

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 (May 2019) - 31,267

	TOTAL	North America	Europe (inc UK)	Eastern Europe	Asia	Australia	Latin America	Middle East
C'level exec- CEO/COO/ CTO/MD	9978	3279	2413	946	1398	869	762	311
SVP/EVP	6641	2368	1889	536	695	435	562	156
Writers/ Showrunners	5356	1867	1688	391	663	347	283	117
Controllers	1507	581	548	182	102	38	31	25
Distributors	4393	1834	1228	521	355	312	108	35
Producer/head of programming	2436	946	546	258	245	167	203	71
Other (or unspecified)	956	242	231	63	129	125	103	63
TOTAL	31267	11117	8543	2897	3587	2293	2052	778

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

Option 3: DQ homepage campaign

This includes two side skyscrapers and a large middle banner ad on the DQ homepage.

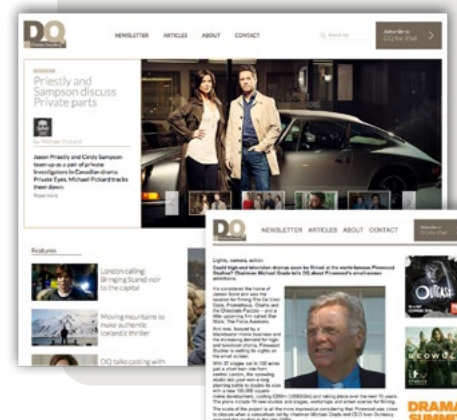
- Main middle banner: a static jpeg at 1114 pixels wide by 160 pixels high with a click-through link
- 2 x side skyscrapers: static jpegs at 120 pixels wide by 645 pixels high with a click-through link
- Mobile banner: a static jpeg at 345 pixels high by 345 pixels wide with a click-through link

Option 1 and 2 Ratecard price:

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

Option 3 Ratecard price:

£3,500 a month rate card



Print

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

Controlled circulation (Including iPad May 2019): 6331

Additional distribution: Thousands of additional copies are distributed at Natpe Miami; Berlinale, MipTV, Series Mania, Content LA, 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

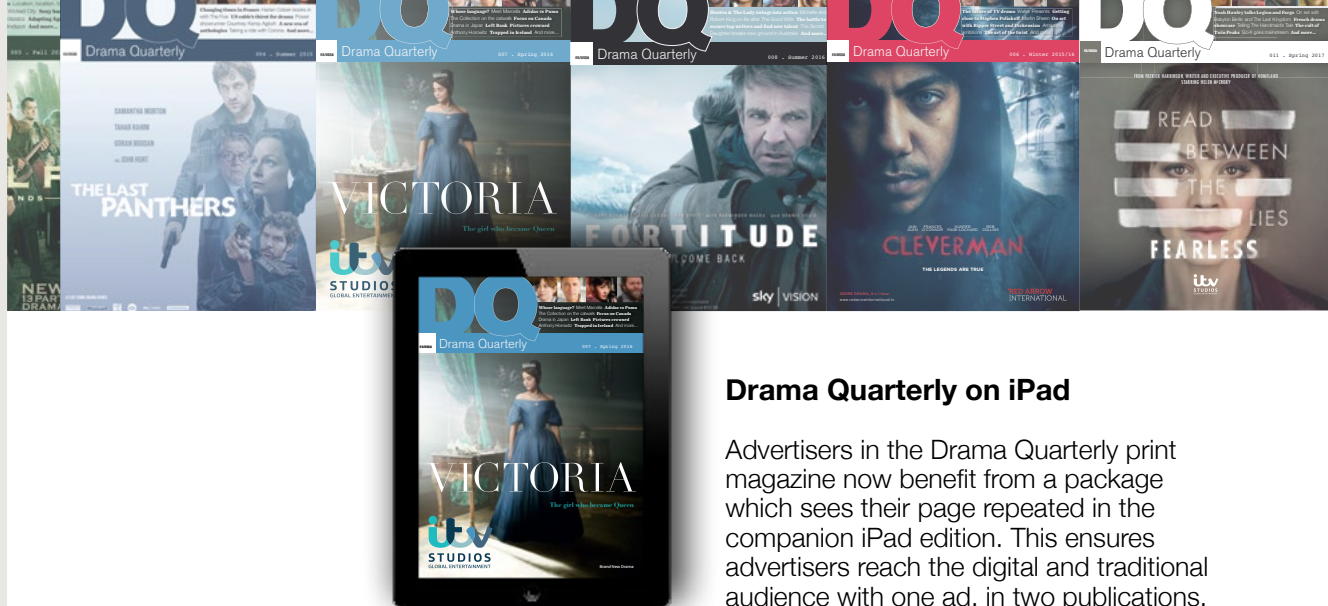
Front cover trim: 240mm wide by 238mm high
Front cover with bleed: 246mm wide by 244mm high

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.

Drama Quarterly print edition controlled circulation (including iPad) (May 2019): 6331

	TOTAL	North America	Europe (inc UK)	Eastern Europe	Asia	Australia	Latin America	Middle East
C'level executive - CEO/COO/CTO/MD	1552	682	508	86	98	64	83	31
SVP/EVP	1427	490	456	197	134	76	51	23
Writers/Showrunners	793	197	193	153	93	91	45	21
Controllers	299	77	90	60	36	22	14	11
Distributors	878	219	293	134	97	67	51	17
Producer/head of programming	684	155	211	121	117	24	33	23
Other (or unspecified)	698	215	247	102	73	29	24	8
TOTAL	6331	2035	1998	853	648	362	301	134

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