



Thanks for your interest in the paid opportunities that are available with Mobile Industry Eye. We know that content is king. We also know that content is nothing without context.

How do we create content and context?

Through our knowledge of the mobile industry, we aren't wet behind the ears. The team has years of writing, journalism, video, and design experience. Put that together with the reach of the site itself (50K impressions/10K uniques) and we think that we can provide the cut-through that you are looking for.

Below you will find outlines and prices for the content projects that we offer.

CONTENT	PROJECT OUTLINE	PRICE
eBooks	<p>The production of a topic focussed eBook as a PDF document:</p> <p>Sections:</p> <ul style="list-style-type: none">• Detailed scheme of works and timeline• Introduction/foreword• CEO bylined article or interview• Thought leadership article from an industry expert• Analyst article• A round-up of recent news articles• A round-up of statistics that frame any given issue <p>Design:</p> <ul style="list-style-type: none">• Full liaison around colours, logos and layout• Design style is simple and clean• We can work with your own design agency or team <p>Distribution:</p> <ul style="list-style-type: none">• Posted in the main content slider on the front page of Mobile Industry Eye for one month• Landing page that summarizes the eBook and includes a call to action to download it via a link to your website• 10 Tweets scheduled that break out key facts, stats and soundbites• LinkedIn and Facebook posts	From £3K

<p>White Paper</p>	<p>A deep dive on a particular technology product or issue:</p> <p>Body:</p> <ul style="list-style-type: none"> ● Detailed scheme of works and timeline ● Introduction/foreword bylined to your CEO ● Full white paper written-up (typically 3 thousand words) <p>Design:</p> <ul style="list-style-type: none"> ● Full liaison around colours, logos and layout ● Design style is simple and clean ● We can work with your own design agency or team <p>Distribution:</p> <ul style="list-style-type: none"> ● Posted in the main content slider on the front page of Mobile Industry Eye for one month ● Landing page that summarizes the White Paper and includes a call to action to download it via a link to your website ● Aggregated to your EYE Network page ● 10 Tweets scheduled that break out key facts, stats and soundbites ● LinkedIn and Facebook posts 	<p>From £2K</p>
<p>EYE TV</p>	<p>A five-minute interview on any given company news announcement or issue.</p> <p>Production:</p> <ul style="list-style-type: none"> ● Researched and agreed questions ● 5 minute interview on camera (edited from 30 minutes of discussion) ● Professionally shot, lit and edited ● Creative intro (EYE TV sting + your logo) ● Include product shots ● Creative outro <p>Distribution:</p> <ul style="list-style-type: none"> ● Posted in the featured content section and opinion section of the front page ● Posted in the EYE TV tab ● Aggregated to your EYE Network page ● 10 Tweets scheduled that break out soundbites ● LinkedIn and Facebook posts 	<p>£1495</p>

<p>EYE TV (Zoom)</p>	<p>Similar to a full blown interview, a five-minute interview on any given company news announcement or issue but conducted via Zoom.</p> <p>Production:</p> <ul style="list-style-type: none"> ● Researched and agreed questions ● 5 minute interview on camera (edited from 30 minutes of discussion) ● Creative intro (EYE TV sting) ● Creative outro (your logo plus a call to action) <p>Distribution:</p> <ul style="list-style-type: none"> ● Posted in the featured content section and opinion section of the front page ● Posted in the EYE TV tab ● Aggregated to your EYE Network page ● 10 Tweets scheduled that break out soundbites ● LinkedIn and Facebook posts 	<p>£495</p>
<p>Posting Reports</p>	<p>Reports can be very expensive content items, yet the authority that they achieve is a high-value prize. This option is designed to maximise the digital footprint of the reports that you've already invested in.</p> <ul style="list-style-type: none"> ● Your report posted in the main content slider on the front page of Mobile Industry Eye ● Report posted in the Intelligence section on the front page of the site ● Landing page that summarizes the report and includes a call to action to download it via a link to your website ● Aggregated to your EYE Network profile page ● 20 Tweets scheduled that break out key facts and stats ● LinkedIn and Facebook posts 	<p>£495 pcm (discounted for longer periods, eg £1.2K for three months)</p>

<p>Creating Reports</p>	<p>Full report researched and written with a report partner. Typically this would include:</p> <p>Sections:</p> <ul style="list-style-type: none"> ● Detailed scheme of works and timeline ● Introduction/foreword bylined to CEO ● CEO bylined article or interview ● Full written report ● Graphics throughout <p>Design:</p> <ul style="list-style-type: none"> ● Full liaison around colours, logos and layout ● Design style is simple and clean ● We can work with your own design agency or team <p>Distribution:</p> <ul style="list-style-type: none"> ● Posted in the main content slider on the front page of Mobile Industry Eye for one month ● Report posted in the Intelligence section on the front page of the site ● Landing page that summarizes the eBook and includes a call to action to download it via a link to your website ● 20 Tweets scheduled that break out key facts and stats 	<p>Price TBC</p>
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Drop us a line on editorial@mobileindustryeye.com / 07771512057 to schedule a meeting.