

Would one of your speakers be able to make a lasting impression if watched by over 2,000 senior IT Security professionals? If so it could be worth finding out more about the unprecedented awareness potential that arrives with **SC STUDIO**

Broadcast to your target market

SC Studio taps into the most interesting, exciting issues being talked about in the market. Each video show is filmed in a state of the art studio, is facilitated by Paul Fisher, SC Magazine's Editor and can take the form of:

- Debates
- Roundtable discussions
- Interviews
- Q & A

Once created, the shows are streamed through an embedded video player within SC Magazine's website and marketed extensively to a vast audience of IT Security professionals over 6 months. They are then archived for 12 months on the SC TV channel.

SC Studio show key facts:

- Exclusive sponsorship
- On-demand video filmed
- Your speaker featured alongside SC's editor and any relevant clients
- Minimum audience of 2000 guaranteed or optional data capture
- Research-led content
- Interactive player features e.g. downloadable whitepaper, voting, questions etc.
- Monthly audience reports
- 6 month marketing campaign
- Video archived for 12 months

SC Studio promotion

As well as an ongoing multi-channel campaign to continually drive traffic to SC TV, each show will also benefit from individual promotion which includes:

- Full page advert into SC Magazine
- 3 targeted emails (c. 5000 each)
- Promotion on SC daily newswire (16,000 opt-ins)
- Promotion at our conferences

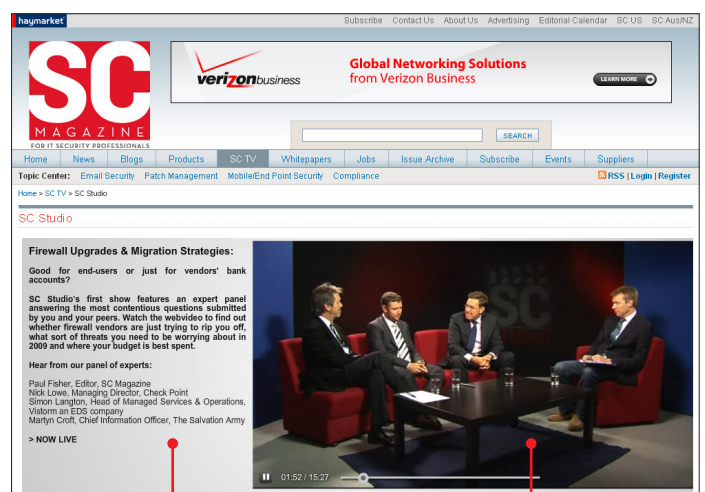
Audience reporting

Every month SC will send you detailed audience reports for your SC TV show, offering:

- viewers per day
- geographical breakdown
- average viewing time

Broadcast tariff dependant on needs

To discuss how you could get involved in SC Studio please contact your SC Account Manager or call us on 0208 267 8075



Descriptive text and your choice of interactive features eg. whitepaper downloads, questions, votes etc

Your speakers featured in the video

