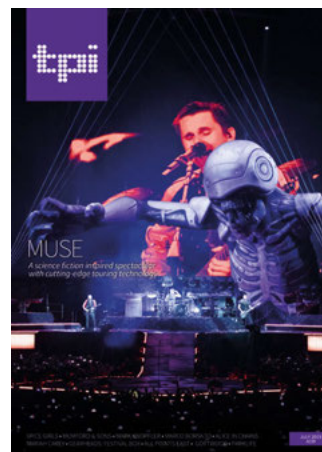


TPI MEDIA PACK 2020

Live Event Design and Production

WWW.TPIMAGAZINE.COM • WWW.TPIAWARDS.COM • WWW.PRODUCTIONFUTURES.CO.UK





INTRODUCTION TO TPI

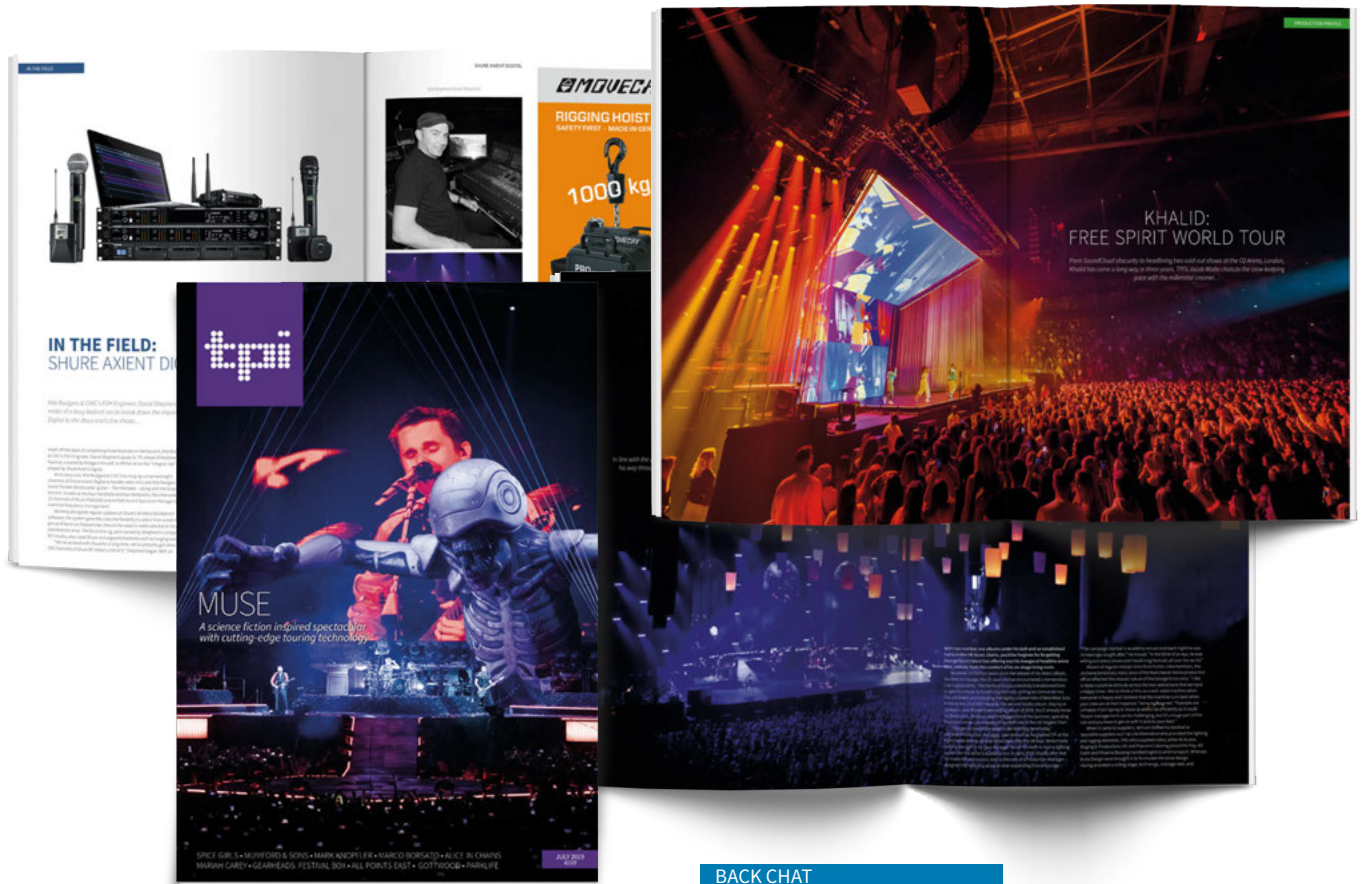
- TPI Magazine is distributed to 9,000+ professionals, with a readership of 24,000
- Circulated to almost 90 countries, with 40% of circulation targeting the UK
- Interactive digital edition available online
- Fortnightly e-newsletter circulated to 22,000
- Distributed at every associated trade show globally
- Hosts the annual production industry event, TPI Awards, attended by over 1,500 professionals
- Facebook, Twitter, Instagram & 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, Knight of Illumination Awards
- Created Production Futures and the Breakthrough Talent Awards - paving the way for the next generation of industry professionals

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 throughout the year.

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 - the best live event service companies, technicians and designers - work to set, raise and maintain standards within our sector. Total Production International incorporates a regular PSA Action bulletin as part of its monthly contents, as a service to Association members and other interested parties.

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 and our social media accounts.



EDITORIAL

PRODUCTION PROFILE

The backbone of TPi's editorial coverage is its live Production Profile reports, which cover every discipline involved in putting on a live event. These features are supported by images from award-winning, globally renowned photographers.

Since its inception, Total Production International has reported on hundreds of productions from around the globe, often exclusively. No other magazine covers more live shows in as much detail.

This approach gives a real world view of how technology and design is being applied in this creative environment, giving the ultimate reference for tour managers, production managers, event coordinators, promoters, engineers, manufacturers, distributors, service companies and end users.

EVENT FOCUS

This opening section hones in on a specific area within a live event - such as rigging, visual elements or sound design - bringing individual touring and live event skills to the forefront.

GEAR HEADS

We focus on a recent product launch, delivering an R&D perspective on where the technology in question fits in the market. Technical trends and innovation are a key part of engaging our readership.

FUTURE INSIGHTS

The latest news and products from the tradeshow floor.

CLOCKING OFF

TPi likes to keep community at the forefront. With this in mind, Clocking Off appears as a personal column written by industry names in which they reveal how and why they're raising money for charitable causes.

IN THE FIELD

In this section we take a look at a new product to the market and how its being used in the field.

PRODUCTION FUTURES

We speak to the next generation of touring and live technology professionals.

BACK CHAT

Our very sought-after informal back page interview highlights one person's career to date.

MARKET FOCUS

TPi's Market Focus feature hones in on a different topic each month. The trends, innovations, and new product launches of the moment will be detailed by industry experts, be that manufacturers, rental houses, vendors or distributors. The chosen subject matter for each issue is listed in the print deadlines section. All editorial entries are FoC.

FESTIVAL FOCUS

From June – October, TPi attends and reports on more festivals than any other technical production magazine, globally.

DIGITAL DOMAIN

The TPi website - www.tpimagazine.com - features a digital edition of the magazine, extra content and serves as an up-to-the-minute news portal. Video stories and interviews add another dimension to TPi media. We also have a free app for all smart devices. Our Facebook, Twitter and Instagram pages also offer the industry a forum for debate, community and news sharing.

READERSHIP & ADVERTISING

The combination of our international circulation and acclaimed editorial coverage has resulted in an unparalleled relevant readership. Research has confirmed that Production Profiles are highly regarded amongst our readers.

Research also shows that on average, each copy of Total Production International is read by three people, creating a pass on readership figure of over 24,000. Add this to the fact that 72% of readers surveyed always read their copy of Total Production International and 81% say they respond to advertising, and you're presented with the perfect, live-specific advertising platform for your products.

EVENTS

Mondiale Media's extensive events portfolio relevant to our readership include the TPi Awards, Daytime TPi, Production Futures and the TPi Breakthrough Talent Awards.



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

TPMEA is the sister title to the long-established TPi Magazine. Published 6 times a year to reflect the MEA event season, TPMEA covers the creative and technical aspects of the event market in the region, including live performances, corporate and national celebrations, awards ceremonies and festivals.

In the space of 4 years TPMEA has exhibited exponential growth, now standing as the market-leading publication in the region for live event technology. The standalone magazine is distributed throughout the MEA, as well as benefitting from global distribution alongside TPi every other month.

TPMEA's in-depth Tech Profiles provide insight on live events from production staff, suppliers and industry insiders. TPMEA also runs regional round-ups, exclusive interviews and company profiles to give a full picture of the ever-developing MEA

production industry, with each issue being introduced by a key industry player and a bi-monthly column from International Live Events Association (Middle East) board members.

Backing up the magazine is be our dedicated website www.tpmeamagazine.com, which features regularly updated, dynamic content and a monthly e-shot containing news, video and views on the industry.

In May 2018, TPMEA followed the example of its 20-year-old sibling with the launch of a region-specific awards ceremony to recognise the achievements of exceptional industry individuals. The awards were a huge success and the 2020 event will take place on April 21.



MEET THE TPI TEAM



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TPI 2020 DEADLINES

JANUARY 2020

Editorial: 3/12/19 Advertising: 10/12/19

Show Distribution: **NAMM, Anaheim, CA and ISE, Amsterdam**

FEBRUARY 2020

Editorial: 27/01/20 Advertising: 27/01/20

Show Distribution: **Daytime TPI and TPI Awards**

MARCH 2020

Editorial: 17/02/20 Advertising: 24/02/20

Show Distribution: **Prolight + Sound Frankfurt**

APRIL 2020

Editorial: 13/03/20 Advertising: 20/03/20

Show Distribution: **PLASA Focus Leeds**

MAY 2020

Editorial: 21/04/20 Advertising: 28/04/20

Show Distribution: **ABTT, London,**

Stage | Set | Scenery, Berlin, InfoComm, Las Vegas

JUNE 2020 - FESTIVAL FOCUS

Editorial: 18/05/20 Advertising: 25/05/20

JULY 2020 - FESTIVAL FOCUS

Editorial: 15/06/20 Advertising: 22/06/20

AUGUST 2020 - FESTIVAL FOCUS

Editorial: 20/07/20 Advertising: 27/07/20

SEPTEMBER 2020 - FESTIVAL FOCUS -

Editorial: 18/08/20 Advertising: 25/08/20

Show Distribution: **PLASA, London, IBC, Amsterdam**

OCTOBER 2020 - FESTIVAL FOCUS

Editorial: 17/09/20 Advertising: 24/09/20

Show Distribution: **LDI, Las Vegas**

NOVEMBER 2020

Editorial: 16/10/20 Advertising: 23/10/20

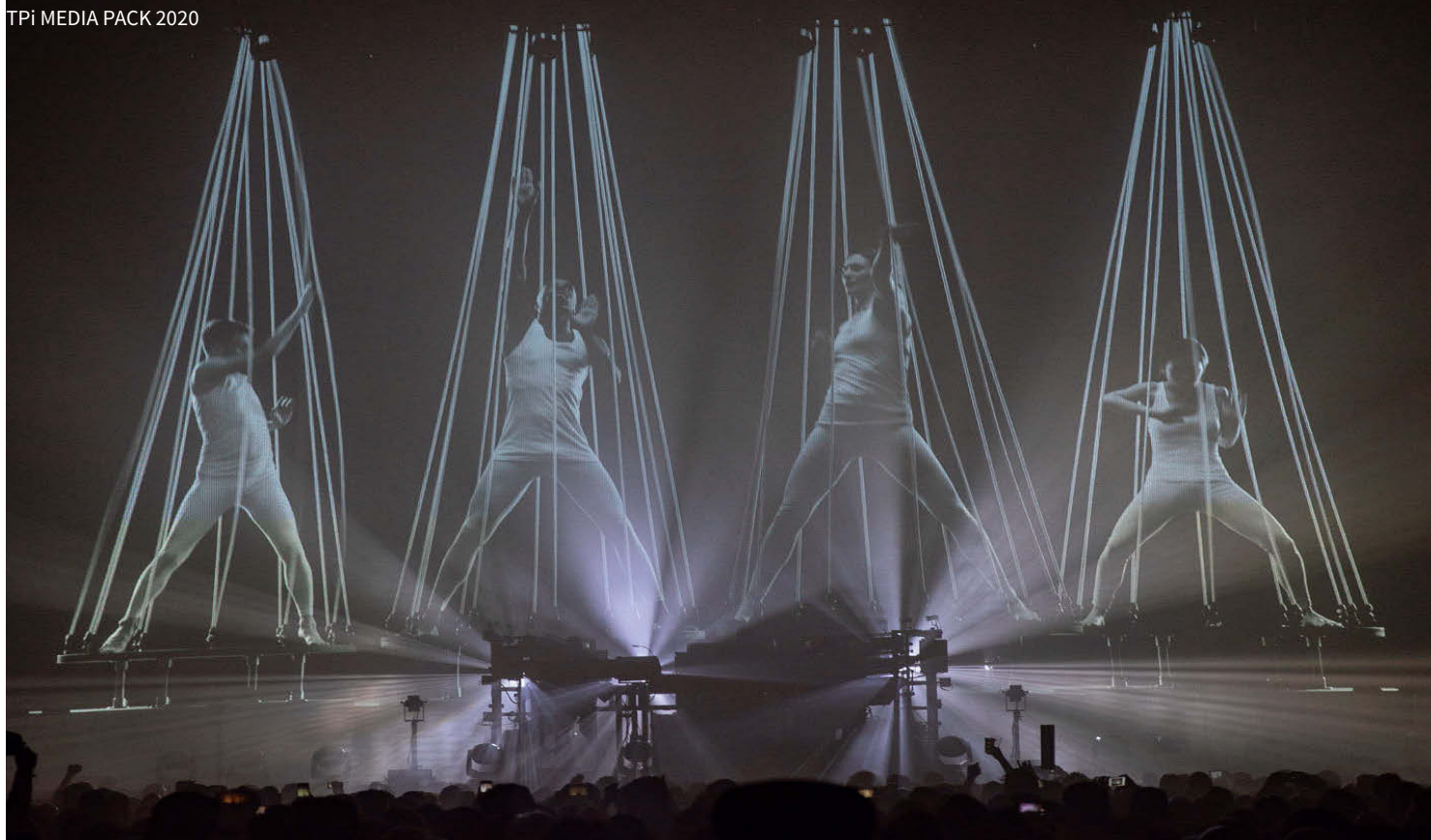
Show Distribution: **JTSE, Paris, Production Futures**

DECEMBER 2020

Editorial: 18/11/19 Advertising: 25/11/19

Show Distribution: **NAMM, California**

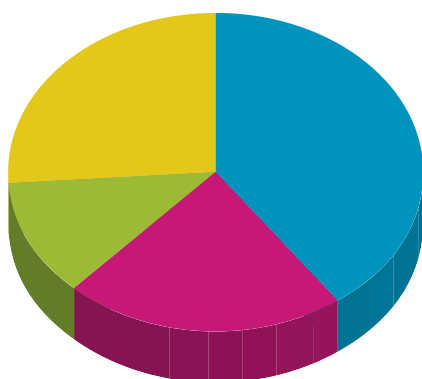
If you would like to participate in any of these features, please contact Editor Stew Hume: s.hume@mondiale.co.uk or Staff Writer Jacob Waite j.waite@mondiale.co.uk. For social media enquiries, please contact James Robertson: j.robertson@mondiale.co.uk. For advertising please contact Hannah Eakins: h.eakins@mondiale.co.uk, Lyndsey Hopwood: l.hopwood@mondiale.co.uk. Alternatively, please call the TPI office on +44 (0)161 476 8360.



CIRCULATION BREAKDOWN

Total Production International is circulated to over 24,000 production professionals in 9,000 locations in almost 90 countries.

The territories covered are split into four categories:



UK & IRELAND	3600
EUROPE	1980
NORTH AMERICA	1080
REST OF THE WORLD	2340

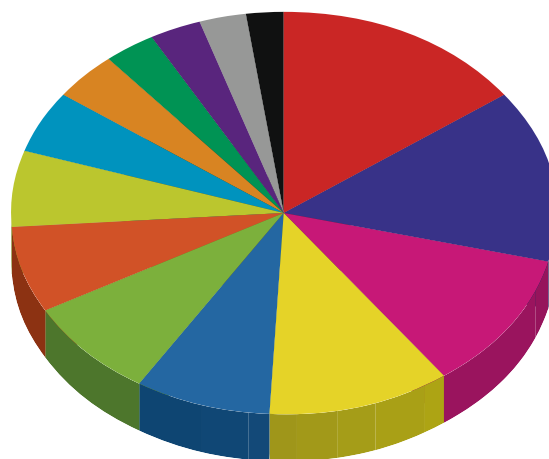
For more information on subscriptions and circulation please contact:

MARKETING & CIRCULATION / SUBSCRIPTIONS

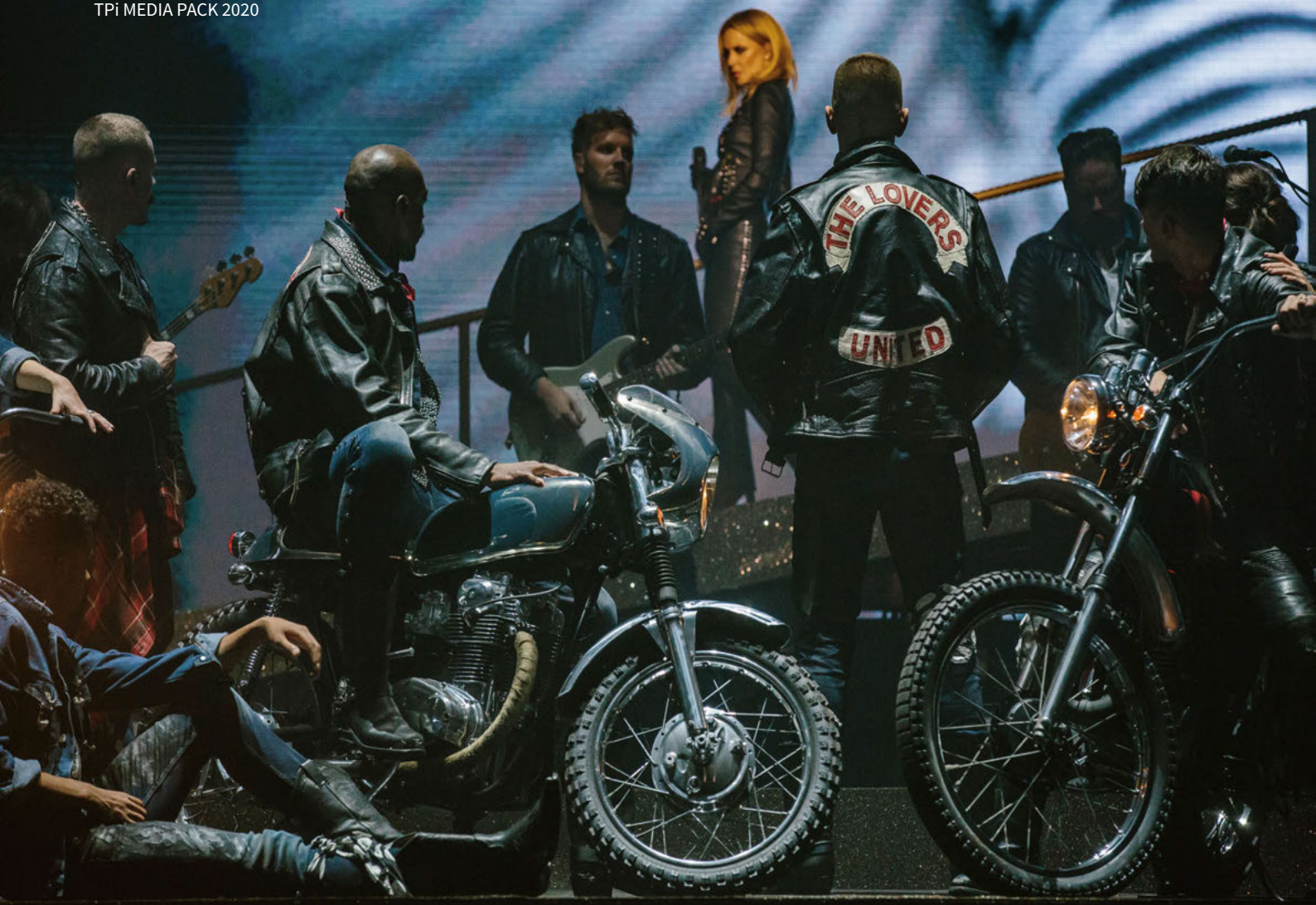
Tel: +44 (0)161 476 5580
Email: subscriptions@mondiale.co.uk

Annual subscriptions (including P&P): £42 (UK), £60 (Europe), £78/\$125 (RoW).

READERSHIP PROFILE



PRODUCTION RENTAL COMPANIES	1350
PRODUCTION /TOUR MANAGERS	1260
GENERAL EVENT SUPPLIERS	990
TECHNICIANS / CREW	990
EVENT CO-ORDINATORS	720
DISTRIBUTORS	720
MANUFACTURERS	630
SHOW DESIGNERS	540
TECHNICAL COLLEGES	450
REHEARSAL FACILITIES	360
VENUES	270
BOOKING AGENCIES	270
PROMOTERS	270
OTHER	180



ADVERTISING RATES

FULL COLOUR	(£+VAT)	SPECIAL POSITIONS		SERIES DISCOUNTS:
Double Page Spread	£4000	Inside Front Cover	£2700	3 Insertions - 5% 6 Insertions - 10% 12 Insertions - 20%
Full Page	£2400	Inside Back Cover	£2400	
Half Page	£1400	Outside Back Cover	£3200	
Half Page Island	£1600	Bellyband	£2500	Inserts accepted by arrangement. Price depends on size, number and weight.
One Third Page	£1100	Gatefold	£6000	
Quarter Page	£900			

**Maximise your brand's exposure - sponsor a page of the magazine, please contact us for more information.*

TOTAL PRODUCTION INTERNATIONAL ADVERTISING

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ONLINE ADVERTISING

WWW.TPIMAGAZINE.COM

There are a number of advertising options available on tpimagazine.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

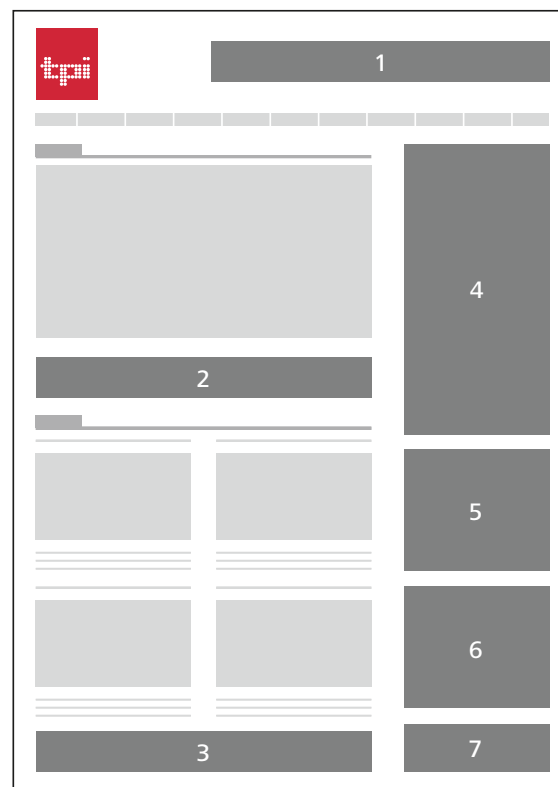
6. BANNER 2 (300 x 250 pixels)

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

TPi E-NEWSLETTER BANNER AD

£800

Campaigns will be invoiced in advance.

JOB MAILER

£450 per insertion

Campaigns will be invoiced in advance.

EMAIL BLAST

£1500

Campaigns will be invoiced in advance.

It is also possible to send a one-off personalised email blast to our database of 22,000 registered users. 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

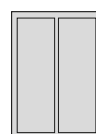
FULL PAGE

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

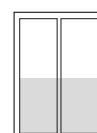
1/2 PAGE LANDSCAPE

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

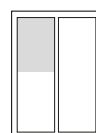
1/4 PAGE PORTRAIT

Size 136 mm x 92.5 mm

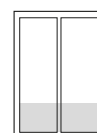
1/4 PAGE LANDSCAPE

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

LYNDSEY HOPWOOD
Email: l.hopwood@mondiale.co.uk

HARLEY DANIELS
Email: h.daniels@mondiale.co.uk

Total Production International

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

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