

Drama Quarterly

Drama Quarterly is for and about the international drama business, in print, online and on iPad.

From interviews with showrunners, writers, directors and on-screen talent to in-depth analysis of commissioning trends, project financing, digital strategy, market and sector reports – if you're into drama, DQ is for you.

Dramaquarterly.com provides regular summaries of what's happening around the drama world, while @DQDaily on Twitter stays abreast of the latest buzz.

The DQ print and iPad editions publish four times a year, and the website carries daily features and video interviews that put the sector into perspective.

Dramaquarterly.com registered users (July 2016) - 25,842

	TOTAL	North America	Europe (inc UK)	Eastern Europe	Asia	Australia	Latin America	Middle East
C-level exec- CEO/COO/ CTO/MD	8878	2889	2300	858	1249	759	622	201
SVP/EVP	5598	2038	1679	444	587	322	452	76
Writers/ Showrunners	4804	1767	1588	266	576	287	223	97
Controllers	1303	558	498	150	45	20	17	15
Distributors	2732	1245	887	240	185	102	58	15
Producer/head of programming	1736	736	457	155	147	87	100	54
Other (or unspecified)	791	206	194	43	108	98	89	53
TOTAL	25842	9439	7603	2156	2897	1675	1561	511

Online

The DQ home page carousel mixes carousel advertising with home page light box takeover once the campaign is clicked. This sponsorship also features a banner on the DQ weekly newsletter. There is the opportunity to promote up to six different dramas at one time. The site is limited to four advertisers.

Option 1:

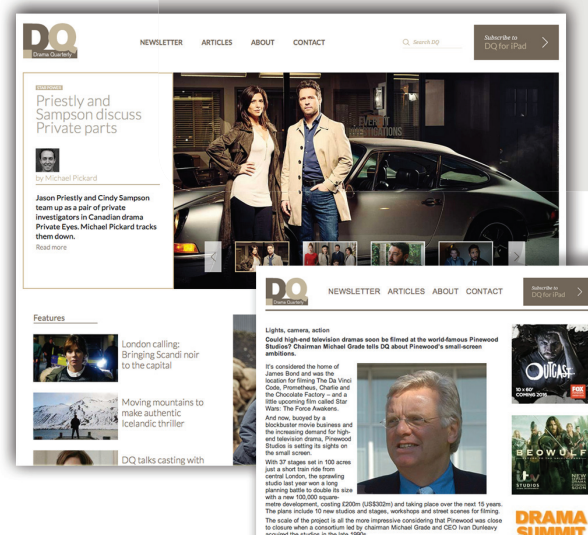
- jpg holding image at 1940 pixels wide x 794 pixels high to run the full width of the home page of the website
- Three minute trailer at either 1280 x 720 pixels OR 1920 x 1080 pixels (16:9 ratio), pro res or H.264 in .mov (max file size 500mb)
- Static jpg reflecting the headline image of the drama, at 170 pixels wide x 170 pixels high for the DQ weekly

Option 2:

- 55 words of descriptive copy and a headline holding image at 1390 pixels wide x 794 pixels high
- Three minute trailer at either 1280 x 720 pixels OR 1920 x 1080 pixels (16:9 ratio), pro res or H.264 in .mov (max file size 500mb)
- Static jpg reflecting the headline image of the drama, at 170 pixels wide x 170 pixels high for the DQ weekly

Ratecard price:

Per month: £2000
Two months: £3500
Three months £5000
Six months: £10,000





Print

The DQ print and iPad editions publish four times a year plus two special issues for Drama Summit West and Content London's International Drama Summit. DQ enjoys broad distribution at all relevant festivals and events.

Controlled circulation (Including iPad July 2016): 4805

Additional distribution: Thousands of additional copies are distributed at Natpe Miami; Berlinale, MipTV, Series Mania, Drama Summit West, Edinburgh International TV Festival, Le Rendezvous, Mipcom, AFM, Content London.

Mechanical Specifications:

Full page trim: 240mm wide by 320mm high
Full page with bleed: 246mm wide by 326mm high

Half page horizontal type area only:
215mm wide by 145mm high

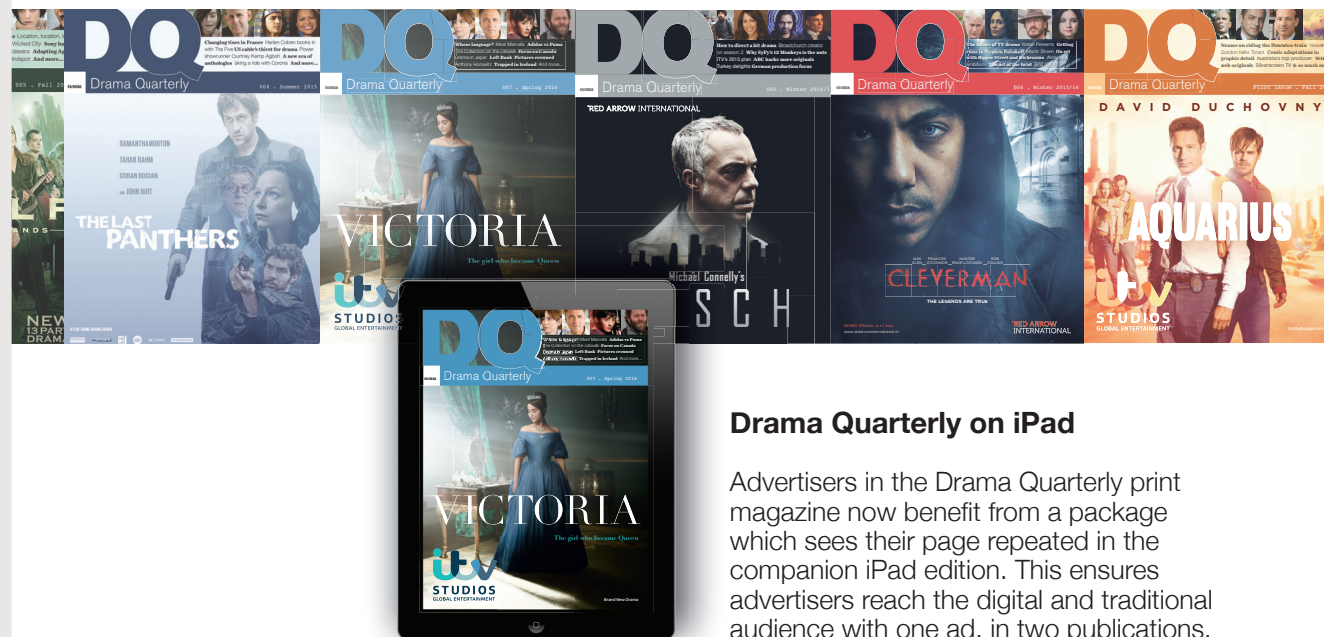
Front cover trim: 240mm wide by 238mm high
Front cover with bleed: 246mm wide by 244mm high

DPS trim: 480mm wide by 320mm high
DPS with bleed: 486mm wide by 326mm high

Prices:

Front cover package (includes full page inside issue): £18,000
Back cover: £7000
Inside front double page spread: £6500
Inside front cover single page: £3000

Full page ad: £2500
Double page spread: £4500
*all pages are repeated in the iPad edition.
Trailers can be added on request.



Drama Quarterly on iPad

Advertisers in the Drama Quarterly print magazine now benefit from a package which sees their page repeated in the companion iPad edition. This ensures advertisers reach the digital and traditional audience with one ad, in two publications.

DramaQuarterly print edition controlled circulation (including iPad) (July 2016): 4805

	TOTAL	North America	Europe (inc UK)	Eastern Europe	Asia	Australia	Latin America	Middle East
C'level executive - CEO/COO/CTO/MD	1264	522	486	46	78	44	63	25
SVP/EVP	1141	450	356	145	87	56	37	10
Writers/Showrunners	589	154	143	77	88	72	38	17
Controllers	150	55	32	13	25	5	12	8
Distributors	678	189	193	99	84	53	47	13
Producer/head of programming	487	125	111	88	101	15	29	18
Other (or unspecified)	496	182	147	73	50	18	20	6
TOTAL	4805	1677	1468	541	513	263	246	97

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