



## The Fonecast media kit 2015

**The Fonecast** has been entertaining and informing the UK mobile phone industry since 2006, producing regular podcasts and writing online articles for a monthly audience of over 100,000 people.

Our main programme covers the latest mobile phone industry headlines and is free to download from [TheFonecast.com](http://TheFonecast.com), via iTunes or from [Stitcher.com](http://Stitcher.com).

As well as offering the current podcast, our web site at [TheFonecast.com](http://TheFonecast.com) contains an archive of previous broadcasts, special programmes, compelling articles and an up-to-date news blog.

Listeners and readers come to **The Fonecast** from all areas of the telecommunications industry. As well as having a strong following from independent dealers and other retail staff, **The Fonecast** is also listened to by manufacturers, network operators, software developers, service providers, consultants, engineers and technology enthusiasts.

[TheFonecast.com](http://TheFonecast.com) has a particularly wide audience reach because its RSS news feed is freely available to interested parties, whether other news sites or corporate intranets. The production team of Iain Graham, James Rosewell and Mark Bridge are all well-known and respected within the UK mobile industry, with approaching 60 years of mobile experience shared between them.

### **Appearing on The Fonecast**

We're always interested in mobile industry news, especially if you're launching something genuinely new. Send a press release to [info@thefonecast.com](mailto:info@thefonecast.com) or drop us a line to say what's going on.

We also regularly profile industry personalities, telecoms companies, events, new mobile products and new services. Most interviews are conducted by telephone or Skype, although we'd be delighted to drop in and see you face-to-face if we're in the area.

Needless to say, appearing as a guest on **The Fonecast** can be an excellent way of getting your message directly to the people that matter: colleagues, staff, business partners and potential customers.



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### **Podcast advertising**

Audio advertising can be incorporated in our podcasts; either your own audio file or a 'voice-over' advertisement recorded by one of the presenters. It's also possible to sponsor the entire broadcast: there would be at least two 'sponsored by' announcements during each show plus a commercial break. There's usually a 3-month minimum term, although we'd be happy to discuss alternative options if you're after short-term advertising for product launches, promotional campaigns or increasing your brand awareness.

### **Podcast production**

We'll happily set up and produce podcasts exclusively for your business, whether you're after an interview feature or a round-table discussion. Alternatively, if you think the programmes would be interesting to our audience, we could distribute them for you as well.

### **Web advertising**

Online advertising can be arranged separately or in association with audio ads. We use standard banner sizes on our site; each page has a banner at the top and a rectangular block on the right-hand side. Web advertising is usually booked per calendar month.

### **Product reviews**

Our product reviews are all conducted impartially. Send us your finest equipment and we'll talk about it. Of course, there's no charge for this.

We can also arrange sponsored product reviews. These will be promoted as such, making them well-suited for prototype devices and product launches. We'll still talk about things in our own words but you'll have some editorial control.

### **Getting in touch**

Iain Graham:	07831 595555
James Rosewell:	07770 886036
Mark Bridge:	07770 391139

Email: [info@thefonecast.com](mailto:info@thefonecast.com)

Web: <http://TheFonecast.com>



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### Audio advertising rates

Sponsorship of podcast £875.00 monthly for 4 podcasts per month  
(Two 'sponsored by' mentions plus 30-sec ad or 90-sec discussion)

30-second audio ad in podcast £600.00 monthly for 4 podcasts per month

### Special offer: combined web/audio package

Sponsorship of podcast £1095.00 monthly for 4 podcasts per month  
plus  
Banner ad (on rotation with other online advertisers)

All charges exclude VAT and any design/production costs.

#### **The power of advertising: how it worked for 51Degrees**

"Just thought I would let you know that following your advertisement [for 51Degrees.mobi] on The Fonecast before Christmas, I have kicked-off a proof of concept in a lab for one of my clients as part of our evaluation of mobile solutions for their site. I have also recommended another of my clients to consider the technology in a piece of work they are doing as well."

*Steve Schofield*  
Systems Architect, HP Enterprise Services