submarine telecoms

FORUM

Celebrating 25 Years

2027

Your Gateway to Influential Submarine Telecoms Advertising



CONNECT INNOVATIVELY.
ENGAGE GLOBALLY.
GROW EXPONENTIALLY.

submarine telecoms FORUM

Celebrating 25 Years

AT A GLANCE

SubTel Forum, with thousands of readers and email subscribers, continues to be the leader and most trusted voice in the global submarine cable industry, with unparalleled reach, deep market engagement, and a proven platform for thought leadership and brand visibility.

OUR SPONSORS INCLUDE:

alaska COMMUNICATIONS

APTELECOM Digital Infrastructure

e-marine Turnkey Solutions for Submarine Cables

exatronic

inchcape

it INTERNATIONAL TELECOM

KDDI

MAKAI OCEAN ENGINEERING

docomo Business NTT WORLD ENGINEERING MARINE, Inc.

OCEAN Networks

OMS GROUP

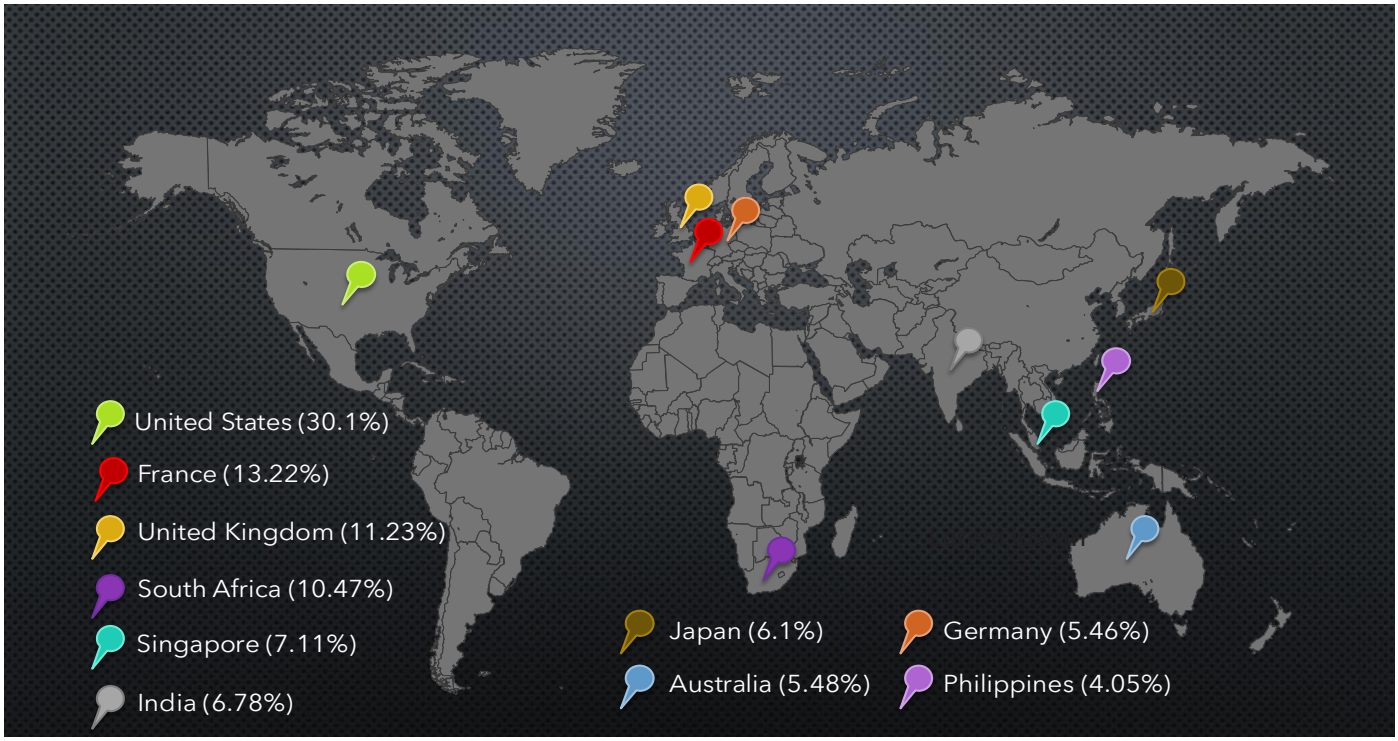
SouthernCross Cable Network

Spellman High Voltage Electronics Corporation

wfn strategies

AUDIENCE OVERVIEW

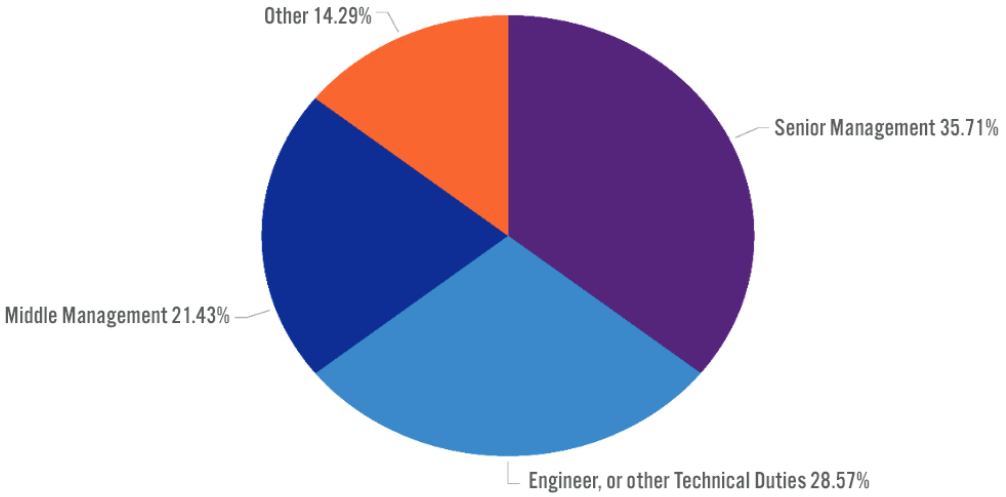
Top 10 Countries by Readership



THE DECISION MAKERS: 64.28% of the SubTel Forum audience are either the final decision maker or have a high influence on the final purchase. 35.72% are involved in making purchasing recommendations.

DEEP INDUSTRY EXPERIENCE: 85.72% of the SubTel Forum audience have greater than ten years of industry experience.

What is Your Job Function?



2026 SOCIAL MEDIA BREAKDOWN

LINKEDIN

followers: **11,200**

impressions: **361,525**

reactions: **5,615**

clicks: **11,358**

Learn more, customize your campaign, or place an order by contacting
Hannah Schiffman at [+1] 804-469-0340 or hschiffman@associationmediagroup.com

SubTel Forum Bi-Monthly
MAGAZINE

Submarine Telecoms Forum, the premier publication in the submarine telecoms industry, offers focused issues that delve into specific market aspects. Each issue stands out with an average of more than 1,000 unique reads and an average read time of more than 8 minutes.



Advertisement	1 Issue	3 Issues	6 Issues
Quarter Page	$730	$660	$550
Half Page	$1,250	$1,130	$950
Full Page	$2,080	$1,885	$1,575
2 Page Spread	$3,650	$3,285	$2,735

MAGAZINE EBLAST SPONSOR:

New for 2027 sponsor the email blast announcement to more than 3,000 subscribers with promotion of your article (if applicable) or banner ad.
$1,000 per issue

ART & VIDEO REQUIREMENTS:

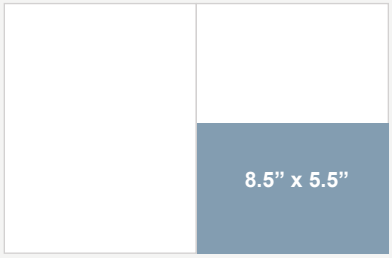
Print Ads: 300 dpi in PDF or JPG with crop marks.
Video Ads: 30-seconds max, 1280x720 or 1920x1080 resolution, mp4.
EBlast Sponsor: Banners are 728x90, JPG, GIF, or PNG, 150kb max. Article promotions should provide a headline of ten words or less, text of 25 words or less, and an image (optional) 300x250 JPG, GIF, or PNG, 150kb max.

EDITORIAL CALENDAR:

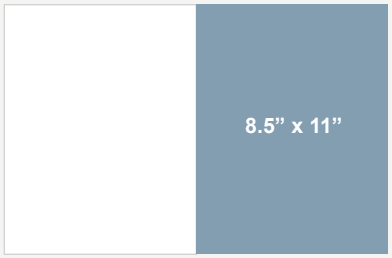
January 2027: Global Outlook, SNW EMEA '27 Preview
March 2027: Finance & Legal, ICPC '27 Preview
May 2027: Global Capacity
July 2027: Regional Systems, SNW '27 Preview
September 2027: Offshore Energy, IWCS '27 Preview
November 2027: Data Centers & New Tech, PTC '28 Preview

AD EXAMPLES

HALF PAGE AD



FULL PAGE AD

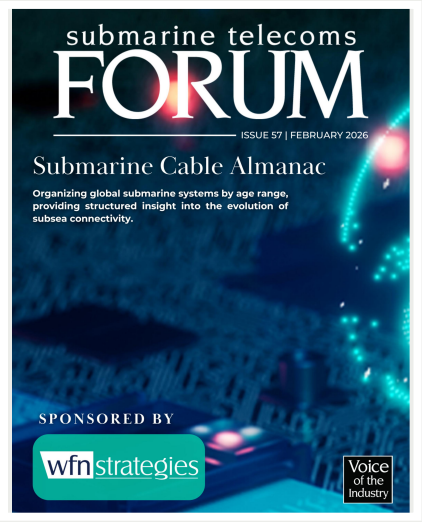


2 PAGE SPREAD



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SubTel Forum
ALMANAC



The SubTel Forum Almanac is a key reference for the submarine cable industry showcasing major international systems with detailed pages featuring system maps, landing points, capacity, length, and RFS year, among other data. Each issue averages more than 850 unique reads and a greater than 24 minute read time.

SPONSORSHIP BENEFITS:

- Prominent two-page spread ad near the front of the publication.
- Logo/Link on cover and web page acknowledgment.
- Social media acknowledgment.

Advertisement	1 Issue
2 Page Spread	$2,600

EDITORIAL CALENDAR:

February 2027: By System Supplier

August 2027: By System Owner

SubTel Forum
CABLESHIP CODEX



The SubTel Forum Cableship Codex idelivers expert analysis, fleet intelligence, and operational insights on the global fleet of cable installation and maintenance vessels. Each issue includes featured profiles of cable ships, regional fleet coverage and deployment maps, insights and trends, and much more.

SPONSORSHIP BENEFITS:

- Banner ad on the Cableship Codex web page for the issue duration
- Prominent two-page spread in the first third of the publication

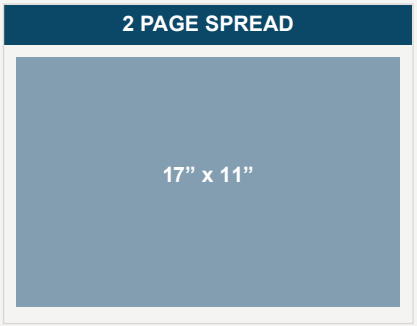
Advertisement	1 Issue
2 Page Spread	$2,600

EDITORIAL CALENDAR:

May 2027: Cable Ship Operators

November 2027: Tools of the Trade

AD EXAMPLE



ART REQUIREMENTS:

Size: 17” W x 11” H for two-page spread

Resolution: 300 dpi, in PDF or JPG

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SubTel Forum Industry REPORT



The Industry Report offers the latest, comprehensive data on the submarine fiber market, analyzing system capacity, productivity, and industry outlook. The yearly Industry Report generates more than 2700 unique reads with an average read time of more than 11 minutes.

ANNUAL PRICE: $3,350

SPONSORSHIP BENEFITS:

- Two-page spread advertisement.
- Social media acknowledgment.

ART REQUIREMENTS:

- Two-page spread: 17” W x 11” H, 300 dpi in PDF format.

LOCK IN NOW FOR 2027!

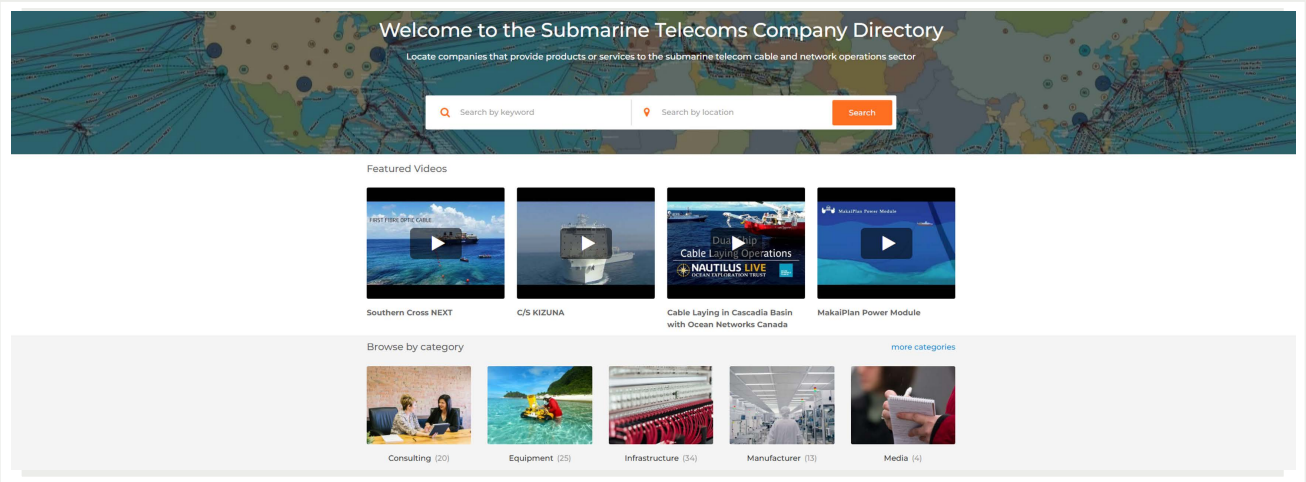
Sponsors can secure a spot in one of the various categories below. First come-first served!

- Global Overview
- Capacity
- Ownership Financing Analysis
- Supplier Analysis
- System Maintenance
- Cable Ships
- Hyperscalers and The Evolution of Submarine Cable Ownership
- Special Markets
- Regulatory Outlook
- Regional Analysis and Capacity Outlook

THE SUBMARINE TELECOMS FORUM DIRECTORY

This directory enables users to locate companies that provide products or services to the submarine telecom cable and network operations sector. In the last twelve months more than 5,600 users generated more than 10,000 pageviews. Make sure your company is featured prominently!

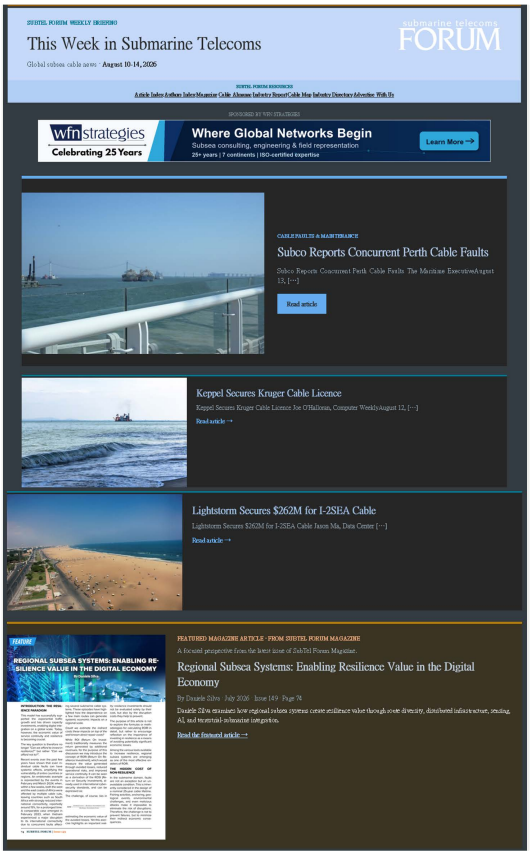
Starting at $599/year



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SubTel Forum

ENEWS: THIS WEEK IN SUBMARINE TELECOMS



Distributed to 3,500+ subscribers every Friday, *This Week in Submarine Telecoms* details the week's important stories and news as well as highlights recent articles and publications from SubTel Forum. Feature your article or banner advertisement to increase visibility and awareness of your products and services. Click rates average above 1%!

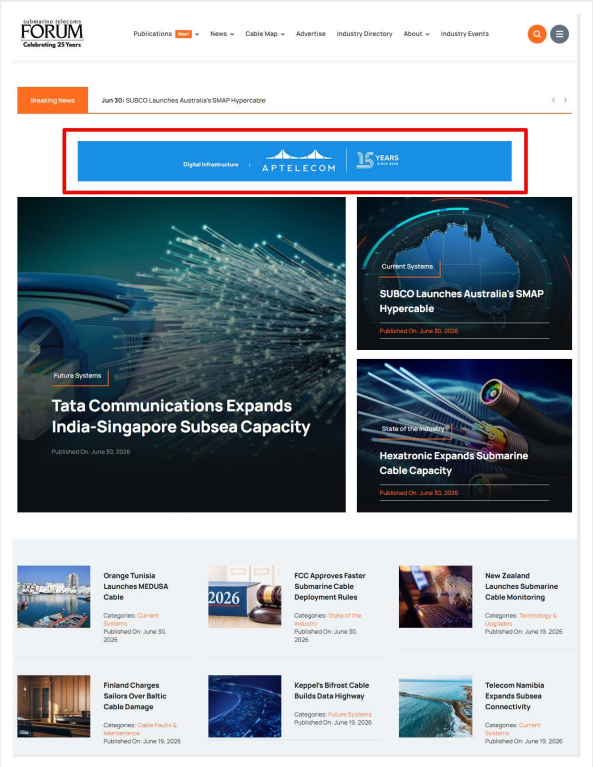
Pricing starts at $1,250 per month.

SPONSORSHIP BENEFITS:

Banner advertisement or sponsored content story featured each Friday for an entire month

ART REQUIREMENTS:

Banners are 970x90, JPG, GIF, or PNG, 150kb max. Article promotions should provide a headline of ten words or less, text of 25 words or less, and an image (optional) 300x250 JPG, GIF, or PNG, 150kb max. Our team can create text and artwork on your behalf.



SubTel Forum

WEBSITE BANNERS

Showcase your brand to thousands of monthly visitors. A website banner is displayed throughout SubTelForum.com web properties and is a great way to promote events, showcase expertise, and reinforce your brand. The previous twelve months averaged about 30k impressions and a .10% CTR. **Pricing starts at $500 per month.**

ART REQUIREMENTS:

Banners are 970x90, JPG, GIF, or PNG, 150kb max. Animations are acceptable, but must be 10 seconds or less.

Learn more, customize your campaign, or place an order by contacting
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SubTel Forum
PRINT CABLE MAP

Feature your logo on our beautiful, large format (39"x27") print map, which proudly showcases every major international submarine cable system. This map is a fixture in many offices across the industry.

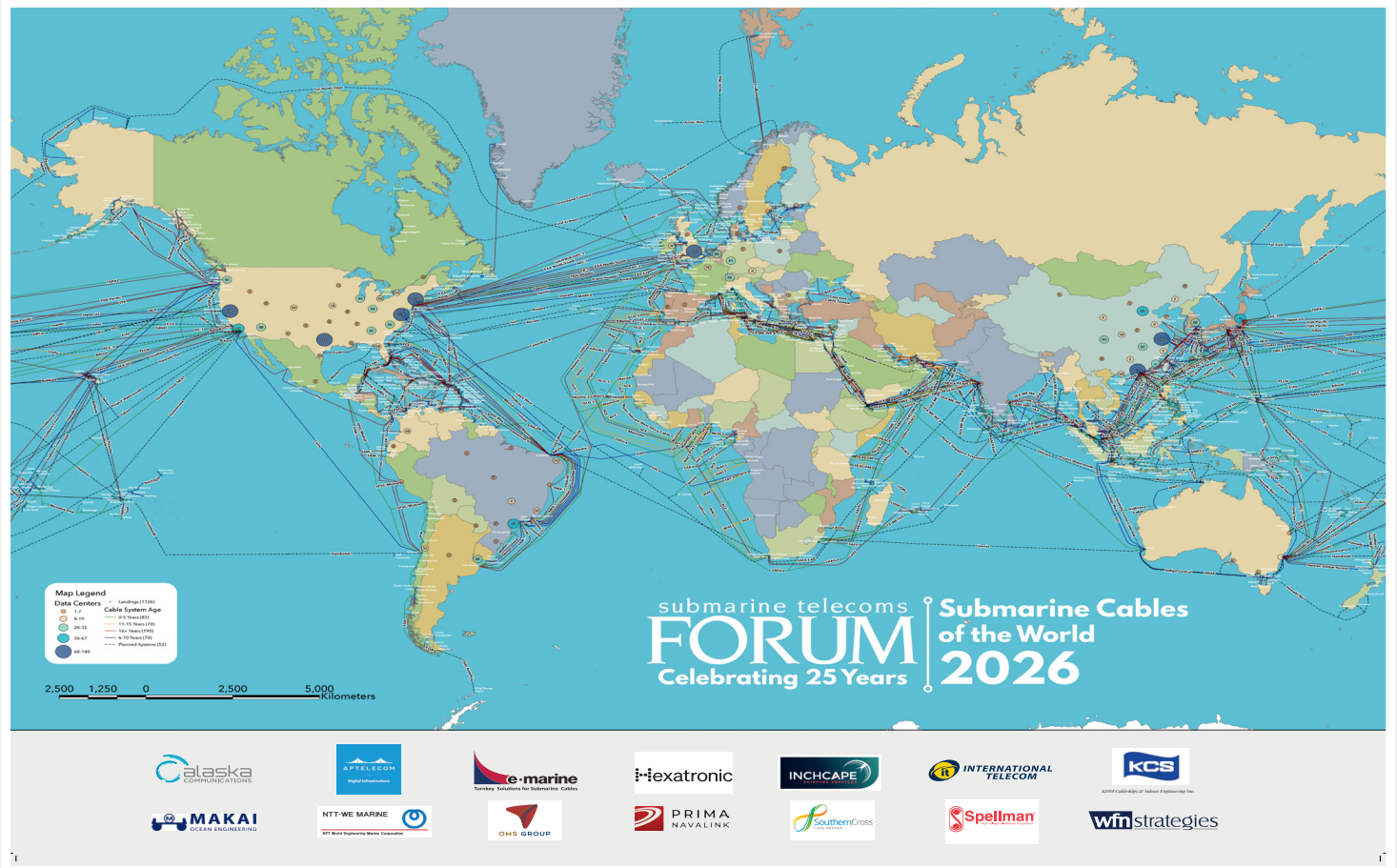
Limited Availability: Only 22 spots.

Wide Distribution: Over 4,500 copies shared at key industry events including Pacific Telecommunications Council (January 2027), Submarine Networks EMEA (May 2027), Submarine Networks World (September 2027), and IWCS Cable & Connectivity Industry Forum (November 2027).

ANNUAL PRICE: $4,750

SPONSORSHIP PERKS:

- Social Media shout-outs
- In addition to the print copies that you may pick up during key industry events you can secure a print-ready PDF to print copies for staff and customers. Updated quarterly!



Learn more, customize your campaign, or place an order by contacting
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SubTel Forum
ONLINE CABLE MAP

The Online Cable Map will feature quarterly themes that spotlight the biggest conversations in the industry.

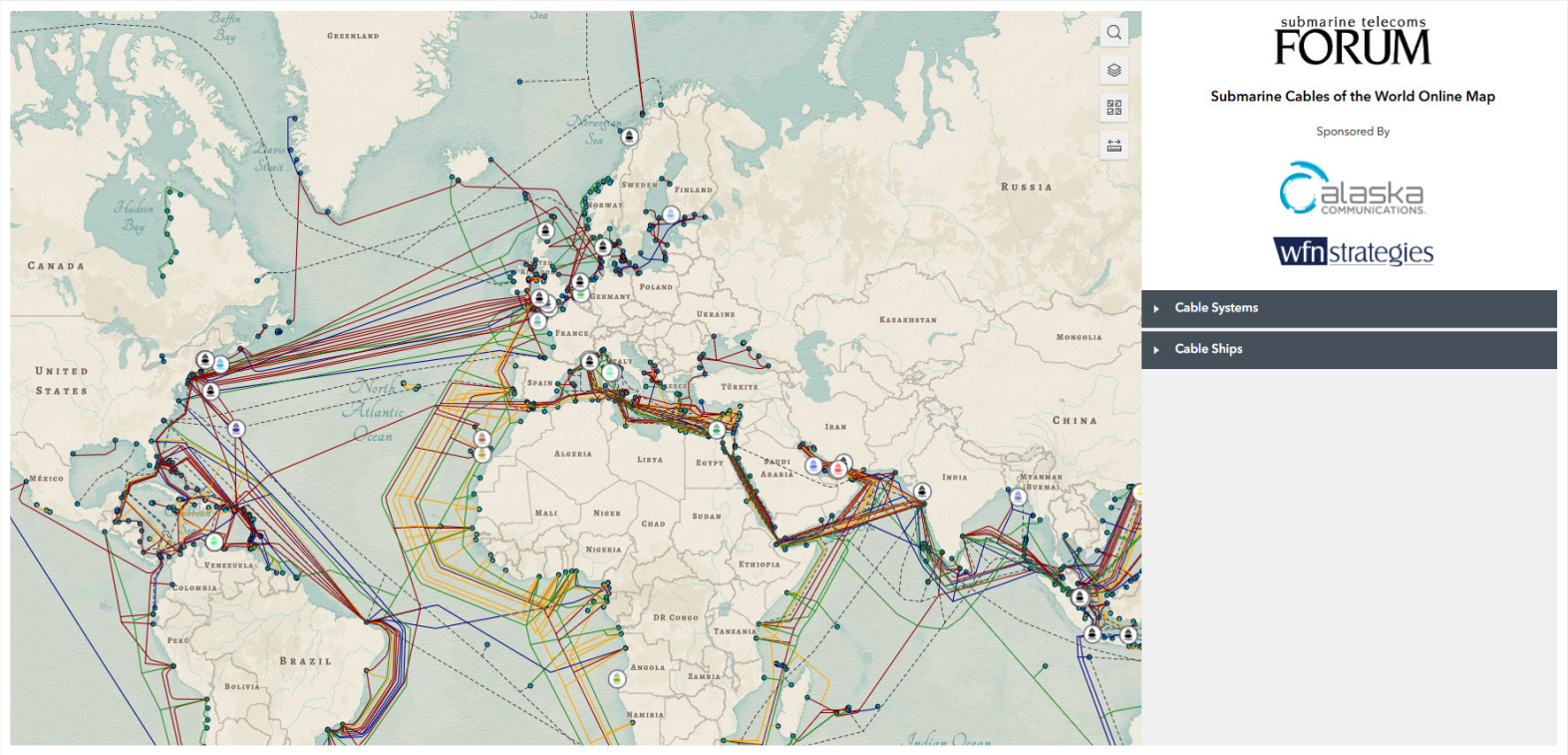
- Q1: System Age & Lifecycle – Maintenance, repair & replacement
- Q2: Regional Connectivity – Africa, APAC, Americas, Europe, Polar
- Q3: Technology & Suppliers – Innovation, ESG, installation & supply chain
- Q4: Owners & Investors – Hyperscalers, carriers, consortia & finance

QUARTERLY PRICE: $3,150

This map is a valuable tool for anyone interested in the submarine cable industry, allowing detailed exploration of global cable infrastructure.

SPONSORSHIP BENEFITS FOR THE SUBTEL FORUM ONLINE CABLE MAP:

- Duration: 3-month exposure.
- Visibility: Your logo and link featured on every page.



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submarine telecoms

FORUM

Celebrating 25 Years

19471 Youngs Cliff Road, Suite 100, Sterling, Virginia 20165 USA

www.subtelforum.com