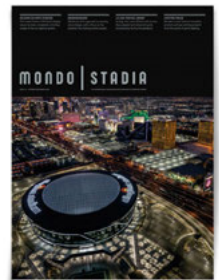
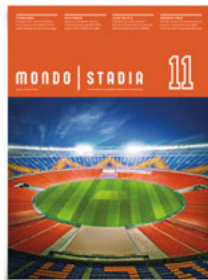
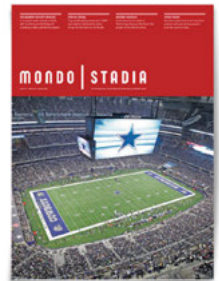


MONDO | STADIA

MEDIA PACK 2021





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

Company Profile – an in-depth look at a company from the industry

DEADLINES

Issue 15 – December | January 2020

Print deadline: 4th Dec 2020

Advertising artwork deadline: 30th Nov 2020

Tech Focus: Video

Issue 19 – August | September

Print deadline: 13th Aug 2021

Advertising artwork deadline: 6th Aug 2021

Tech Focus: Comms, Mics & Bodypacks

Issue 16 – February | March

Print deadline: 12th Feb 2021

Advertising artwork deadline: 5th Feb 2021

Tech Focus: Broadcast

Issue 20 – October | November

Print deadline: 8th Oct 2021

Advertising artwork deadline: 1st Oct 2021

Tech Focus: Audio

Supplement: Digital Signage

Issue 17 – April | May

Print deadline: 9th April 2021

Advertising artwork deadline: 2nd April 2021

Tech Focus: Seating

Supplement: Lighting

Issue 21 – December | January

Print deadline: 10th Dec 2021

Advertising artwork deadline: 3rd Dec 2021

Tech Focus: Lighting

Issue 18 – June | July

Print deadline: 11th June 2021

Advertising artwork deadline: 4th June 2021

Tech Focus: Ticketing & Access Solutions



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

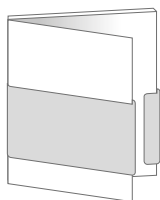
Wrap Around

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.

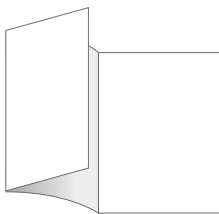
Price on request

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*

280 x 94 mm

Half Page Landscape*

134 x 200 mm

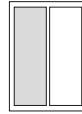
Quarter Page Portrait*

134 x 94 mm

Quarter Page Landscape*

70 x 200 mm

1/2 PAGE



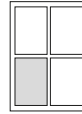
PORTRAIT

1/4 PAGE

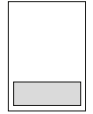


LANDSCAPE

1/4 PAGE



PORTRAIT



LANDSCAPE

*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.

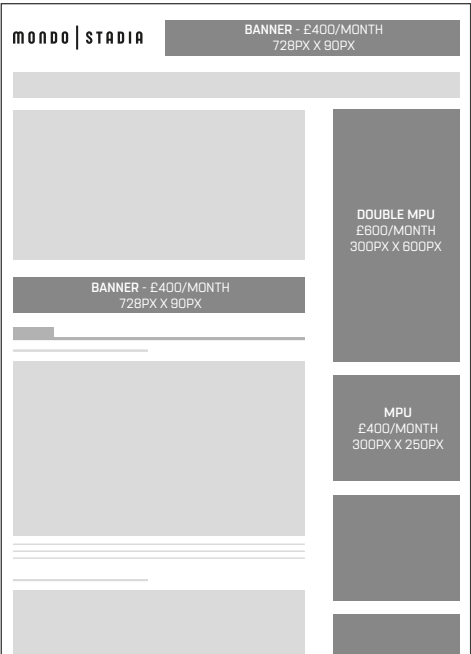
Compatibility:

We are Mac based and can accept the following formats: PDF, AI, EPS, TIFF, JPEG, INDD.

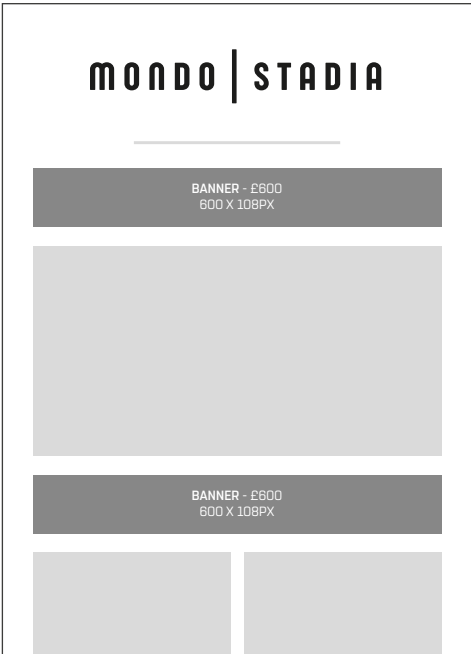
Software used: InDesign, Photoshop and Illustrator.

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

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 2021 in Barcelona, with an online event also coming soon, to offer sporting venue managers and event organisers the chance to network with technology innovators and industry experts.

INTERESTED IN AGORA 2021? CONTACT SAM (S.HUGHES@MONDIALE.CO.UK)
SPONSORSHIP: JAMIE (J.DIXON@MONDIALE.CO.UK) OR LAURA (L.ILES@MONDIALE.CO.UK)

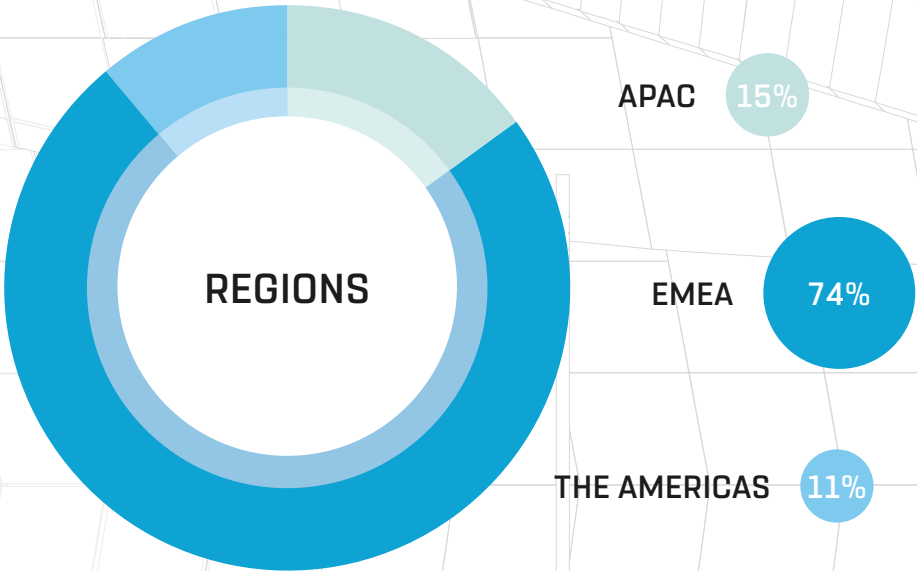
DELEGATES

JOB TITLES

Application Manager
Architectural Marketing 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 Architect
Head of Sports Projects
Head of Technology
Project Engineer
R&D Acoustics
Sound Engineer
Stadium Director
Venue Manager

OVER 100 DELEGATES

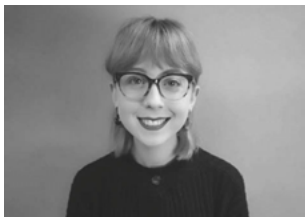


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MONDO | STADIA 

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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

MONDO | STADIA

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