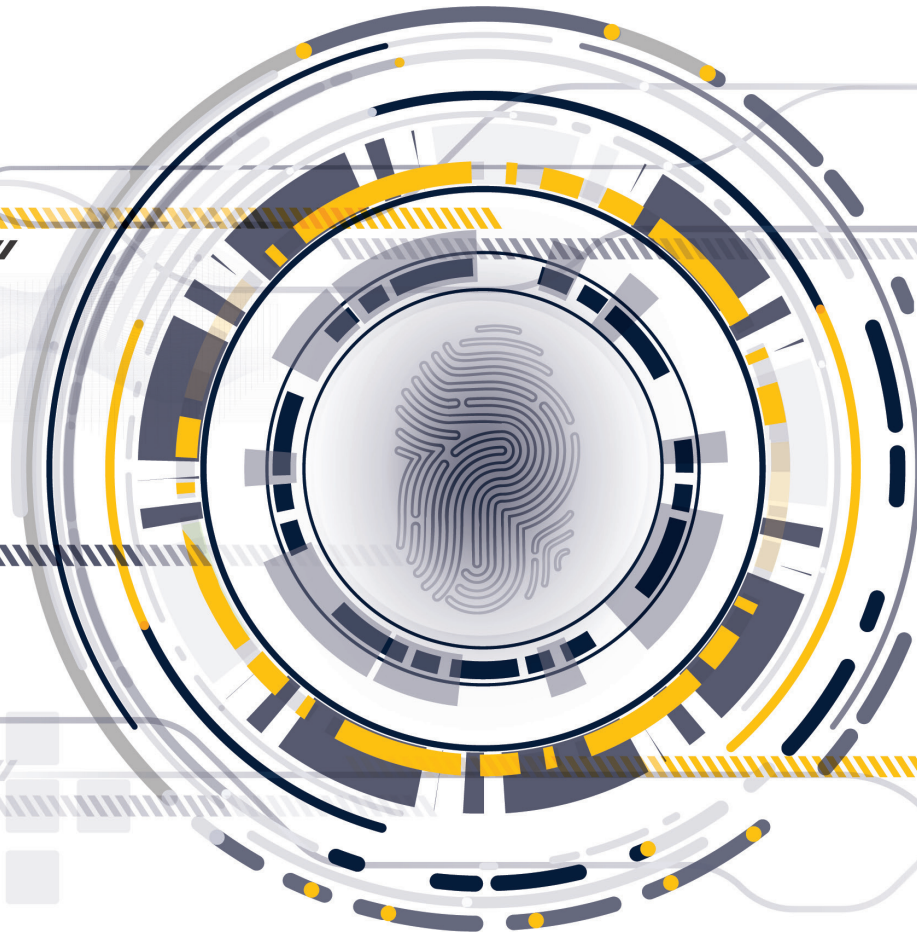




# IDENTITYWEEK

GLOBAL • TRUSTED • VISIONARY

## MEDIA KIT



# THE HOME OF SECURE IDENTITY & TRUST



## IDENTITY WEEK PUBLICATION

Since 2006, Identity Week has been serving the global identity community through events and publications. Identity Week brings together stakeholders across all disciplines and sectors to dialogue, create insight and promote collaboration and innovation.

IdentityWeek.net is the sister publication to Identity Week's unmatched series of identity-focused events, reporting global news, analysing important trends and hosting insights from key identity experts.

Identity Week's news coverage is closely tied to the work undertaken by the entire identity ecosystem that secures transactions, protects genuine identities, and detects fraudsters.

The industry participates every year across the Identity Week global series.

It is supported by a bi-weekly newsletter.

## IDENTITY WEEK IS A PLACE FOR THE COMMUNITY...

- To learn about innovation and forward thinking
- To discover the latest technology
- To benchmark best practice
- To learn new business models
- To understand market and technology dynamics

## AND A PLACE FOR SOLUTION PROVIDERS...

- To establish thought leadership
- To build brand awareness and profile
- To launch new initiatives and products
- To attract new investors
- To stay relevant

# WHY ADVERTISE

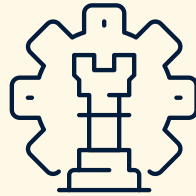


**IDENTITY WEEK**  
presents unique  
opportunities  
across several  
channels, all  
designed to  
deliver business  
development  
and leadership  
opportunities



## THOUGHT LEADERSHIP ARTICLES

Establish pre-eminence amongst your peers and the community



## USE CASE INTERVIEWS

Demonstrate best practice



## BRANDING

Multiple opportunities exist on the portal and newsletter



## LEAD GENERATION

New business opportunities from a highly targeted audience



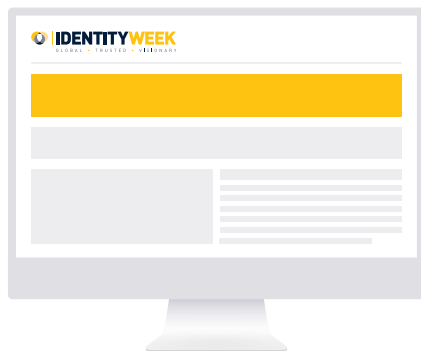
## YOUR GOOD IDEAS

Let's work together to create something very special

# ADVERTISING PACKAGES (6 months packages)

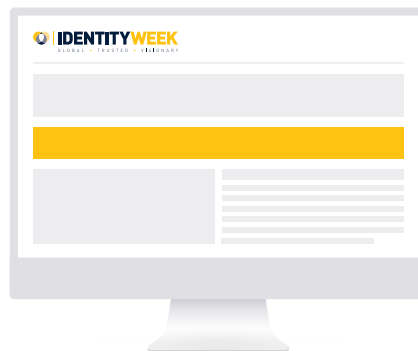
Benefits	Tier 1	Tier 2	Tier 3	Tier 4
Website Billboard	Yes			
Website Skyscraper		Yes	Yes	
Website Leaderboard				Yes
Website Whitepaper	Yes	Yes	Yes	Yes
Website Guest Article	Yes	Yes	Yes	Yes
Newsletter Ads	Yes (20)	Yes (15)	Yes (10)	Yes (5)
PRICE	£25,000	£20,000	£15,000	£10,000

# WEBSITE AND NEWSLETTER BANNERS



Format  
**Billboard**

Size (Height x Width)  
**150 x 1280**



Format  
**Leaderboard**

Size (Height x Width)  
**150 x 950**



Format  
**Skyscraper**

Size (Height x Width)  
**600 x 300**

## SPECIFICATION DETAILS - For websites + email newsletters

**File type:** GIF, JPG, 3rd party tags

**Video:**

Video can auto play but if auto played, video must remain within the 300kb limit for polite download and must be muted as default. Video must include "play" and "stop" buttons.

**File Size Max:** Subsequent Max Polite File Size 100 KB. Subsequent User Initiated File Load Size 2.2 MB. (40 KB if image hosted by FT)

**Allows 3rd Party Serving:**

Yes, on user click

**Animation Looping:** GIF, JPG, 3rd party tags

**Audio:** Yes, on user click



# IDENTITYWEEK

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## GENERAL MANAGEMENT

**Janine Bill** | Project Director

**E** [j.bill@sciencemediapartners.com](mailto:j.bill@sciencemediapartners.com)

## ADVERTISING OPPORTUNITIES

**Janine Bill** | Project Director

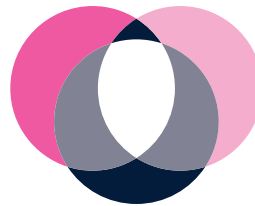
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A M E R I C A

[identityweek.net](http://identityweek.net)

