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 March and the Women in Games Awards in June.

Now based in Covent Garden, our team is well-placed to attend events and meetings right around the UK, as well as having a strong presence at the biggest industry events globally.

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!

Our flagship 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.

I.RL 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 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
Linkedin: 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.

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.

RATES

MAGAZINE PRINT
Cover Wrap (4 pages) £9,375
1st Double Page Spread £4,235
Double Page Spread £3,850
Full Page £1,960
Half Page £1,040

Quarter Page £580
Single Page Strip £420
Double Page Strip £675
Inserts (plus postage @£195 per 10g) £1,275
Plus special executions on request

DIGITAL AND ONLINE

Website
Exclusive Take Over £5,000
Ad Frames: campaign specific
Super Leader Board £1,000
Billboard £1,500
Fixed Bottom £1,250
Side Bar £1,000
Sticky Side Bar £1,000
Inline Ad-zone £750
MPU £750

Jobs
Featured vacancy £250
Single vacancy £95

Daily Newsletter
Leaderboard £1,000
MPU £750
Bottom Banner £500
(Cost per month unless stated)

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.
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.

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

**FEBRUARY/MARCH 2024**
- **FEATURES:**
  - PR Panel
  - The Art of The Invincible
  - Digital Eclipse
  - IRL: PCG, CES
  - Advert Deadline 19th February

**APRIL/MAY 2024**
- **FEATURES:**
  - Accessibility Panel
  - Women in Games
  - WW As Dusk Falls
  - IRL: GDC, Insomnia, GAconf Europe
  - Advert Deadline 25th April

**JUNE/JULY 2024**
- **FEATURES:**
  - AI Panel
  - State of recruitment
  - MCV Award Winners
  - IRL: LGF, BAFTA, WASD, Format MCR
  - Advert Deadline 10th June

**AUGUST/SEPTEMBER 2024**
- **FEATURES:**
  - Infosec
  - Gamescom
  - Women in Games Panel
  - IRL: MCV Awards
  - Advert Deadline 29th July

**OCTOBER/NOVEMBER 2024**
- **FEATURES:**
  - Women in Games Winners
  - Recruitment Panel
  - IRL: Format LVP, Women In Games
  - Advert Deadline 30th September

**DECEMBER/JANUARY 2024**
- **FEATURES:**
  - A year in review
  - 2025 Preview
  - Games Media Panel
  - IRL: TCG
  - Advert Deadline 25th November

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.

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.

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