MCM London Comic Con
24th – 26th May 2013

Maritime Media Services Ltd
0843 330 1896
ExCel Centre

ExCeL London is a world-class venue, situated in the commercial heart of the UK, adjacent to Canary Wharf and within easy reach of the City.

The venue is home to 7 out of 10 of London's top trade shows including World Travel Market, IFE, Hotelympia and Salon, as well as being the host venue for a number of leading consumer shows including the London International Boat Show, Grand Designs Live and MCM London Comic Con. Situated in a stunning waterfront location, ExCeL London is located in the heart of London's Royal Docks, within easy reach of central London.

The venue is part of a 100 acre campus, including 3 onsite DLR stations, easy access to the Jubilee Line and London City Airport, parking for 3,700 cars, 6 on-site hotels and numerous on-site bars and restaurants.
Comic Con (Comics Convention) started many years ago, the most notable was in San Diego, USA in 1970. The show is now a four day event attracting over 125,000 people and extensive press coverage.

There are a huge number of these conventions now held around the world in almost every major market.

MCM is London Comic Con with 70,200 people per show and is a showcase of cult entertainment and popular culture from various segments of the entertainment industry including but not restricted to Science Fiction or Fantasy Films & TV, Animation, Comic Books, Anime & Manga, Pop Art, Collectable’s (Action Figures, Autographs etc.) & Merchandising.

The events have also become the launching pad for almost all major genre films with previews and fan forums. Visitors are extremely active online and generate huge volumes of social media exposure and buzz.
MCM EXPO AUDIENCE DEMOGRAPHICS

- **1-16:** 24%
- **17-21:** 48%
- **22-29:** 16%
- **30+:** 12%

**Gender Distribution:**
- **Male:** 63%
- **Female:** 37%

**Average attendance:** 70,200+
MARITIME MEDIA’S OFFERING

- Highly visible 35sq metre digital screen at the only entrance point to MCM EXPO.
- High footfall screen location. (opposite DLR station).
- Superb quality sound to support moving images and attract passers-by.
- Young opinion-forming audience - get your brand seen and talked about by this highly influential demographic.
- Various advertising packages available.
# PACKAGE OPTIONS

**ENTRY PACKAGE:**
- **LENGTH OF ADVERT:** 10 SECONDS
- **NUMBER OF SHOWINGS:** 69 SHOWINGS OVER WEEKEND
- **RATE CARD:** £200 OVER 2.5 DAYS

**STANDARD PACKAGE:**
- **LENGTH OF ADVERT:** 30 SECONDS
- **NUMBER OF SHOWINGS:** 69 SHOWINGS OVER WEEKEND
- **RATE CARD:** £400 OVER 2.5 DAYS

**PREMIUM PACKAGE:**
- **LENGTH OF ADVERT:** 1 MIN 30 SECONDS
- **NUMBER OF SHOWINGS:** 69 SHOWINGS OVER WEEKEND
- **RATE CARD:** £665 OVER 2.5 DAYS

**SUPREME PACKAGE:**
- **LENGTH OF ADVERT:** 2 MIN 30 SECONDS
- **NUMBER OF SHOWINGS:** 69 SHOWINGS OVER WEEKEND
- **RATE CARD:** £1000 OVER 2.5 DAYS

Prices exclude VAT
SPONSORSHIP PACKAGE

Why not go for our sponsorship package and advertise your company, all day, every day during the event.

You can add your logo’s, contact details, latest promotions or have a big bold web address.

With the sponsorship package you can create our screen to fit in with your corporate branding.

PLUS - You will also get a 30 second slot running your advert at least 120 times over the weekend.

(Areas A, B, C & D but we do also offer the top back half option if you wish)

£3500.00 + vat

BANNER ADVERTISING ALL AROUND

2 MIN ADVERT SHOWN 69 TIMES OVER WEEKEND

ARTWORK AND TECHNICAL SUPPORT

(SOLD FOR MAY)
FOR FURTHER INFORMATION PLEASE CONTACT MATTHEW ON

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