

CELEBRATING 30 YEARS OF CABLEFAX DAILY

Why advertise with Cablefax?

Our Subscriber Renewal Rate is over 90%
Loyal & Engaged Subscribers
Site License Distribution
Page Exclusivity
Unique Full Page/False Cover Exposure
Frequency
Special/Show Issues

Top Operators and Multi-Platform Distributors who read Cablefax Daily

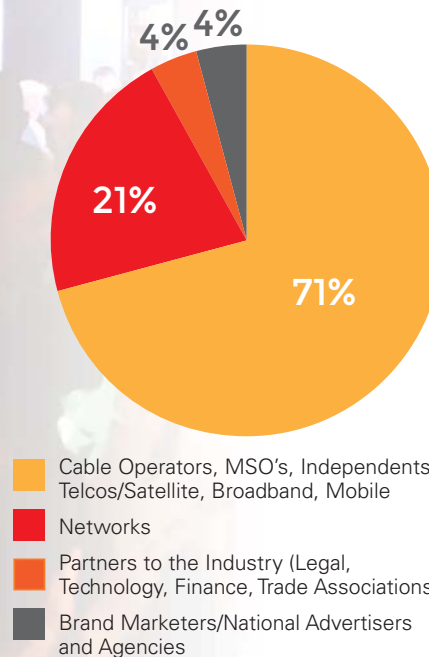
Armstrong	Metrocast
Buckeye Cablesystem	Midco
Cable ONE	Patriot Media
Charter	RCN
Comcast Corporation	T-Mobile
Comcast Cable	Tribune Media
Comcast Spotlight	Verizon
Cox Communications	Vyve Broadband
DISH Network	WOW!
Mediacom Communications	<i>(sample listing)</i>

PAID PREMIUM CONTENT

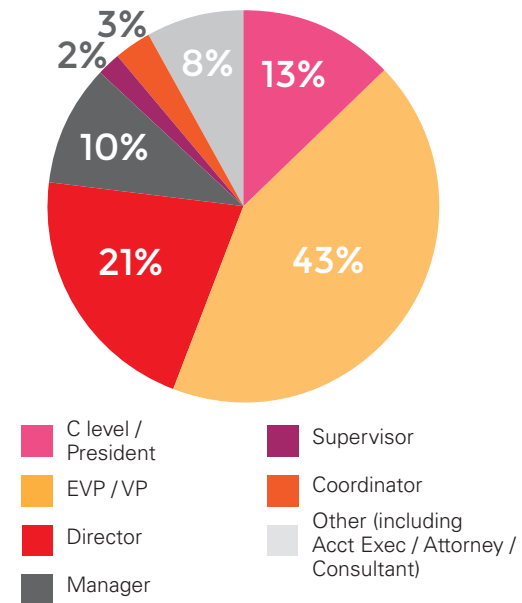
Cablefax Daily is an essential business tool, reaching more than 22,000 MSOs, independent operators, programming executives, telcos and satellite distributors, technology partners and observers who rely on Cablefax Daily each morning for the latest industry news. Every issue is packed full of original content, scoops and commentary, providing cable executives with the most comprehensive and insightful overview of the latest industry news and strategic initiatives.

“ I’M A LONG TIME READER AND FAN. IT’S ESSENTIAL TO ANY MEDIA EXECUTIVE. ” MARK CUBAN, AXS TV

CABLEFAX DAILY READERSHIP BY INDUSTRY



CABLEFAX DAILY TITLE BREAKDOWN



Special Reports

For companies that want a turnkey solution, we can propose the topic, develop & write the content. The advertiser's message is aligned with content delivered in a voice that readers know and trust.

Industry Show Issues

Gain momentum heading into & around trade shows. With comprehensive pre-show issues, show dailies and wrap-ups, CFX has you covered. Don't let the size of the show be an obstacle to your success. Partner with us to maximize engagement. Our partners include: ACA, CTAM, CTHRA, MFM/BCCA, NAB, NCTA, NAMIC, NCTC, SCTE, T. Howard, Walter Kaitz Foundation and WICT.

THE MAGAZINE

Cablefax: The Magazine is written with the same zest readers have come to expect from Cablefax Daily. All issues are true coffee-table publications that are received with great anticipation, generating much industry buzz. You never know who or what is going to make the cut! (And remember — those who do will show the magazine — and your ad — to everyone they know!)

Each issue of Cablefax: The Magazine reaches a total audience of over 48,000 in print and e-media efforts which include Cablefax Daily subscribers and The Skinny audience. Cablefax: The Magazine is distributed at the industry events throughout the year. www.cablefaxmag.com



CABLEFAX 100
June 2019



TOP OPS
July 2019



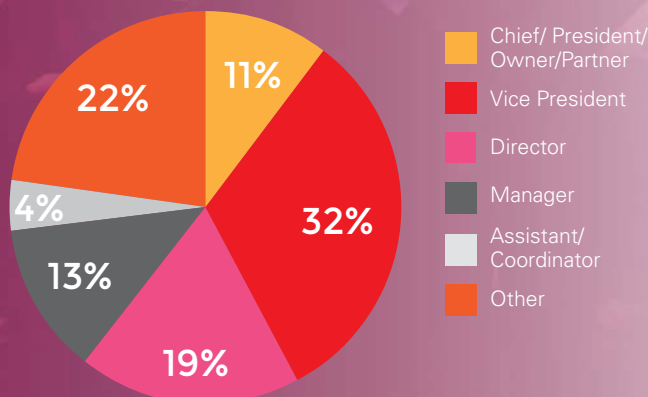
MOST INFLUENTIAL MINORITIES
September 2019



MOST POWERFUL WOMEN
November 2019

NEW THIS YEAR: Cablefax is planning a March issue recognizing the Top Places to Work in the industry, recognizing factors such as Diversity & Inclusion. Stay tuned for more details!

THE SKINNY BREAKDOWN



E-NEWSLETTER

THE SKINNY FROM CABLEFAX

FREQUENCY Weekly, Tuesday
AVERAGE DELIVERED 41,000

The Skinny from Cablefax delivers the weekly must-read cable news and events in the industry. Delivered every Tuesday—it's the ideal quick-read for the busy cable executive.



DATA MARKETING

If you're a technology company trying to gain access to highly defined executives in Cable, TV and Broadband, we have introduced a new targeting and audience extension marketing capabilities in 2019 to help you achieve your goals!

Leverage our data marketing capabilities to micro-target and intelligently message the CFX audience based on demographic and behavioral insights and generate highly qualified business leads with surgical precision!

OUR CAPABILITIES INCLUDE:

ACCOUNT BASED TARGETING: If you're interested in reaching specific job functions at specific firms or from a defined segment, we can target only companies that meet your criteria. We can also deliver messages to your prospects on our websites.

BEHAVIORIAL TRACKING AND INTELLIGENT MESSAGING: Once we have identified your prospects, we can track their engagements and specific behaviors across our digital touch points and evolve and deliver.

TRACK PROSPECTS THAT LEAVE OUR SITE ONTO OTHER MAINSTREAM WEBSITES: Utilize our website network partners to track prospects when they leave our site to engage in other mainstream sites across the Web.

Content Amplification, Thought Leadership & Lead Gen

SPONSORED CONTENT

- Create, distribute, and manage all of your content in one place
- Post unlimited content
- Fully search content through CFX
- Gate your content to obtain qualified leads

BLASTS & SURVEYS

DELIVER YOUR NEWS AND PRODUCT ANNOUNCEMENTS TO THE 39,000 BUYERS WHO OPT-IN TO CFX ELETTERS

- Your news and products sent to 23,000 opt-in subscribers
- Drive traffic to your website
- Gather leads

Enhance your leadership position in the industry by polling our readers with a co-branded survey. Sponsorship includes sponsored survey sent to our readers (Cablefax and Sponsor Name Present Survey on XYZ), that includes a link to your site, coverage of survey results (including quotes from your executives), provision of respondent list with full contact information, and co-ownership of proprietary market research data stemming from the survey.

WEBINARS

BENEFITS INCLUDE:

- Excellent lead generation
- Sponsor develops the content
- Moderated by our editors
- Provided a complete list of all registrants via web reporting
- Hosted on Cablefax for one year
- Complete marketing program to obtain attendees, including:
 - Minimum of 3 eBlasts
 - Promote on Cablefax.com
 - Promote in eNewsletters
 - Promote on social media (LinkedIn, Facebook and Twitter)


GAMIFY/POLLS

SOCIAL SHARING AND LEAD GEN PROGRAM

Run a "quick poll" with our audience on a topic of choice – get editorial coverage, leads and social shares. This is an engaging way to do quick research, connect with qualified communicators and get media coverage. A poll runs on cablefax.com for 2 weeks, plus it's promoted via email blasts, e-letters and social media.

LONG FORM MULTIMEDIA

Showcase your sponsored content with our premium high-impact display format combining long-form journalism with rich multimedia features. We'll bring your content, including whitepapers or case studies, to life in a dynamic, engaging package with immersive video, audio and graphic elements.



Sales Contact: Olivia Murray | 301.354.2010
omurray@accessintel.com

CFAX LEADERS RETREAT

OCEAN REEF CLUB, KEY LARGO
APRIL 29-30, 2019

Testimonials

RICH FICKLE, PRESIDENT, NCTC Great forum to help improve the collaboration in the industry, understanding differences, making it better. It provided me with several great ideas and created new relationships that will be highly valued. The venue and vibe were terrific...way to go Cablefax team!

LORI LEBAS, SVP, AFFILIATE PARTNERSHIP DEVELOPMENT AND OPERATIONS, THE WALT DISNEY COMPANY / ESPN Beautiful venue for an important conversation on the state of our industry.

MARK LIEBERMAN, PRESIDENT, VIAMEDIA The Cablefax 2018 Leaders Retreat was a great event where a small enough group of 40 influencers were all able to participate and contribute to the current and future direction of the media industry, generally, and the cable industry, specifically.

JIM GLEASON, CEO, VAST BROADBAND The Cablefax Retreat was a great way to hear a wide variety of opinions on industry issues and challenges. I was really impressed with the people that attended as well as the topics of discussion. I definitely had good takeaways from the meeting.

DAVE SHULL, CEO, THE WEATHER CHANNELS The Cablefax event was unique — a beautiful, low-key event where I was able to have honest, interesting conversations with peers in the industry. This is a type of event that has been sorely missing in the cable world.

CRAIG MORRIS, CEO, RIDE TV The retreat was great. It allowed time for me to get to know several very interesting and influential people within the cable industry and to have open dialog about issues with our business totally off the record. This exchange of viewpoints from across all sectors really offered a unique opportunity to better understand the why's and how's that everyone is considering when developing a go forward strategy for the future.

In Spring 2019, CFX will bring together some of the top leaders and strategists from the TV industry for an exclusive, off-the-record retreat that will mix introspective roundtable discussions and brainstorming sessions with plenty of networking activities. The goal is to fully explore the disruption taking place across media and gain insights that each participant will be able to take back to the office and apply to their businesses. This is the perfect opportunity for savvy sponsors to get valuable face time with VIPs from distributors, programmers and more. Various sponsor packages available.

TENT. LEADERS RETREAT AGENDA

APRIL 28, 2019

5:00 – 7:00 p.m. | Welcome Reception

APRIL 29, 2019 – DAY ONE

8:30 – 10:30 a.m. | Let's Get It Started: Leadership Amid Consolidation & Audience Fragmentation

10:30 – Noon | Morning Break and Welcome Brunch

Noon – 1:30 p.m. | Industry Leaders Forum: How Blockchain & AI Change Everything in Media

1:30 – 6:00 p.m. | Afternoon Activities

6:00 – 7:15 p.m. | R&R: Relax and Refresh

7:15 p.m. | Cocktail Reception

8:00 p.m. | Networking Poolside Dinner

APRIL 30, 2019 – DAY TWO

6:15 a.m. | Sunrise Walk (optional)

8:00 – 9:00 a.m. | Breakfast

9:00 – 10:30 a.m. | Industry Leaders Forum: Turning Over Every Revenue Rock

10:30 – 11:00 a.m. | Networking Break

11:00 – 12:30 p.m. | Industry Leaders Forum: Seizing the Future, Learning from the Past

12:30 – 2:00 p.m. | Lunch

2:00 – 3:00 p.m. | Industry Leaders Forum It's a Wrap... Now What Can We Take Back to the Office?

3:00 p.m. | Final Toast and Good-byes

Sales Contact: Olivia Murray | 301.354.2010
omurray@accessintel.com

EDITORIAL CALENDAR. 2019 CFX EDITORIAL CALENDAR

WHERE WE'LL BE

1/8/19	Industry	CES in Vegas (Jan. 8 - 11)
1/22/19	Industry	NAPTE in Miami (Jan. 22 - 24)
1/28/19	Industry	ReelScreen Summit in New Orleans (Jan. 28 - 31)
1/29/19	Industry	TCA in Los Angeles (Jan. 29 - Feb. 13)
2/25/19	Industry	NCTC Winter Conference in Atlanta (Feb. 25 - 26)
3/8/19	Industry	SXSW Interactive in Austin (March 8-12)
3/19/19	CFX Roundtable	CFX Roundtable at ACA
3/19/19	Industry	ACA Summit in DC (March 19-21)
4/4/19	Industry	Ski Tam / Adaptive Spirit in Vail (April 4 - 7)
4/6/19	Industry	NAB in Vegas (April 6 - 11)
4/28/19	CFX Leaders Retreat	Ocean Reef Club in Key Largo (April 28 - 30)
5/2/19	Industry	Cable Center Hall of Fame Dinner in NY
5/2/19	Industry	WICT Signature Luncheon
7/18/19	Industry	Comic-Con in San Diego (July 18-21)
7/25/19	Industry	TCA in Los Angeles (July 25 - Aug. 13)
7/28/19	Industry	Independent Show in Chicago (July 28-31)
9/16/19	Industry	Diversity Week in NY (Sept. 16-18)
9/17/19	Industry	CFX / NAMIC Diversity Breakfast
9/18/19	Industry	Kaitz Dinner in NY
9/30/19	Industry	SCTE Cable-Tec Expo in New Orleans (Sept. 30 - Oct. 3)
10/16/19	Industry	CTHRA Symposium (Oct. 16-17)
Nov. 2019	Powerful Women	Luncheon in NY
Dec. 2019	People to Watch	Luncheon in NY

SPECIAL ANNIVERSARY COVERAGE

CNBC 30th
 C-SPAN 40th
 Woodstock 50th
 ESPN 40th
 SCTE 50th
 WICT 40th
 Cablefax 30th

SUGGESTED PACKAGES

INDUSTRY EVENTS

- 3 Daily e-newsletter ads (print distribution)
- Get 2 e-blasts before and 2 after event
- 1 month leaderboard on cablefax.com

CABLEFAX AWARDS & EVENTS

- Ad in program guide and/or magazine
- Table of 10
- Branding only opportunities

THOUGHT LEADERSHIP & LEAD GEN

- Series of white paper e-blasts to targeted audience
- Webinar or Roundtable sponsorship
- Special Report in Cablefax Daily