

MCV DEVELOP

MCV/DEVELOP provides up-to-date news and insight for the games industry, making it an essential resource for everyone involved.

The combined brand now covers development, publishing, marketing, retail and every other aspect of the ever-growing industry, and has done so for more than 20 years.

MCV/DEVELOP focuses on the people who drive games forward. It puts decision makers at the centre of its content – whether they be business decisions, creative decisions, or a blend of both.

The brand today consists of a monthly print magazine, a constantly updated website, busy social channels, plus a range of industry-leading events, including the **MCV/DEVELOP Awards** in June and the **Women in Games Awards** in September.



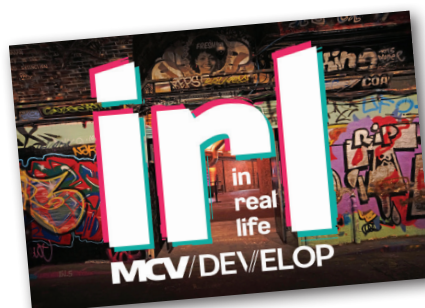
The **DEVELOP 100** is a simple idea, to name and celebrate the top 100 studios in the world over the last 12 months. Using data from NPD, GSD, Famitsu and Sensor Tower, it's the most authoritative benchmark for success in our industry.



The **MCV/DEVELOP Awards** brings the whole industry together for a memorable night of celebration and networking. In its new format, the winners are voted for by the industry, making it a truly democratic event!



Our flagship bi-monthly magazine contains many regular annual features, such as the definitive **30 Under 30**, recognising the best and brightest from right across the sector. And our commissionable **Regional Spotlights**, which bring audience attention to key areas and regions.



IRL is our casual, more inclusive event, designed so that anyone and everyone in the industry can attend, meet colleagues, network, and applaud the efforts that have been made by so many over the last year and more. It has both a relaxed afternoon drop-in session, and a more upbeat evening event.

Here's what we do...

Connect businesses together

With daily industry news and a bi-monthly printed magazine, **MCV/DEVELOP** can help you reach your business goals with our up to the minute marketing solutions.

MCV/DEVELOP can help you hit the right, targeted and engaged audience with tailored content-driven messaging with our variety of multi-channel marketing programmes.

Content Creation

Build relationships across the industry with informative and educational content curated by our team of expert writers and creators. Work with us to create the most effective way for you to show off your expertise and help your brand stand out in the market.

- Turn your research and industry knowledge into engaging content in print and in our daily news round ups and constantly updated online platform. We're a team of industry experts with the written word, and video creation at our finger tips.
- Benefit from us and utilise our access to expert knowledge and opinion to produce high quality and informed content.

Online: www.mcvuk.com

Twitter: [@MCV_DEVELOP](https://twitter.com/MCV_DEVELOP)

Linkedin: [MCV/DEVELOP](https://www.linkedin.com/company/mcv-develop)

datateam
Media Group

MCV DEVELOP



Digital Advertising

Advanced targeting to maximise your marketing impact.

Target your customers with compelling campaigns designed around your specific business needs.

From display advertising and page takeovers, daily newsletter and dedicated email shots, to social media campaigns, you choose the channel that is right for you.

Our digital advertising opportunities allow you to:

- Use our advanced intelligence to reach users across the web based on their site behaviour on our network.
- Build a content hub to collate highly-focused editorial content based around your marketing messaging.
- Build your social following and amplify your marketing message with engaging social media posts.

RATES

MAGAZINE PRINT

Cover Wrap (4 pages) £5,000 + VAT
1st Double Page Spread £4,235
Double Page Spread £1,500 + VAT
Full Page £800 + VAT
Half Page £400 + VAT

Quarter Page £250
Single Page Strip £199
Double Page Strip £400
Inserts (plus postage @£195 per 10g) £1,275
Plus special executions on request

DIGITAL AND ONLINE

Website

Exclusive Take Over £2,000 + VAT
Ad Frames: campaign specific
Super Leader Board £900 + VAT
Billboard £1,100 + VAT
Fixed Bottom £600 + VAT
Side Bar £900 + VAT
Sticky Side Bar £1,000
Inline Ad-zone £750
MPU £400 + VAT
E-Cast £900 + VAT

Jobs

Featured vacancy £250
Single vacancy £95

Daily Newsletter

Leaderboard £1,000
MPU £750
Bottom Banner £500

(Cost per month unless stated)

Speak to our sales team for other opportunities

PRINT AD DIMENSIONS:

Note:

The MCV/DEVELOP logo will be accommodated in the top 80mm of the cover. Please do not use any distracting images or copy in this area.



EXCLUSIVE FRONT COVER

Trim: (W) 210mm x (H) 265mm
Bleed: (W) 216mm x (H) 271mm
Type: (W) 190mm x (H) 245mm



DOUBLE PAGE SPREAD

Trim: (W) 420mm x (H) 265mm
Bleed: (W) 426mm x (H) 271mm
Type: (W) 400mm x (H) 245mm



FULL PAGE

Trim: (W) 210mm x (H) 265mm
Bleed: (W) 216mm x (H) 271mm
Type: (W) 190mm x (H) 245mm



HALF PAGE (HORIZONTAL)

Type:
(W) 183mm x (H) 115mm



HALF PAGE (VERTICAL)

Type:
(W) 88mm x (H) 238mm



QUARTER STRIP

Type:
(W) 183mm x (H) 55mm

If you think MCV/DEVELOP can't reach your audience – think again.

MCV/DEVELOP is sent, by request, only to readers who meet our strict criteria. They have to be the decision makers and creatives that you want to reach. MCV/DEVELOP knows exactly who our readers are: we know what jobs they do and what areas they work in.

Meet the team

Our dedicated team can help you reach your business goals:

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All prices exclude VAT at 20%. Payment terms are strictly 30 days from date of invoice, only with an approved account. All overseas advertisers will be required to make payment in full by credit card prior to publication.

18 JUNE 2026 | ROYAL LANCASTER HOTEL, LONDON

MCV DEVELOP AWARDS 2026

The MCV/DEVELOP Awards aim to recognise the success of the UK games industry in every area that it excels, from innovation in game creation, to accomplishments in recruitment, PR, retail and the media.

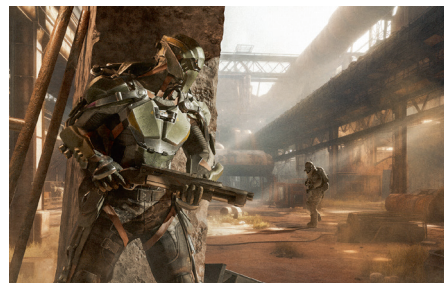


www.mcvdevelopawards.com

FEATURES

Our editorial team will be working hard to bring you BIG interviews, in-depth company and people profiles, market and product information, key news analysis, opinions and much more.

As well as our regular features programme we will also be delivering in-depth information on upcoming industry events and initiatives.



FEBRUARY/MARCH 2026
[SHOW ISSUE: GDC]

Advert Deadline 4th March

APRIL/MAY 2026

Advert Deadline 5th May

JUNE/JULY 2026

[SHOW ISSUE: DEVELOP:BRIGHTON]

Advert Deadline 4th July

AUGUST/SEPTEMBER 2026

[SHOW ISSUE: GAMESCOM]

Advert Deadline 4th September

OCTOBER/NOVEMBER 2026

Advert Deadline 4th November

DECEMBER/JANUARY 2027

Advert Deadline 5th January



MCV/DEVELOP WOMEN IN GAMES AWARDS 2026

The Women in Games Awards celebrate the very best female talent from around the UK games industry, from development and business, to education, journalism and esports.



www.womeningamesawards.com