



TOTAL PRODUCTION MIDDLE EAST & AFRICA

[WWW.TPMEAMAGAZINE.COM](http://WWW.TPMEAMAGAZINE.COM)

# TPMEA MAGAZINE MEDIA PACK 2020





# TPMEA... THE MIDDLE EAST & AFRICA BI-MONTHLY MAGAZINE

TPMEA is the sister title to the long-established TPI Magazine. Published six times a year, TPMEA covers the creative and technical aspects of the events market in the region, including live performances, corporate and national celebrations, awards ceremonies and festivals.

Since its first issue in 2015, TPMEA has experienced exponential growth and now stands as the market-leading publication in the region for live event technology. The standalone magazine is distributed throughout the Middle East and Africa, as well as benefitting from global distribution alongside TPI every other month.

TPMEA's Tech Profiles provide in-depth coverage of the region's biggest live events, with exclusive insights from production staff, suppliers and industry insiders. Each

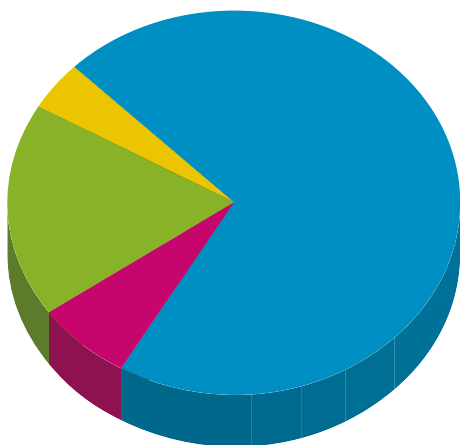
issue of TPMEA also contains exclusive interviews and company profiles, and reports on all the latest regional news to give a full picture of the region's ever-developing production industry.

Running alongside the magazine, TPMEA's digital offering comprises our dedicated website [www.tpmeamagazine.com](http://www.tpmeamagazine.com), which features regularly updated, dynamic content, as well as regular e-shots containing news, videos and views on the industry.

And that's not all. Every year TPMEA holds its annual region-specific awards ceremony in Dubai to recognise the achievements of exceptional industry individuals. Now in its third iteration, the TPMEA Awards 2020 takes place on April 21 at Dubai's Hard Rock Café.



# TPMEA CIRCULATION BREAKDOWN



<b>GCC</b>	1,927
<b>MIDDLE EAST (OTHER)</b>	183
<b>AFRICA</b>	493
<b>SURROUNDING COUNTRIES</b>	112

TPMEA is circulated to more than 8,000 production professionals throughout the Middle East, Africa and surrounding countries.

The territories covered are split into four categories: GCC, other Middle East countries, Africa, surrounding countries.

Research shows that on average, each copy of TPMEA is read by three people, creating a pass-on readership figure of over 8,000. Add this to the fact that 72% of readers surveyed always read their copy of TPMEA and 81% say they respond to advertising, and you're presented with the perfect advertising platform for your products.



AWARDS 2020

IN ASSOCIATION WITH



## TPMEA AWARDS

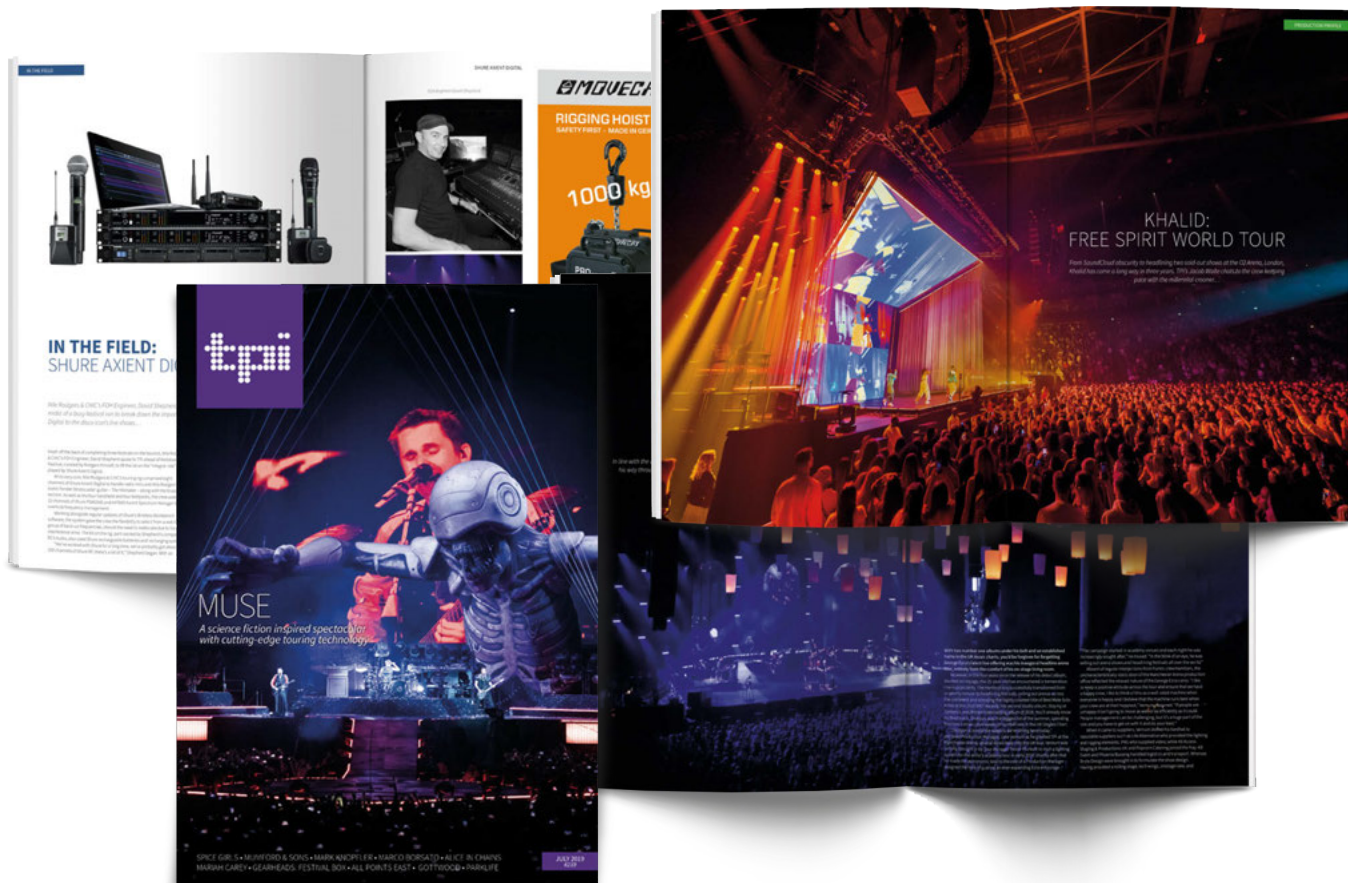
The TPMEA Awards is a chance to catch up with your industry colleagues while also taking the time to acknowledge some of the year's outstanding individuals.

As well as the awards presentation, the evening includes free food and drink, as well as plenty of time to network to your heart's content or simply celebrate another successful year.

The 2019 TPMEA Awards welcomed more than 500 guests from all corners of the region's entertainment industry, and with the 2020 TPMEA Awards set to be hosted once again at Dubai's Hard Rock Café on 21 April, this year is set to be bigger and better than ever.

For sponsorship enquiries, please contact:  
h.eakins@mondiale.co.uk or j.gawne@mondiale.co.uk





# INTRODUCTION TO TPi

- TPMEA benefits from distribution with our flagship title, TPi.
- TPi Magazine is distributed to 9,000+ professionals, with a readership of 24,000
- Circulated to almost 90 countries, with 40% of circulation targeting the UK
- Interactive digital edition available online
- Fortnightly e-newsletter circulated to 22,000
- Distributed at every associated trade show globally
- Hosts the annual production industry event, TPi Awards, attended by over 1,500 professionals
- Facebook, Twitter, Instagram and LinkedIn accounts so you can keep up to date.
- 75,000+ hits on the TPi website each month
- Media partners with the UK Festival Awards, European Festival Awards and the Event Safety Alliance Summit
- Created Production Futures and the Breakthrough Talent Awards

Launched in 1998, Total Production International (TPi) is the definitive, authoritative publication catering for the global live event production industry.

The internationally distributed magazine primarily covers the application of sound, lighting, video, staging design and new technologies in the creative environment of concert touring, theatre, festivals, live music venues and special events. No matter how big or small the production, we endeavour to cover every aspect at every level.

Since the spring of 2004, Mondiale Media Ltd. has administered the day-to-day management of the Production Services Association (PSA). The PSA and its members work to set, raise and maintain standards within our sector. TPi incorporates a regular PSA Action bulletin as part of its monthly contents, as a service to Association members.

Total Production International is published 12 times a year, is available digitally and is backed up by our fortnightly e-newsletter, our dedicated website at [www.tpimagazine.com](http://www.tpimagazine.com) and our social media accounts.

# MEET THE TPMEA TEAM



PETER IANTORNO  
EDITOR

Tel: +44 (0)161 476 8360  
Fax: +44 (0)161 429 7214  
Mob: +44 (0) 7763 233 637  
Email: p.iantorno@mondiale.co.uk



STEW HUME  
CONTRIBUTING EDITOR

Tel: +44 (0)161 476 8385  
Fax: +44 (0)161 429 7214  
Mob: +44 (0)770 2054 344  
Email: s.hume@mondiale.co.uk



JACOB WAITE  
STAFF WRITER

Tel: +44 (0)161 476 8360  
Fax: +44 (0)161 429 7214  
Mob: +44 (0) 7592 679 612  
Email: j.waite@mondiale.co.uk



HANNAH EAKINS  
COMMERCIAL DIRECTOR

Tel: +44 (0)161 476 8363  
Fax: +44 (0)161 429 7214  
Mob: +44 (0)7760 485 230  
Email: h.eakins@mondiale.co.uk



JUSTIN GAWNE  
CHIEF EXECUTIVE

Tel: +44 (0)161 476 5580  
Fax: +44 (0)161 429 7214  
Mob: +44 (0)776 885 0767  
Email: j.gawne@mondiale.co.uk



JAMES ROBERTSON  
DIGITAL EDITORIAL ASSISTANT

Tel: +44 (0)161 476 8360  
Fax: +44 (0)161 429 7214  
Mob: +44 (0) 7725 475 819  
Email: j.robertson@mondiale.co.uk

DAN SEATON  
PRODUCTION

MEL CAPPER  
PRODUCTION

## TOTAL PRODUCTION INTERNATIONAL HEAD OFFICE

Strawberry Studios, Watson Square, Stockport, Greater Manchester, SK1 3AZ, U.K. Tel: +44 (0)161 476 8360 Fax: +44 (0)161 476 7214

# TPMEA 2020 DEADLINES

## JANUARY/FEBRUARY 2020 – MEA #022

Editorial: 03/01/20

Advertising: 10/01/20

Show Distribution: **TPi Awards, London, ISE Amsterdam**

**Saudi Entertainment and Amusement Expo, Saudi Arabia,**

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## MARCH/APRIL 2020 – MEA #023

Editorial: 03/03/20

Advertising: 10/03/20

Show Distribution: **TPMEA Awards, Dubai, CABSAT, Dubai**

**Prolight & Sound, Frankfurt**

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## MAY/JUNE 2020 – MEA #024

Editorial: 04/05/20

Advertising: 11/05/20

Includes the TPMEA Awards write-up

Show Distribution: **InfoComm, Las Vegas**

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## AUGUST/SEPTEMBER 2020 – MEA #025

Editorial: 03/07/20

Advertising: 10/07/20

Show Distribution: **PLASA, London**

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## OCTOBER/NOVEMBER 2020 – MEA #026

Editorial: 04/09/20

Advertising: 11/09/20

**JOY Expo, Saudi Arabia, LDI, Las Vegas**

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## DECEMBER/JANUARY 2020 – MEA #027

Editorial: 02/11/20

Advertising: 09/11/20

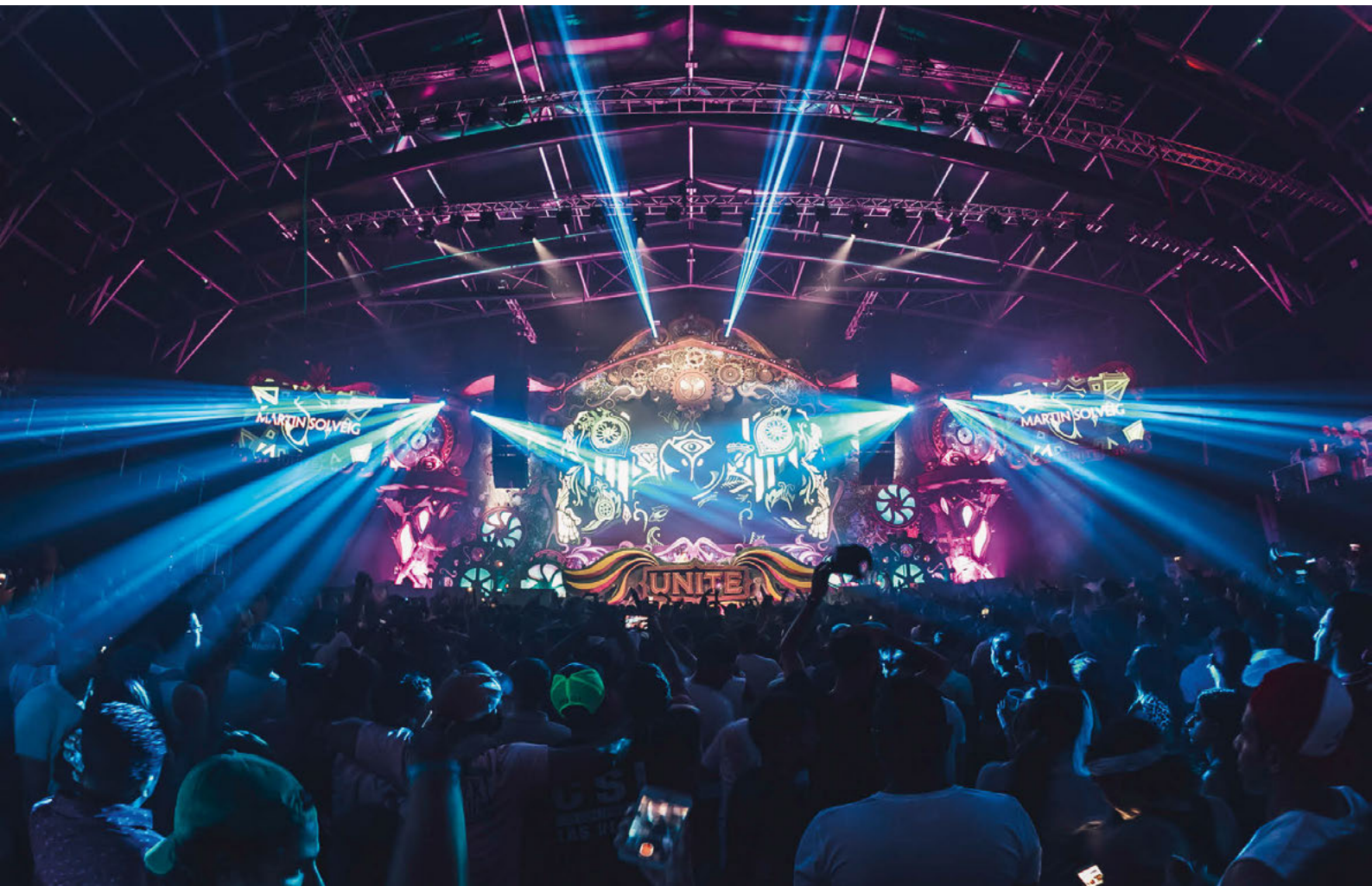
If you would like to participate in any of these features, please contact:

Editor Stew Hume: [s.hume@mondiale.co.uk](mailto:s.hume@mondiale.co.uk) or Assistant Editor Peter Iantorno, [p.iantorno@mondiale.co.uk](mailto:p.iantorno@mondiale.co.uk).

For events and sponsorship information please contact Hannah Eakins: [h.eakins@mondiale.co.uk](mailto:h.eakins@mondiale.co.uk).

For advertising information please contact Lyndsey Hopwood: [l.hopwood@mondiale.co.uk](mailto:l.hopwood@mondiale.co.uk) or Harley Daniels [h.daniels@mondiale.co.uk](mailto:h.daniels@mondiale.co.uk)

Alternatively, please call the TPMEA office on +44 (0)161 476 8360.



# ADVERTISING RATES

<i>FULL COLOUR</i>	<i>(£+VAT)</i>	<i>SPECIAL POSITIONS</i>	
Full Page	£2400	Inside Front Cover	£2700
Half Page	£1400	Inside Back Cover	£2400
Half Page Island	£1600	Outside Back Cover	£3200
One Third Page	£1100	Bellyband	£2500
Quarter Page	£900	Gatefold	£6000

*\*Maximise your brand's exposure – sponsor a page of the magazine, please contact us for more information. Inserts accepted by arrangement. Price depends on size, number and weight.*

## *TPMEA ADVERTISING*

Tel: +44 (0)161 476 8360

Fax: +44 (0)161 429 7214

Email: Lyndsey Hopwood: l.hopwood@mondiale.co.uk

Harley Daniels: h.daniels@mondiale.co.uk

## *EVENTS AND SPONSORSHIP*

Tel: +44 (0)161 476 8360

Fax: +44 (0)161 429 7214

Email: Hannah Eakins: h.eakins@mondiale.co.uk,

Justin Gawne: j.gawne@mondiale.co.uk,



# ONLINE ADVERTISING

## WWW.TPMEAMAGAZINE.COM

There are a number of advertising options available on tpmeamagazine.com. These can be supplied as jpeg, png, gif or swf and should be less than 150KB. There will be an associated charge if you require us to create this for you.

Banners and leaderboard spaces hold a maximum of three adverts on rotation. The adverts will receive equal exposure on the site. Prices are also given for sole use of the advertising space.

### 1. LEADERBOARD (728 x 90 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	1500	1-3 months	3000
4-6 months	1400	4-6 months	2800
7-9 months	1300	7-9 months	2600
10-12 months	1200	10-12 months	2400

### 2. NEWS BANNER 1 (728 x 90 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	1000	1-3 months	2000
4-6 months	900	4-6 months	1800
7-9 months	800	7-9 months	1600
10-12 months	700	10-12 months	1400

### 3. NEWS BANNER 2 (728 x 90 pixels)

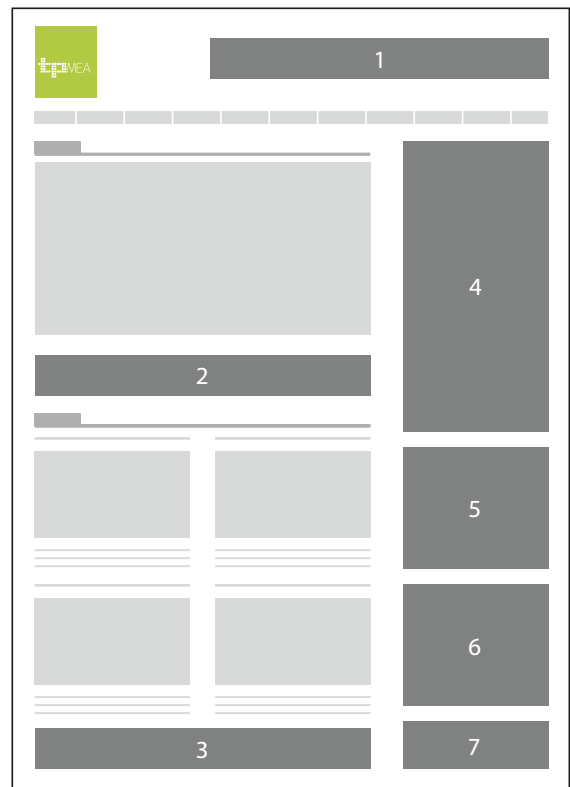
Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	800	1-3 months	1600
4-6 months	750	4-6 months	1500
7-9 months	700	7-9 months	1400
10-12 months	650	10-12 months	1300

### 4. SUPER BANNER (300 x 600 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	1500	1-3 months	3000
4-6 months	1400	4-6 months	2800
7-9 months	1300	7-9 months	2600
10-12 months	1200	10-12 months	2400

### 5. BANNER 1 (300 x 250 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	1400	1-3 months	2800
4-6 months	1300	4-6 months	2600
7-9 months	1200	7-9 months	2400
10-12 months	1100	10-12 months	2200



### 6. BANNER 2 (300 x 250 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	800	1-3 months	1600
4-6 months	750	4-6 months	1500
7-9 months	700	7-9 months	1400
10-12 months	650	10-12 months	1300

### 7. MINI-BANNER (300 x 100 pixels)

Rotation of 3	Cost (£)	Sole Use	Cost (£)
1-3 months	500	N/A	
4-6 months	450	N/A	
7-9 months	400	N/A	
12 months	350	N/A	

SKIN (please ask for details)

## DIGITAL ADVERTISING RATES

### TPMEA E-NEWSLETTER BANNER AD £800

Campaigns will be invoiced in advance.

Two TPMEA newsletters will be sent out per month

### EMAIL BLAST £1500

Campaigns will be invoiced in advance.

It is also possible to send a one-off personalised email blast to our database. The e-newsletter is an essential resource for the industry, informing readers of new developments at TPi, forthcoming content and all the latest news stories, videos, interviews and features on our website.

# ADVERTISING TECHNICAL DATA

ALL DIMENSIONS: HEIGHT BEFORE WIDTH

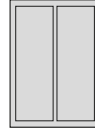
## FULL PAGE

Type 277 mm x 190 mm  
 Bleed 303 mm x 216 mm  
 Trim 297 mm x 210 mm

## DPS

Type 277 mm x 380 mm  
 Bleed 303 mm x 426 mm  
 Trim 297 mm x 420 mm

FULL PAGE



DPS



THE FOLLOWING ADVERTS ALL FLOAT ON THE PAGE WITH A WHITE MARGIN

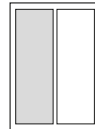
## 1/2 PAGE PORTRAIT

Size 277 mm x 92.5 mm

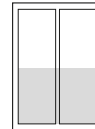
## 1/2 PAGE LANDSCAPE

Size 136 mm x 190 mm

1/2 PAGE



Portrait



Landscape

## 1/3 PAGE PORTRAIT

Size 277 mm x 60 mm

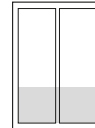
## 1/3 PAGE LANDSCAPE

Size 90 mm x 190 mm

1/3 PAGE



Portrait



Landscape

## 1/4 PAGE PORTRAIT

Size 136 mm x 92.5 mm

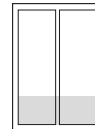
## 1/4 PAGE LANDSCAPE

Size 66 mm x 190 mm

1/4 PAGE



Portrait



Landscape

### PLEASE NOTE

- All TRIM pages must have a 3mm bleed on all sides.
- For TRIM adverts, type and important subject matter should be kept within the TYPE area.
- You should allow 8mm between DPS adverts for binding. Please call for more information.

# PRODUCTION DATA

## IF YOU ARE SENDING COMPLETED ARTWORK:

- To be sent either on CD or files sent via FTP. We can also accept email files under 20MB.
- Images need to be set at a print resolution of 300dpi, (CMYK) saved as TIFF, JPEG or EPS.
- Logos produced in Illustrator need to be converted to paths or curves.
- All fonts involved within the artwork must be supplied.
- A colour proof of your ad must be supplied with artwork.
- Please call for advice on whether to send artwork in PDF format.

## IF WE ARE PRODUCING YOUR ARTWORK:

- Any text to be put into an email or saved as a .txt file in Word.
- Digital images supplied need to be set at a print resolution of 300 dpi, (CMYK) saved as TIFF, JPEG or EPS (pictures from the web cannot be used for print).
- Colour references for logos to be sent as Pantone process or CMYK.
- An email or fax of the artwork will be sent to you for approval.

## COMPATIBILITY

We are  Mac based and can accept the following :

Software used : Adobe Photoshop, InDesign, Illustrator, Acrobat.  
File Type : PDF\*, TIFF, JPEG, INDD, AI, EPS.

\*If sending artwork in PDF format, please ensure all images are minimum 300dpi and all colours used are CMYK. For further guidance please contact us.

We **DO NOT** accept artwork made in CorelDRAW, Microsoft Publisher, Word or PowerPoint.

## FTP DETAILS

Address: c7775736.myzen.co.uk  
Username: sharedftp01@c7775736.myzen.co.uk  
Password: SharedftP01!

We recommend using a dedicated FTP client to connect to our server, as web browsers cannot always access it properly.

All advertising artwork and sponsorship branding should be sent to your account handler:

**HANNAH EAKINS**

Email: h.eakins@mondiale.co.uk

**JUSTIN GAWNE**

Email: j.gawne@mondiale.co.uk

**LYNDSEY HOPWOOD**

Email: l.hopwood@mondiale.co.uk

**HARLEY DANIELS**

Email: h.daniels@mondiale.co.uk

TPMEA Magazine

Strawberry Studios, Watson Square, Stockport, Greater Manchester, SK1 3AZ, UK.

From everyone at Team TPMEA, we look forward to working with you.