

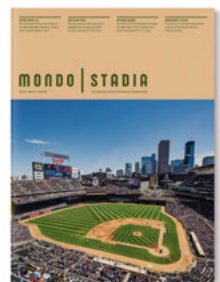
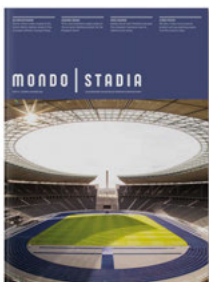
mondo | STADIA

MEDIA PACK 2019





MONDO | STADIA MEDIA PACK | 2019



W MONDO | STADIA is dedicated to covering stadiums, arenas and sporting venues, with a focus on the creative uses of state-of-the-art technology, from original architectural planning – and how they integrate that technology within the concepts – right through to the sporting events that take place. We take a closer look at the incredible audio, lighting and video systems installed at sporting venues – with a particular focus on how they impact and improve the fan experience overall.

With 5G stadiums just around the corner, we'll be reporting on how the landscape will change – revolutionising how we watch sports, from the introduction of Extended Reality through to instantly ordering half-time refreshments. We'll be covering other areas in depth, too, including the impressive broadcast setups, eSports, opening and closing ceremonies, digital infrastructure, signage, temporary structures, turf, security and much more. The coverage in MONDO | STADIA allows us to offer insight into the latest technological trends

used within stadiums, arenas and sporting venues. We'll be distributing the publication to a specialist database, which is tailored specifically to the sporting venue market. This, along with partnerships with sporting associations and key industry events, has allowed us to expand our audience reach significantly.



FEATURES | DEADLINES

FEATURES

- **Team Talk** – a guest column from the stadium and sporting venue industry
- **Drawing Board** – a first look at the latest developments on stadium and sporting venue projects while in planning
- **Kick Off** – a specific tech focus on installations and products
- **Interview** – we speak to the industry's key figures
- **Venue Focus** – we take an in-depth look at the latest stadium and sporting venue installation projects across the world
- **Product Focus** – a focus on the latest technology
- **Full Time** – a short Q&A with an industry figure

DEADLINES

Issue 06 – June | July

Print deadline: 3rd June 2019
 Advertising artwork deadline: 27th May 2019
 Tech Focus: Seating
 Bonus Show Distribution: ALSD, Major Events Summit, InfoComm, Mediatech, Sports Decision Makers Summit London

Issue 07 – August | September

Print deadline: 2nd August 2019
 Advertising artwork deadline: 26th July 2019
 Tech Focus: Audio
 Bonus Show Distribution: IBC, PLASA, World Football Summit, AVITA, PL+S Middle East

Issue 08 – October | November

Print deadline: 4th October 2019
 Advertising artwork deadline: 27th September 2019
 Tech Focus: Turf / Flooring
 Bonus Show Distribution: ALSD International, FSB, LDI, AES

Issue 09 – December | January

Print deadline: 29th November 2019
 Advertising artwork deadline: 22nd November 2019
 Tech Focus: Lighting
 Bonus Show Distribution: Stadium Business D&D Summit, CUE

Issue 10 – February | March

Print deadline: 3rd February 2020
 Advertising artwork deadline: 27th January 2020
 Tech Focus: Video
 Bonus Show Distribution: ISE

Issue 11 – April | May

Print deadline: 6th April 2020
 Advertising artwork deadline: 30th March 2020
 Tech Focus: Broadcast
 Bonus Show Distribution: PL+S Frankfurt, NAB, PL+S Guangzhou, LLB



ADVERTISING OPPORTUNITIES

PRINT

MAGAZINE TECHNICAL DATA (all sizes width before height)

Full Page

£2,500
Trim 245 x 318 mm
Type 215 x 288 mm
Bleed 251 x 324 mm

Double Page Spread

£4,500
Trim 490 x 318 mm
Type 460 x 288 mm
Bleed 496 x 324 mm

Half Page Portrait*

£1,700
94 x 280 mm

Half Page Landscape*

£1,700
200 x 134 mm

Quarter Page Portrait*

£900
94 x 134 mm

Quarter Page Landscape*

£900
200 x 70 mm

*These adverts are set on the page with a white border

SPECIAL ADVERTISING OPPORTUNITIES

Bellyband - £5,000
Gatefold - £6,000

DISCOUNT AVAILABLE FOR SERIES BOOKINGS

ONLINE WEBSITE

Double MPU
£600/month
300px x 600px

MPU
£400/month
300px x 250px

Banner - £400/month
728px x 90px

Skin - £1,500

EMAIL

NEWSLETTER AND DIGITAL EDITION SPONSORSHIP

Banner - £600
600 x 108px

E-Blast - £1,000

DIGITAL MAGAZINE

Digital Front Cover - £2,000
Video Content - £400
Please contact **Jamie** (j.dixon@mondiale.co.uk)
or **Laura** (l.liles@mondiale.co.uk) for more information.



READERSHIP

The circulation for MONDO | STADIA has been meticulously researched, so that the publication is sent to the real decision makers in the stadium and sporting venue industry.

Print copies of MONDO | STADIA are mailed out to an international database of over 9,000, while the digital edition of the publication reaches over 11,000 industry professionals who have requested the magazine.

PROFESSIONS

- **Sporting Venue Managers** – 12%
- **Developers** – 2%
- **Distributors & Dealers** – 12%
- **Manufacturers** – 3%
- **Designers & Installers** – 15%
- **Architects** – 13%
- **Engineers** – 5%
- **Acousticians** – 10%
- **Consultants** – 7%
- **System Integrators** – 18%
- **Contractors** – 2%
- **Sporting Associations** – 1%

READERSHIP

- **EMEA** – 37%
- **APAC** – 28%
- **AMERICAS** – 35%



mondo | STADIA PRESENTS

AGORA

WWW.MONDOSTADIA-AGORA.COM

The first MONDO | STADIA presents AGORA was held at ISE in 2019, with the sporting venue conference focussing on technology, the latest developments in the industry and future projects.

Through panel discussions, case studies and expert keynote speakers, AGORA explores the benefits of the latest technology, trends and techniques - analysing the impact it has and will have at modern stadiums and sporting venues around the globe.

From enhancing the fan experience and modernising stadium infrastructure, through to the planning of ceremonies and events, AGORA provides valuable insight that will help to increase knowledge and performance for future stadium and sporting venue projects.

AGORA will return as a full-day conference at ISE 2020, offering sporting venue managers and event organisers the chance to network with technology innovators and industry experts.

PLATINUM

HEADLINE EVENT SPONSOR

- Incorporation of company logo into event logo, which will be displayed on all printed and digital (including social media channels - Facebook, Twitter, Instagram and LinkedIn) material, as well as on-site event communications and signage
- 10 free tickets to the event at ISE 2020
- Full page advert in the delegate handbook

GOLD

SESSION SPONSOR

- Logo displayed on all printed and digital (including social media channels - Facebook, Twitter, Instagram and LinkedIn) material, as well as on site event communications and signage
- Branding at the event and on screen during session
- Five free tickets to the event at ISE 2020
- Full page advert in the delegate handbook

SILVER

EVENT SPONSOR

- Logo displayed on all printed and digital (including social media channels - Facebook, Twitter, Instagram and LinkedIn) material, as well as on site event communications and signage
- Two free tickets to the event at ISE 2020
- Half page advert in the delegate handbook

LUNCH SPONSOR, DELEGATE BAG SPONSOR, LANYARD SPONSOR

INTERESTED IN AGORA 2020? CONTACT **SAM** (S.HUGHES@MONDIALE.CO.UK)

SPONSORSHIP: **JAMIE** (J.DIXON@MONDIALE.CO.UK) OR **LAURA** (L.ILES@MONDIALE.CO.UK)

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PRODUCTION INFORMATION

Bitmap images need to be set at a print resolution of 300 dpi, in CMYK colour mode and saved as TIFF, JPEG or EPS.
All fonts involved within the artwork must be supplied.

Compatibility - we are MAC based and can accept the following:

Software: InDesign (preferred), Photoshop, Illustrator.

File Type: INDD, TIFF, JPEG, EPS, PDF.

Compression Types: Stuffit, Winzip.

SUBSCRIPTION

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