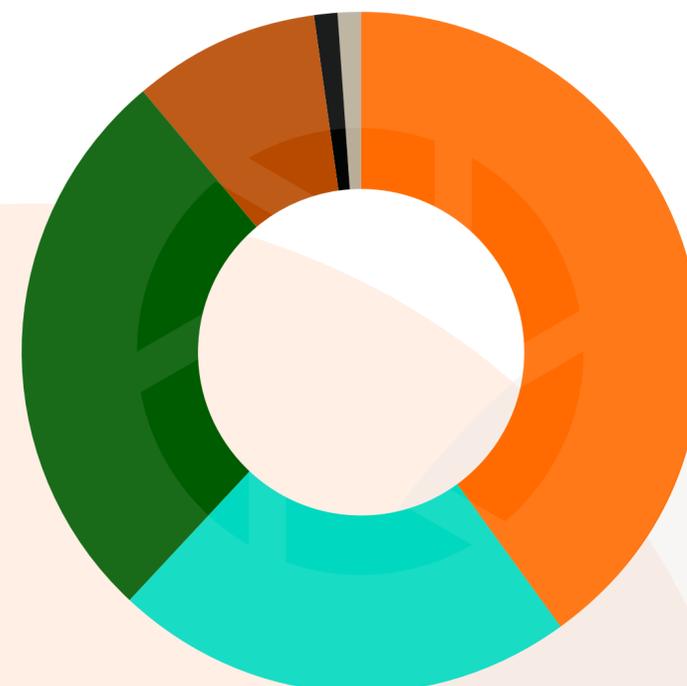


# AUDIENCE PROFILE



## SENIORITY

- Editor **34%**
- Director/Owner/Chairman **32%**
- Head of/Manager **23%**
- Assistant/Exec **9%**



## JOB FUNCTION

- Content **40%**
- Sales **22%**
- Marketing/Events **27%**
- C suite **9%**
- Production **1%**
- Finance **1%**

\*Breakdown of visitors to Making Publishing Pay 2020

# WHAT ARE THEY TELLING US...

## 70%

of the people we spoke to authorise or make the final decision when it comes to purchasing\*

## 82%

say they have launched a new service or product in the last 12 months\*

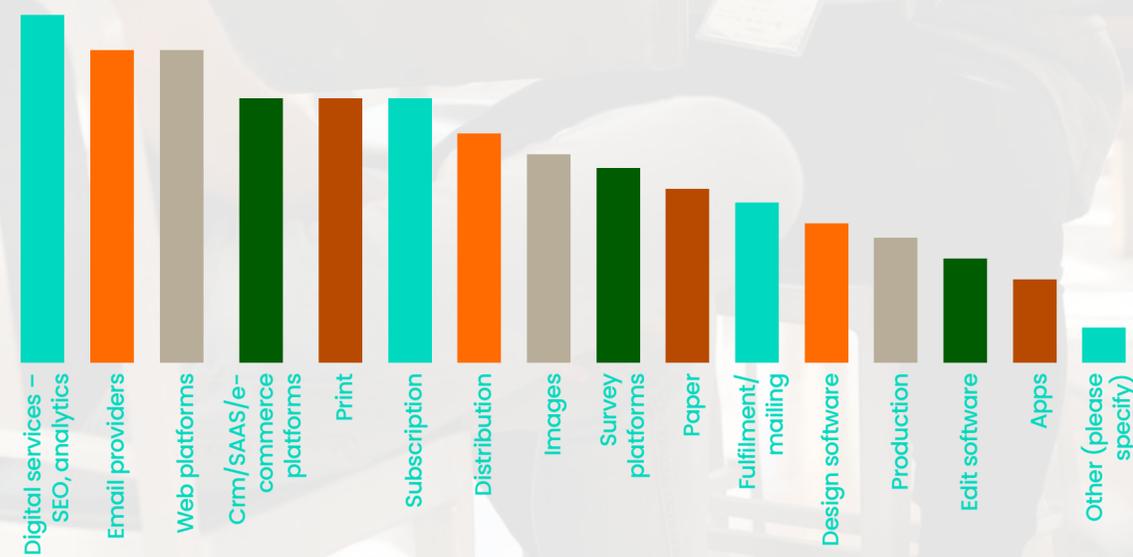
## 85%

of the industry are looking to increase their budgets in 2021\*

\*Source: Survey conducted by The Publishing Show



## WHAT THEY ARE INTERESTED IN...



\*Source: Survey conducted by The Publishing Show

# CAMPAIGNERS FOR CHANGE – MEET OUR ADVISORY BOARD

The Publishing Show is being curated with the industry at the heart. Members of the Advisory Board have extensive experience across all specialisms and sectors, and will help to guide the strategic direction of the event:



**DIANE  
YOUNG**

Co-Founder and CEO  
of The Drum



**ASHANTI  
BENTIL-DHUE**

CEO Event Mind,  
Co Founder  
Diversity Ally



**RD  
WHITNEY**

CEO  
365 Media



**ROB  
NATHAN**

Director  
Media 10, Caboodle AI



**ADAM  
CROW**

Head of Publishing  
Mediacom



**CHRIS  
STONE**

Executive Producer,  
Audio & Video  
New Statesman Media



**ED  
TRANTER**

Managing Director  
73Media



**DAN  
LEVITT**

Managing Director  
Hearst Content Agency



**LIZ  
AGOSTINI**

Portfolio Director  
Mash Media



**CAROLYN  
MORGAN**

Founder  
Speciall Media



**ANDREW  
BLOCH**

Founder  
Andrew Bloch &  
Associates

## 2021 CONTENT STREAMS

Meticulously curated using in-depth industry insight and direction from the Advisory Board, this year's content programme is designed to deliver practical guidance, education and inspiration specifically to attract publishing and media businesses wanting to evolve.

- › Understanding Audiences
- › Digital Marketing
- › Monetising Content
- › Commercial Partnerships
- › Events
- › International Expansion
- › People and Skills

'A great couple of days  
with excellent sessions'  
**Carola York,**  
VP Publishing, Jellyfish



## WHAT'S IN IT FOR YOUR BUSINESS?

- Meet up to 1,000+ people ready to do business
- Receive serious enquiries and qualified leads from high quality contacts
- Exceptional brand positioning in front of the right people including pre and post event exposure online
- Look for the opportunities within a growing, evolving industry and be part of the change
- Showcase your business as a thought leader
- Give confidence to new customers that your business will help guide them through these turbulent times

**And much more...**

Get in touch: **James R Linin**, Sales Director, The Publishing Show T: **020 8481 1122**, M: **07772 656 682** E: **jlinin@mashmedia.net**

**www.thepublishingshow.com**

# BE PART OF THE PUBLISHING SHOW 2021

There are a variety of ways you can get involved in The Publishing Show and utilise this platform for growth.

## BOOK A STAND

A cost-effective and hassle-free solution, simply turn up and present your products and services to potential customers. All stands are facing key networking areas of the show for maximum visibility.

Each stand includes:

- › Furniture
- › Lighting
- › 500w power
- › Carpet
- › Shell panels
- › Fascia board
- › The Publishing Show event website listing
- › Listing on The Publishing Show app
- › Pre show meetings matcher

### Sizes & Costs:

3m x 2m booth – £2,500  
6m x 2m booth – £4,000

Bespoke space only solutions are available on request.

## BECOME A SPONSOR

Sponsorship opportunities include:

- › Theatre sponsor – £3,000 (non-exclusive)
- › Stream sponsor – £1,500 (non-exclusive)
- › Registration sponsor – £10,000 **EXCLUSIVE**
- › Networking lounge sponsor – £7,500 **EXCLUSIVE**

## GET IN TOUCH

For more information on how you can get involved in this year's show please contact:

**James R Linin**

Sales Director, The Publishing Show

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Mob: **07772 656 682**

Email: **[jlinin@mashmedia.net](mailto:jlinin@mashmedia.net)**

