

MEDIAKIT



www.broadcastandfilm.com



MISSION

Highlighting Innovation in Media &
Entertainment

VISION

Fuelling India's M & E Landscape with Dialogue,
Content and Knowledge

Official Media Publication of Broadcast India Show



Your Partner in Progress since 30+ Years

OUR AUDIENCE FOLLOWING



15,000+

Views per month



35,000+

Subscribers



2,000+

Listeners



3,500+

Followers

9,000+

Visits per month

12%

Average open rate

100+

Views per podcast

20%

Engagement Rate

12%

Average monthly growth

10%

Average monthly growth

8+

Podcasts with industry leaders

12%

Reach per month

REACH LEADERS OF HIGH IMPACT

Broadcast & Film – www.broadcastandfilm.com – is a leading online publication serving the broadcast, film, post production and infotainment technology markets globally. From being published since 1991, to its shift to the online platform in 2013, the magazine has established itself as a credible source for industry news, analysis and technology trends in the broadcast and entertainment technology industry.

Our audience are passionate about Broadcast, Media and Infotainment. They trust us to provide comprehensive, reliable, advice on resources that will guide them along the best path for their businesses. Consequently, Broadcast & Film provides excellent ROI for companies looking to promote their tools, products or services.

By advertising with Broadcast & Film Magazine you'll reach:



Directors, Filmmakers, Cinematographers, CTO/CEO's of Television Broadcast channels, and more.



Top Leaders and managers directly involved in the decision-making process.

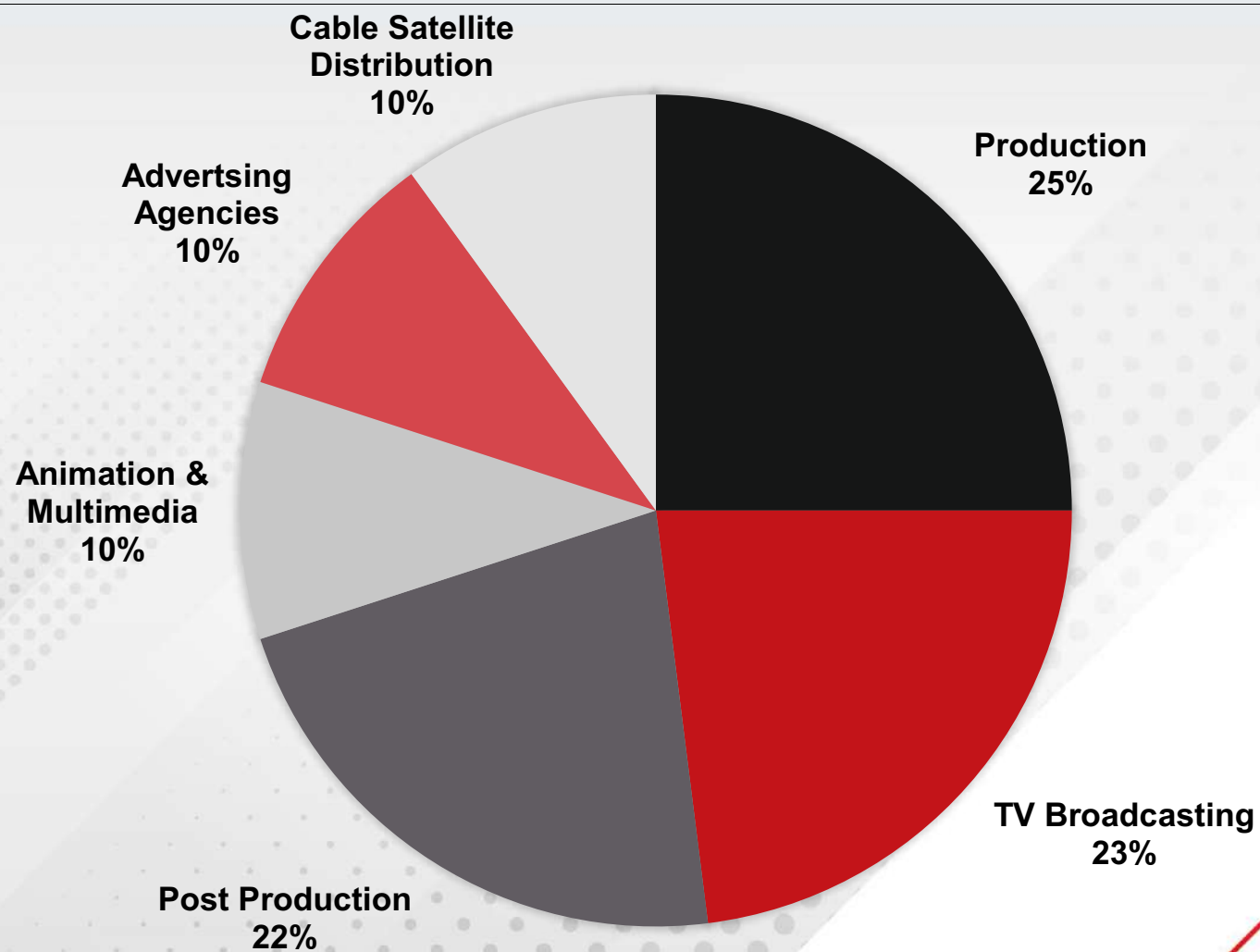


Broadcast & Film is the Official Media Partner for the Broadcast India Show - leverage visibility and reach of the show



Readership from India, USA, UAE, Singapore, UK, Sri Lanka, Germany, and more.

READER SEGMENTS



Click below to read the latest issue of the Broadcast & Film Magazine



ADVERTISING RATES

Description	Amount INR	Amount in USD
Inside Front Cover (Single)	₹ 75,000	\$900
Inside Front Cover Gatefold (2 pages)	₹ 1,00,000	\$1,250
Inside Front Cover Gatefold (3 page)	₹ 1,25,000	\$1,500
Inside Back Cover	₹ 50,000	\$625
Back Cover	₹ 50,000	\$625
1st Page Facing Inside Front Cover	₹ 30,000	\$375
1st Page Facing Inside Back Cover	₹ 30,000	\$375
Full page single insertion	₹ 20,000	\$250
One Email Blast	₹ 20,000	\$250
Broadcast & Film E-newsletter Banner	₹ 15,000	\$200
Broadcast & Film Website Banner	₹ 20,000	\$250
Broadcast & Film News & Feature Page	₹ 15,000	\$200
Insertion of Video	₹ 15,000	\$200

PODCAST SPOTLIGHT

If you've got an interesting story to tell, maybe about your product, the future roadmap, or a compelling case study, why not use our podcast to share it with thousands of people and industry leaders?



- [Click here](#) to listen to an example of a podcast spotlight

Great for:

Brand Awareness, Interest, Consideration

Reach:

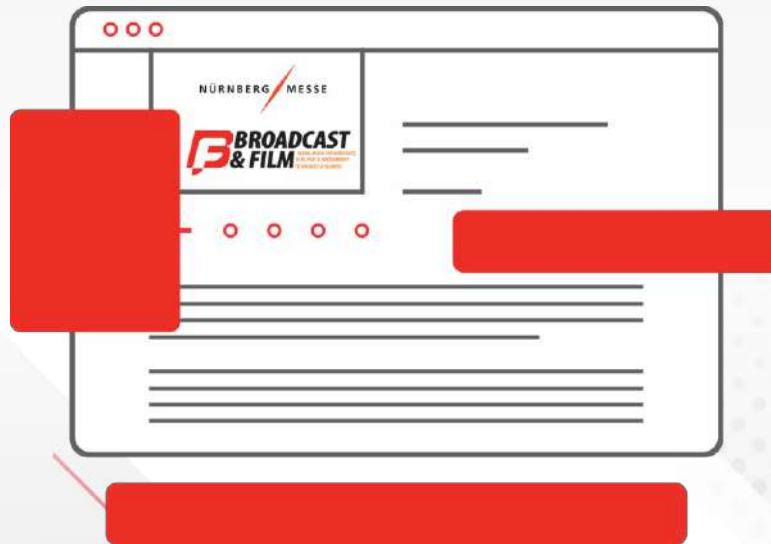
Average 100 plays per podcast

Pricing:

INR 30,000/\$375 per podcast

SITE TAKEOVER

Our flagship advertising option is our Site Takeover. When you purchase the Site Takeover, your brand will be featured in three central positions on content based blog posts plus at the top of high traffic pages.



- Sidebar
- Post Header
(On top of articles)
- Post Footer
(At the bottom of articles)

Positions Available:

1 spot available per month

Great for:

Brand Awareness

Reach:

12000+ Visits

Pricing:

10,000 per month

Editorial Calendar 2026

January – February 2026

Theme: Industry Outlook & Media Transformation

- Broadcast & Film industry outlook for 2026
- Key technology and business trends
- AI, automation and virtual production adoption
- AI-driven workflows and executive perspectives on media transformation

March – April 2026

Theme: Production & Post-Production Technologies

- Advances in production, post and VFX tools
- Cloud-based editing and collaboration
- Virtual studios, XR and immersive production
- NAB Show 2026 preview / highlights
- AI-assisted content creation

May – June 2026

Theme: Broadcast Infrastructure & Live Production

- IP-based broadcast infrastructure
- Live news and sports production workflows
- Remote and distributed production models
- Newsroom systems, routers & switchers, cameras and PTZ systems

July – August 2026

Theme: OTT, Streaming & Viewer Experience

- OTT platform evolution and streaming strategies
- Audience analytics, personalisation & engagement
- Monetisation models for digital video
- Interactive and immersive streaming formats

September – October 2026

Theme: Content Creation, Distribution & Monetisation

- Content lifecycle management
- Global distribution and syndication strategies
- Rights management, security and anti-piracy
- IBC 2026 preview / review
- Broadcast India Show Preview
- Imaging, HDR and next-gen production tools

November – December 2026

Theme: Year in Review & Future Outlook

- 2026 industry review and key developments
- Broadcast India Show Review
- Technology adoption trends across broadcast & film
- Market outlook for 2027
- Sustainability in Media & Entertainment
- Emerging talent, studios and innovators

Recurring Editorial Elements (All Issues)

- Industry interviews & leadership insights
- Technology explainers and case studies
- Product innovations & launches
- Opinion columns and market analysis

BE A PART OF INDIA'S THRIVING BROADCAST & INFOTAINMENT LANDSCAPE !



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