

2026

submarine telecoms  
**FORUM**  
Celebrating 25 Years

*Your Gateway to Influential  
Submarine Telecoms Advertising*



CONNECT INNOVATIVELY.  
ENGAGE GLOBALLY.  
GROW EXPONENTIALLY.

submarine telecoms  
**FORUM**  
Celebrating 25 Years

AT A GLANCE

SubTel Forum continues to be the 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.

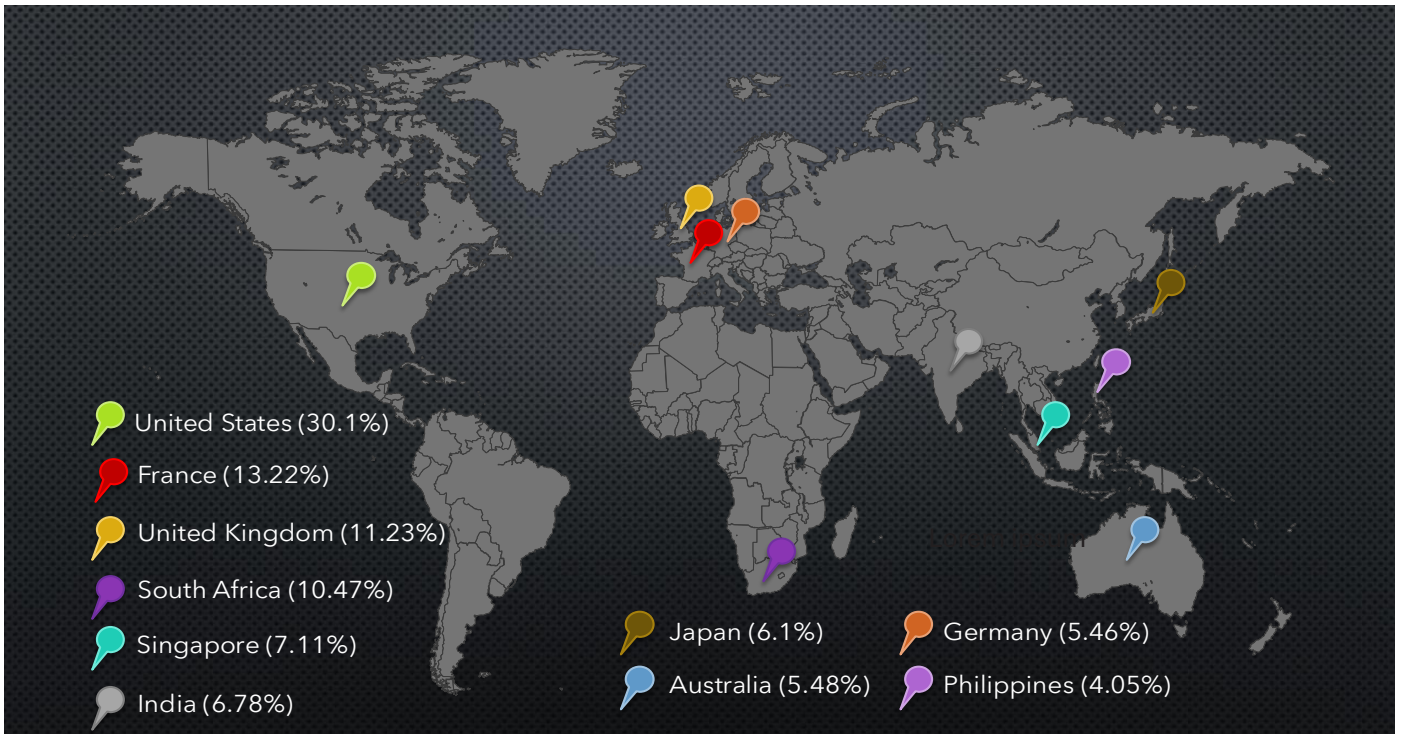
We continue to provide industry suppliers with a wide range of connection options and for 2026 we are excited to introduce a new product, the Cablesip Codex! The Cablesip Codex is an industry reference dedicated to the world of cablesips and their operators, vendors, and innovations. Like all SubTel Forum offerings, the Codex is built to inform, connect, and elevate the industry.

OUR SPONSORS INCLUDE:



# AUDIENCE OVERVIEW

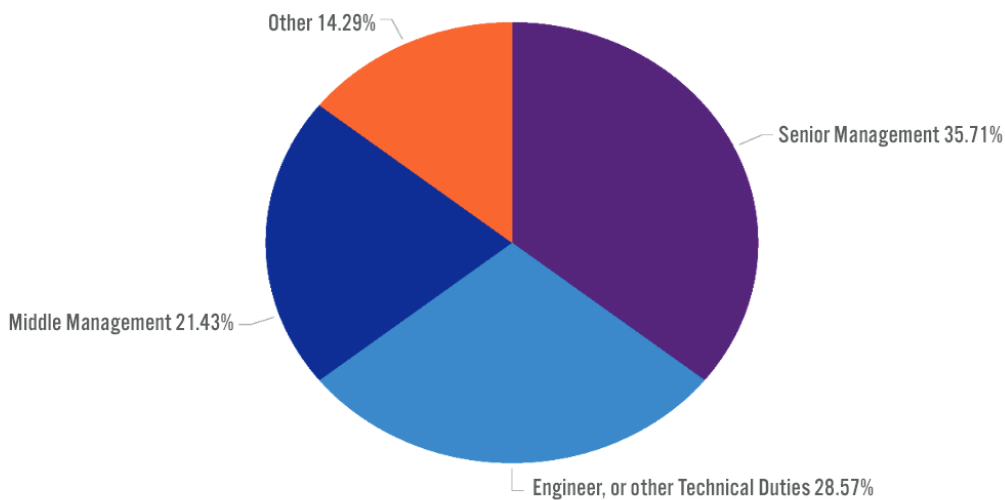
## Top 10 Countries by Readership



**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?



## 2025 SOCIAL MEDIA BREAKDOWN

### LINKEDIN

followers: **10,000**

impressions: **361,525**

reactions: **5,615**

clicks: **11,358**

Learn more, customize your campaign, or place an order by contacting Nicola Tate at [+1] 804-469-0324 or [ntate@associationmediagroup.com](mailto:ntate@associationmediagroup.com)

# Subtel Forum Bi-Monthly MAGAZINE

SubTel 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 per issue and an average read time of more than 8 minutes.
- Two Months Exposure & Endless Archiving: Extended visibility and perpetual access for your ads

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

## SPONSORSHIP BENEFITS WITH SUBTEL FORUM:

- **Video Embedding:** Optional 30-second slot for Full and Two-Page ads.
- **Social Media Shoutouts:** For Full and Two-Page spreads on LinkedIn, Facebook, and Twitter.

## ART & VIDEO REQUIREMENTS:

- **Print Ads:** 300 dpi in PDF or JPG with crop marks.
- **Video Ads:** 30-second clips in 1280x720 or 1920x1080 resolution, mp4 format.
- Optional Video - 30 seconds
  - 1280x720 or 1920x1080 resolution - mp4 Video File

## EDITORIAL CALENDAR:

**January 2026:** Global Outlook, SNW EMEA '26 Preview

**March 2026:** Finance & Legal, ICPC '26 Preview

**May 2026:** Global Capacity

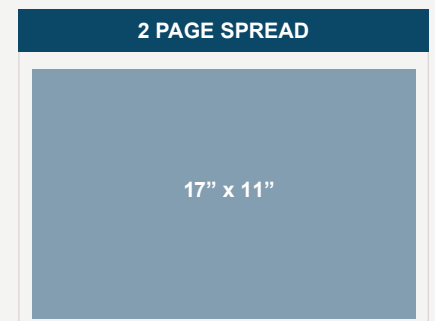
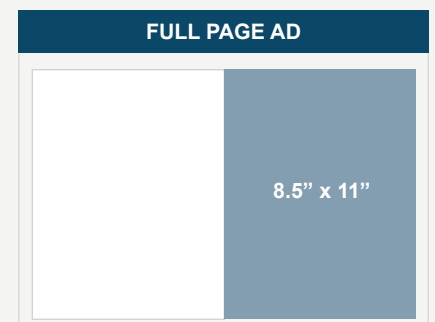
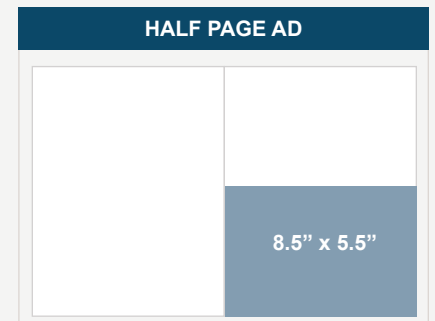
**July 2026:** Regional Systems, SNW '26 Preview

**September 2026:** Offshore Energy, IWCS '26 Preview

**November 2026:** Data Centers & New Tech, PTC '27 Preview, STF @25



## AD EXAMPLES



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# Subtel Forum ALMANAC

The SubTel Forum Almanac is a key reference for the submarine cable industry. Each issue showcases major international systems with detailed pages featuring system maps, landing points, capacity, length, and RFS year, among other data.

## DOWNLOADS & EXPOSURE:

- Each issue averages about 850 unique reads, 215 clicks, and a greater than 24 minute read time.
- Six months of exposure plus permanent archiving.

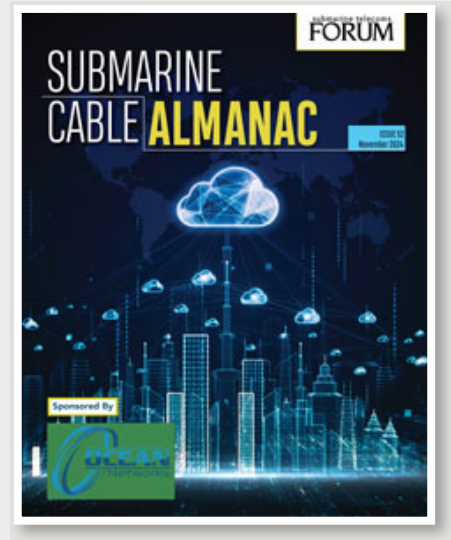
<b>Advertisement</b>	<b>1 Issue</b>
2 Page Spread	\$2,600

## SPONSORSHIP BENEFITS:

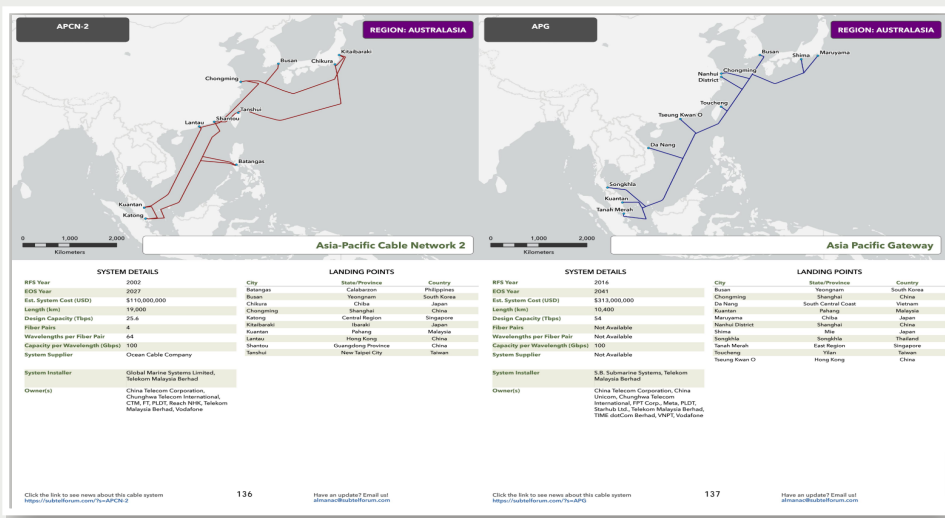
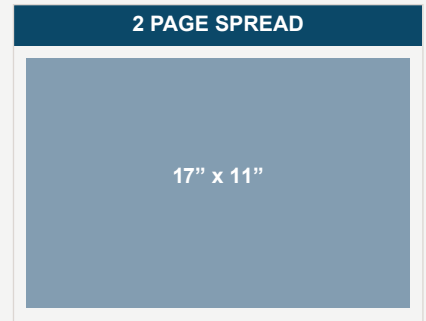
- Banner ad on the Almanac web page for the issue duration.
- Prominent two-page spread ad near the front.
- Logo/Link on cover and webpage acknowledgement.
- Social media acknowledgement.

## ART & VIDEO REQUIREMENTS:

- Size: 17” W x 11” H for Two-Page Spread.  
Resolution: 300 dpi, in PDF or JPG



## AD EXAMPLE



## EDITORIAL CALENDAR:

**February 2026:** By System Age  
**August 2026:** By Region

Learn more, customize your campaign, or place an order by contacting Nicola Tate at [+1] 804-469-0324 or [ntate@associationmediagroup.com](mailto:ntate@associationmediagroup.com)

# Subtel Forum CABLESHIP CODEX

The SubTel Forum CablesShip Codex is a brand new publication delivering expert analysis, fleet intelligence, and operational insights on the global fleet of cable installation and maintenance vessels. An essential reference for marine coordinators, project managers, operators, and decision-makers in subsea cable deployments, each issue includes featured profiles of cable ships, regional fleet coverage and deployment maps, insights and trends, and much more.



<b>Advertisement</b>	<b>1 Issue</b>
2 Page Spread	\$2,600

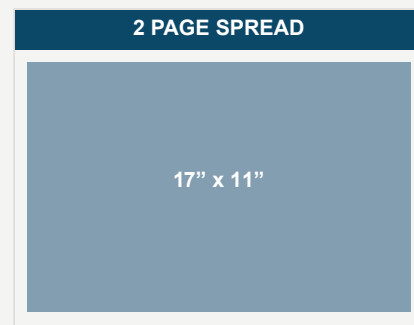
## SPONSORSHIP BENEFITS:

- Banner Ad on the CablesShip Codex web page for the issue duration.
- Prominent two-page spread in the first third of the publication (or location as requested).

## ART & VIDEO REQUIREMENTS:

- Size: 17” W x 11” H for Two-Page Spread.  
Resolution: 300 dpi, in PDF or JPG

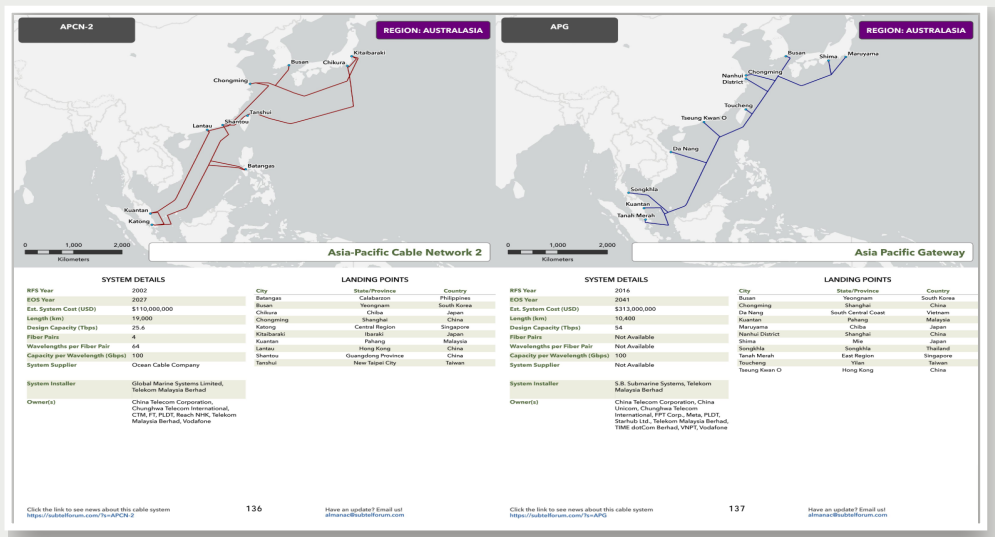
## AD EXAMPLE



## EDITORIAL CALENDAR:

**May 2026:** The Global Fleet - Capacity, Age & Coverage

**November 2026:** Year in Review - Missions, Metrics & Standouts



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# Subtel Forum Industry REPORT

The SubTel Forum Annual Report offers the latest, comprehensive data on the submarine fiber market, analyzing system capacity, productivity, and industry outlook. The yearly Industry report typically 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 Ad.
- Social media acknowledgement.
- Press release and mailer acknowledgement.

## ART & VIDEO REQUIREMENTS:

- Two-page Spread: 17" W x 11" H, 300 dpi in PDF or JPG.
- Optional video: include a blank box for overlay; no size restrictions.

## LOCK IN NOW FOR 2026!

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

*Note: Subtel Forum reserves the right to change categories*



## THE SUBMARINE TELECOMS FORUM DIRECTORY

This new directory is designed for industry professionals 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 viewed more than 10,000 pages. Make sure your company is featured prominently!

- Starting at \$625/year

Learn more, customize your campaign, or place an order by contacting Nicola Tate at [+1] 804-469-0324 or [ntate@associationmediagroup.com](mailto:ntate@associationmediagroup.com)

# Subtel Forum

## PRINT CABLE MAP

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

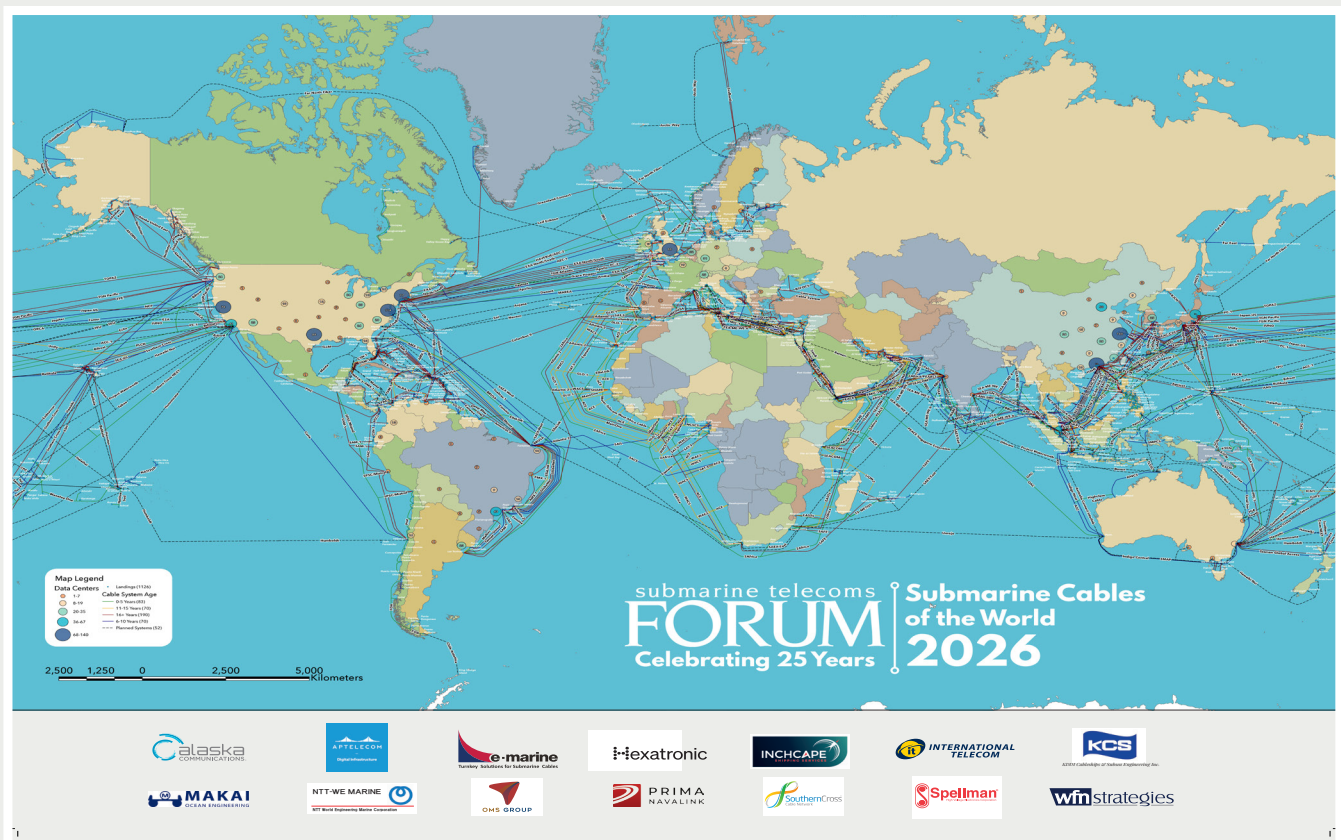
Limited Availability: Only 22 spaces for logos.

Wide Distribution: Over 4,500 copies shared at key industry events including Pacific Telecommunications Council (January 2026), Submarine Networks EMEA (May 2026), Submarine Networks World (September 2026), and IWCS Cable & Connectivity Industry Forum (November 2026).

**ANNUAL PRICE: \$4,500**

### SPONSORSHIP PERKS:

- Complimentary Web Banner on News Now feed
- Social Media shoutouts
- Acknowledgement in press releases and mailers
- 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!



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# Subtel Forum

## ONLINE CABLE MAP

New for 2026, the SubTel Forum Online Cable Map will feature quarterly themes that spotlight the biggest conversations in our 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

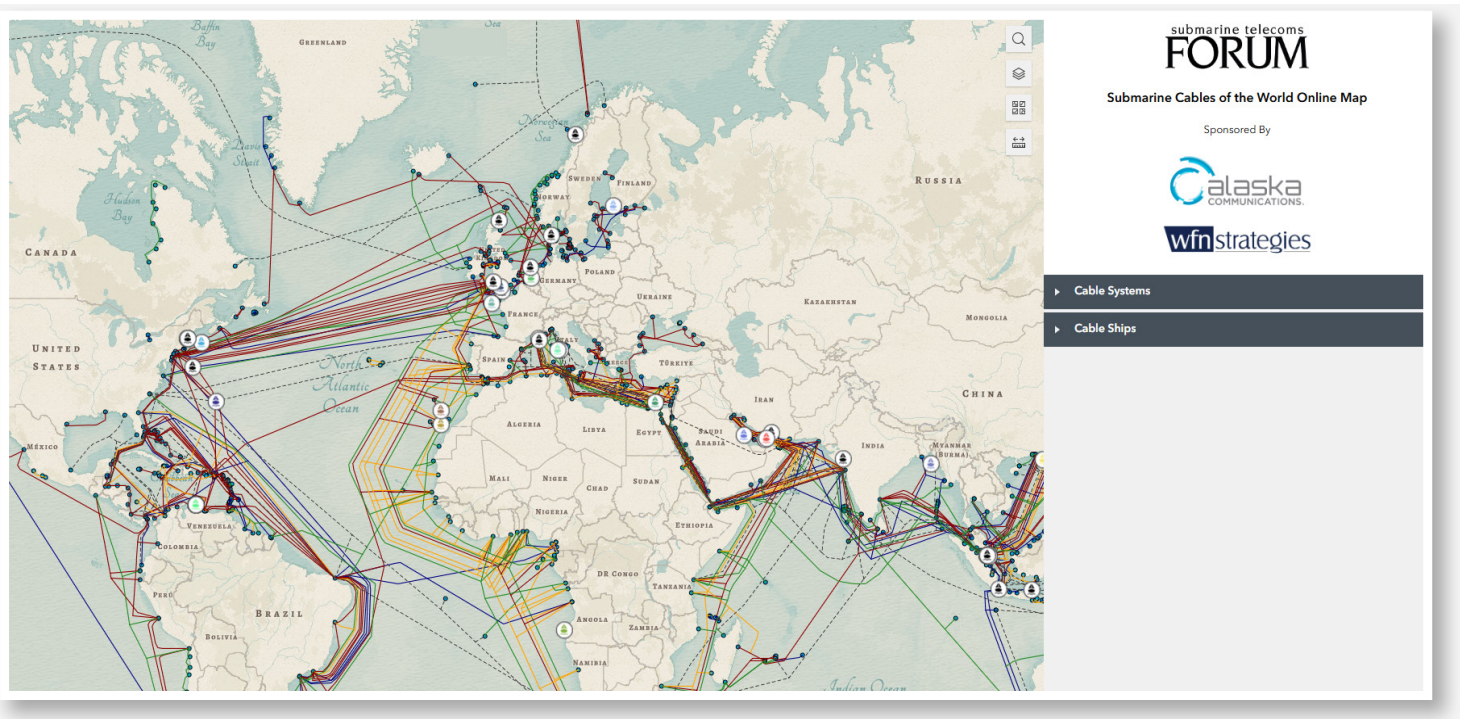
**QUARTERLY PRICE: \$3,150**

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.

These benefits offer sponsors significant exposure and opportunities to highlight their company within e-submarine telecoms community.



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**FORUM**

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**Celebrating 25 Years**

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