

mondo | STADIA

MEDIA PACK 2020





WELCOME

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 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 projects 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 Q&A with an industry figure

DEADLINES

Issue 09 – December | January

Print deadline: 29th Nov 2019

Advertising artwork deadline: 22nd Nov 2019

Tech Focus: Turf / Sports Flooring

Bonus Show Distribution: Stadium Business D&D Summit, CUE

Issue 10 – February | March

Print deadline: 3rd Feb 2020

Advertising artwork deadline: 27th Jan 2020

Tech Focus: Video

Bonus Show Distribution: ISE

Issue 11 – April | May

Print deadline: 9th April 2020

Advertising artwork deadline: 30th Mar 2020

Tech Focus: Broadcast

Bonus Show Distribution: PL+S Frankfurt, NAB, PL+S Guangzhou, LLB

Issue 12 – June | July

Print deadline: 5th June 2020

Advertising artwork deadline: 29th May 2020

Tech Focus: Audio

Bonus Show Distribution: ALSD, MEI Summit, InfoComm, Sports Decision Makers Summit, WFS Asia, International Sports Convention

Issue 13 – August | September

Print deadline: 7th Aug 2020

Advertising artwork deadline: 31st July 2020

Tech Focus: Communications

Bonus Show Distribution: IBC

Issue 14 – October | November

Print deadline: 9th Oct 2020

Advertising artwork deadline: 2nd Oct 2020

Tech Focus: Lighting

Bonus Show Distribution: ALSD International, Sportel Monaco, UK Sports & Venues Summit, Host City

Issue 15 – December | January

Print deadline: 4th Dec 2020

Advertising artwork deadline: 27th Nov 2020

Tech Focus: Seating

Bonus Show Distribution: WFS Africa, ISE



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 – 18%
Developers – 5%
Head of Technology – 11%
Manufacturers – 3%
Designers & Installers – 9%
Architects – 4%
Engineers – 7%
Acousticians – 8%
Consultants – 8%
System Integrators – 14%
Contractors – 4%
Clubs & Associations – 9%

READERSHIP

UK – 17%
Western Europe – 21%
Rest of Europe – 14%
North America – 18%
Central & South America – 6%
Asia & Australia – 12%
Middle East – 11%
Africa – 1%

ADVERTISING OPPORTUNITIES

ADVERTISING RATES

Full Page	£2500
Double Page	£4500
Half Page Portrait	£1700
Half Page Landscape	£1700
Quarter Page Portrait	£900
Quarter Page Landscape	£900

**discounts are available for series bookings*

SPECIAL ADVERTISING OPTIONS

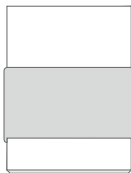
In addition to regular advertising pages, there are further options to increase your visibility within the magazine. All options listed can be discussed with our advertising staff who can explain the different options in more detail.

BELLYBAND

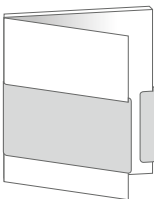
Wrap Around

A bellyband is a furnished paper outsert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece.

Cost: £5000



In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by gluing the ends of the bellyband onto your ad.



INSERTS

Tipped On (Glued) Insert + Full Page Ad

Add visual interest to your full page advertisement by glueing a removable postcard or insert to the page.

Price on request

Loose Insert

Inserts or postcards loosely inserted into the magazine without an advertising page.

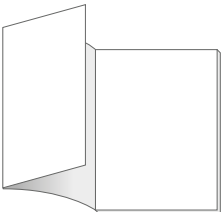
Price on request

SPECIAL COVER

Three-page gatefold

A two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.

Cost: £6000



PRINT TECHNICAL DATA

MECHANICAL DATA

ALL DIMENSIONS: HEIGHT BEFORE WIDTH

Full Page

Trim 245 x 318 mm
Type 215 x 288 mm
Bleed 251 x 324 mm

Double Page Spread

Trim 245 x 318 mm
Type 215 x 288 mm
Bleed 251 x 324 mm

FULL PAGE



DPS



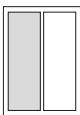
Half Page Portrait*

94 x 280 mm

Half Page Landscape*

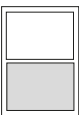
200 x 134 mm

1/2 PAGE

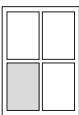


PORTRAIT

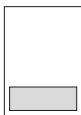
1/4 PAGE



LANDSCAPE



PORTRAIT



LANDSCAPE

Quarter Page Portrait*

94 x 134 mm

Quarter Page Landscape*

200 x 70 mm

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

PRODUCTION DATA

If you are sending completed artwork:

- Send via email, FTP or online transfer services.
- Artwork needs to be set at a print resolution of 300dpi, (CMYK) saved as PDF, TIFF, JPEG or EPS.
- All elements included within any supplied PDF must adhere to the following specification:- CMYK – no spot colours or RGB; no embedded colour profiles or tailored colour settings.
- All fonts within the artwork must be supplied.
- A colour proof of your ad must be supplied with artwork.
- We do not accept artwork made in COREL Draw, Microsoft Publisher, Word or PowerPoint.

If we are producing your artwork:

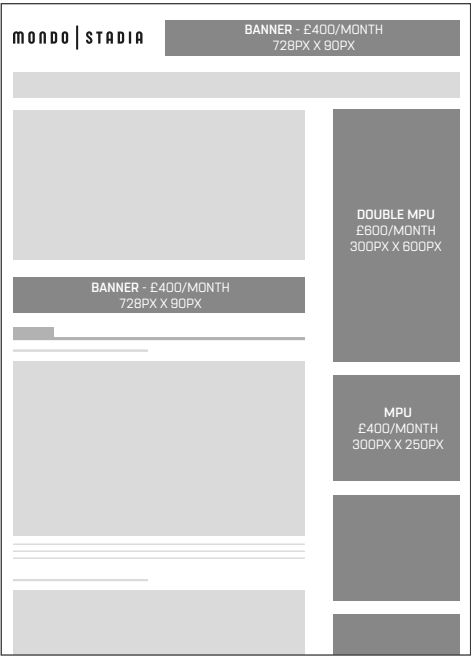
- Any text to be put into an email or saved as a .txt file
- Digital images supplied need to be set at a print resolution of 300 dpi, (CMYK) saved as TIFF, JPEG or EPS. Pictures from the web can not be used for print.
- Colour references for logos to be sent as CMYK.
- An email of the artwork will be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

Compatibility:

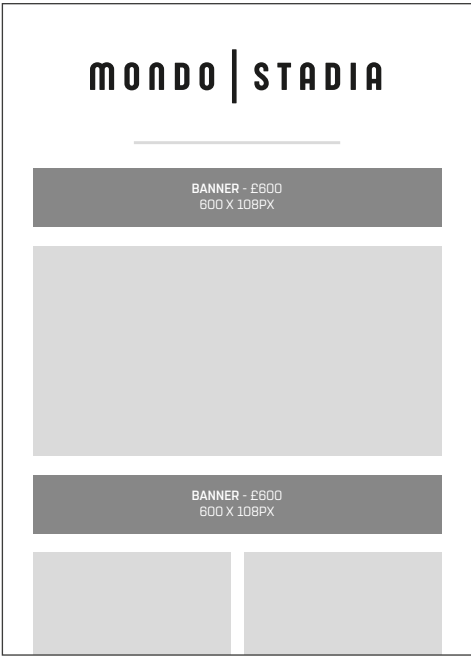
We are Mac based and can accept the following formats: PDF, AI, EPS, TIFF, JPEG, INDD.
Software used: InDesign, Photoshop and Illustrator.

DIGITAL ADVERTISING

WEBSITE



NEWSLETTER



DIGITAL MAGAZINE

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

E-BLAST

MONDO | STADIA provides a direct e-mail service
to our international database of over 9,000.

The cost for this service is £1,500.



MONDO | STADIA PRESENTS

AGORA

THE INTERNATIONAL CONFERENCE FOR TECHNOLOGY IN SPORTING VENUES

13 FEBRUARY 2020 | ISE | RAI AMSTERDAM

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.

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)

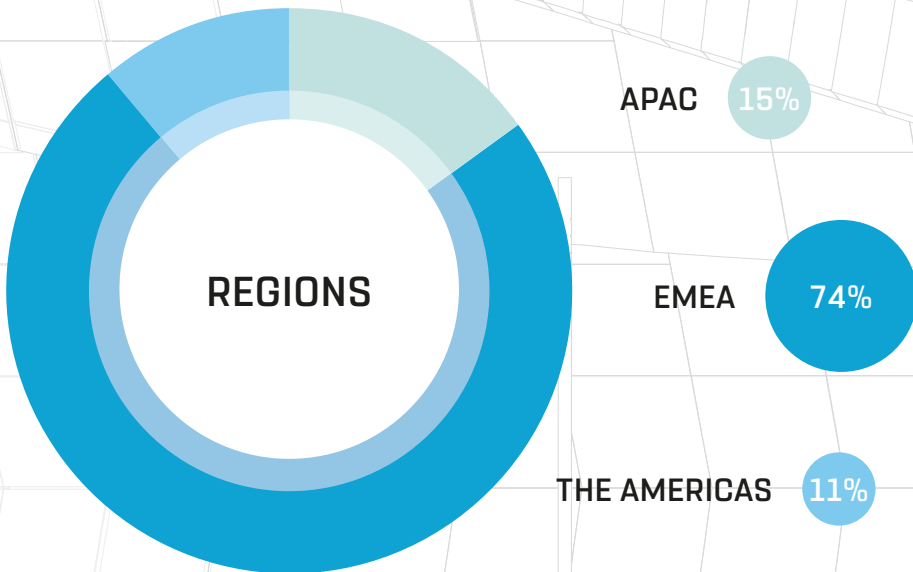
DELEGATES

JOB TITLES

Application Manager
Architectural Market Manager
BDM Stadia
Business Development Director
CEO
Chief Steward in Charge
Deputy Managing Director
Director
Director of Business Development
Director of Special Projects
Director of Tech Services

General Manager - Development
General Manager - Sports Division
Global Segment Director Sports & Arenas
Head of global Educ. & Appl.Supp.
Head of Sports Projects
Head of Technology
Project Engineer
R&D Acoustics
Sound Engineer
Venue Manager

OVER 100 DELEGATES





HEADLINE SPONSOR £20,000

HEADLINE EVENT SPONSOR (ONE AVAILABLE)

- Logo included in all printed pre-event marketing materials, pre-event show guide (distributed in the Dec/Jan issue of MONDO STADIA), on the day delegate handbook and the post event book (distributed in the Feb/Mar issue of MONDO | STADIA)
- Incorporation of company logo into event log, 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
- Promotional space with poseur table and room for a pull up banner on the day by the stage. On display for the whole event (One of Six)
- Bag insert, branded merchandise to be handed out to delegates
- Ten free conference passes
- Full page advert in the delegate handbook

GOLD £10,000

EVENT SPONSOR (FIVE AVAILABLE)

- Logo included in all printed pre-event marketing materials, pre-event show guide (distributed in the Dec/Jan issue of MONDO | STADIA), on the day delegate handbook and the post event book (distributed in the Feb/Mar issue of MONDO | STADIA)
- Company 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
- Promotional space with poseur table and room for a pull up banner on the day by the stage. On display for the whole event. (One of Six)
- Bag insert, branded merchandise to be handed out to delegates
- Five free conference passes
- Full page advert in the delegate handbook



SILVER £5,000

EVENT SPONSOR

- Logo included in all printed pre-event marketing materials, pre-event show guide (distributed in the Dec/Jan issue of MONDO | STADIA), on the day delegate handbook and the post event book (distributed in the Feb/Mar issue of MONDO | STADIA)
- Company 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 conference passes
- Half page advert in the delegate handbook

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- LUNCH SPONSOR £3000
- DELEGATE BAG SPONSOR £2000 (BAG SUPPLIED BY SPONSOR)
- LANYARD SPONSOR £2000 (LANYARD SUPPLIED BY SPONSOR)
- BRANDED MERCHANDISE IN THE DELEGATE BAG £1000
- WATER SPONSOR £1000

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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

IF YOU WOULD LIKE TO SUBSCRIBE TO MONDO | STADIA,
VISIT **WWW.MONDOSTADIA.COM/REGISTER-YOUR-INTEREST**

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