

# 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.

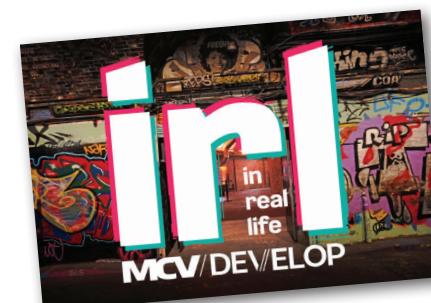
The brand today consists of a monthly print magazine, a constantly updated website, busy social channels, plus a range of industry-leading events, including the **MCV/DEVELOP** Awards in June and the Women in Games Awards in September.



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.



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.



The **MCV/DEVELOP Women in Games Awards** is an inspirational annual event celebrating the invaluable contribution by women in our industry. The event has grown steadily over six years thanks to brilliant support from industry leaders.



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!



**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.

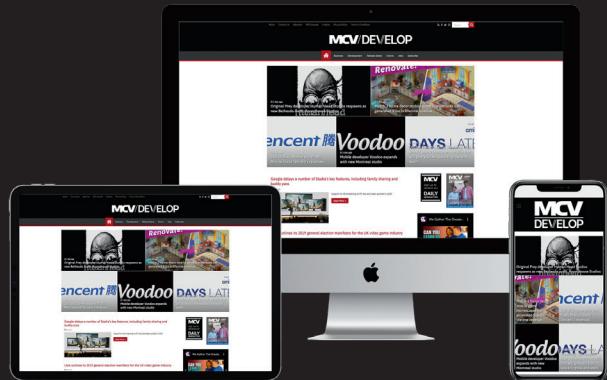
- Turn your research and industry knowledge into engaging content in print and in our daily news round ups and constantly updated online platform. We're a team of industry experts with the written word, and video creation at our finger tips.
- Benefit from us and utilise our access to expert knowledge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

Online: [www.mcvuk.com](http://www.mcvuk.com)

Twitter: @MCV\_DEVELOP

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

**data team**  
Media Group



## 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



#### HALF PAGE (HORIZONTAL)

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



#### DOUBLE PAGE SPREAD

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



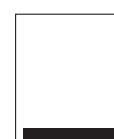
#### HALF PAGE (VERTICAL)

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



#### FULL PAGE

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



#### 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](http://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



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# 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](http://www.womeningamesawards.com)