

An aerial night view of a large stadium, likely the London Stadium, with a green tint. The stadium's distinctive arch structure is visible in the upper half, and the tiered seating bowl is seen from above in the lower half.

mondo | STADIA

THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY AND DESIGN IN SPORTING VENUES

MEDIA PACK 2024

WWW.MONDOSTADIA.COM

WHO WE ARE & WHAT WE DO

MONDO | STADIA is a publication and creative production house dedicated to the sporting venue technology and design industry.

Since our launch in 2017, a whole host of sporting venues, clubs, leagues, associations, architects and technology manufacturers have trusted us to communicate their stories to the wider industry.

From original architectural planning through to live sporting events, we take a closer look at how state-of-the-art technology and forward-thinking design has revolutionised how we consume sport within a venue.

Our team has a wealth of experience, with print and digital magazines, videos, podcasts, social media, conferences and events all forming a multimedia offering that captures the ingenuity and passion of the sporting venue industry.



PUBLICATION

WHO READS MONDO | STADIA?

- Sporting Venue Owners
- Developers & Operators
- Club Executives & Department Leaders
- Heads of Technology
- Sporting Associations
- Senior Principals in Architecture, Engineering & Construction
- System Integrators & Contractors
- Leading Technology Companies
- Industry Events & Conference Attendees

MONDO | STADIA is the international publication for technology, design, construction, operations and events within the sporting venue industry.

Produced bimonthly, MONDO | STADIA is a high-end, coffee table publication, distributed in print and online to over 9,000 readers across the world. The circulation has been meticulously researched to give advertisers access to key decision makers and top industry professionals.

This, along with partnerships with sporting associations and key industry conferences and events - offers unparalleled exposure for those looking to expand their reach into the industry.



FEATURES & THEMES

INTERVIEW

An in-depth discussion with the industry's key figures.

TEAM TALK

A thought leadership column on a specific topic in the sporting venue industry.

VENUE FOCUS

We take a deep dive into the latest stadium and sporting venue projects across the world.

PRODUCT FOCUS

A full-page feature on a company's specific technology. Contact to discuss pricing.

FULL TIME PROFILE

An in-depth feature on a company, club or association. Contact to discuss pricing.

DRAWING BOARD

A first look at the latest developments on sporting venue projects while in planning. Enhanced, six-page advertorial option available.

MONDO | STADIA CONTENT INCLUDES:

- Architecture & Design
- Audio
- Broadcast
- Comms, Mics & Bodypacks
- Construction
- Digital Infrastructure
- EPOS
- esports
- Engineering
- Facility Management
- Fan Engagement
- Hospitality & Catering
- Integration
- Lighting
- Roofing
- Seating
- Security
- Sustainability
- Temporary Structures
- Ticketing & Access
- Turf & Flooring
- Video & Digital Signage

DEADLINES

ISSUE 33 - Dec | Jan 23

Deadline: 4th Dec 23

ISSUE 34 - Feb | Mar

Deadline: 9th Feb 24

ISSUE 35 - Apr | May

Deadline: 5th Apr 24

ISSUE 36 - Jun | Jul

Deadline: 31st May 24

ISSUE 37 - Aug | Sep

Deadline: 2nd Aug 24

ISSUE 38 - Oct | Nov

Deadline: 4th Oct 24

ISSUE 39 - Dec | Jan 24

Deadline: 6th Dec 24

PUBLICATION

READERSHIP

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PROFESSIONS

Sporting Venue Managers – 21%
Developers – 4%
Head of Technology – 14%
Manufacturers – 3%
Designers & Installers – 7%
Architects – 8%
Engineers – 5%
Acousticians – 6%
Consultants – 5%
System Integrators – 9%
Contractors – 4%
Clubs & Associations – 14%

READERSHIP

UK – 17%
Western Europe – 21%
Rest of Europe – 12%
North America – 21%
Central & South America – 6%
Asia & Australia – 11%
Middle East – 10%
Africa – 2%

PRINT TECHNICAL DATA

MECHANICAL DATA

ALL DIMENSIONS: HEIGHT BEFORE WIDTH

Full Page

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

Double Page Spread

Trim 318 x 490 mm
Type 288 x 460 mm
Bleed 324 x 496 mm

FULL PAGE



DPS



Half Page Portrait*

280 x 94 mm

Half Page Landscape*

134 x 200 mm

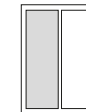
Quarter Page Portrait*

134 x 94 mm

Quarter Page Landscape*

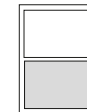
70 x 200 mm

1/2 PAGE



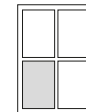
PORTRAIT

1/4 PAGE

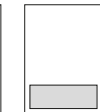


LANDSCAPE

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.

PUBLICATION



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

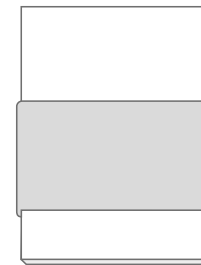
In addition to regular advertising pages, there are further options to increase your visibility within the magazine. All options listed can be discussed with our advertising staff who can explain the different options in more detail.

BELLYBAND

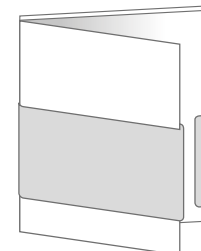
Wrap Around

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.

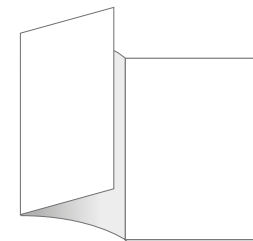
Price on request

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



DIGITAL & SOCIAL

SOCIAL MEDIA

Promotion across our Facebook, Twitter, Instagram and LinkedIn channels is available, either as a specific social media approach or part of a wider campaign.

Want to send a press release? Contact Sam (s.hughes@mondiale.co.uk)

Interested in web advertising? Contact Jamie (j.dixon@mondiale.co.uk)

@MONDOSTADIA  /MONDOSTADIA  @MONDOSTADIA  MONDO | STADIA 

DYNAMIC VIDEO ADVERTISING

If you want to take your print advert to the next level, MONDO | STADIA offers dynamic video advertising, allowing you to promote your brand using the power of video.

What do you get?

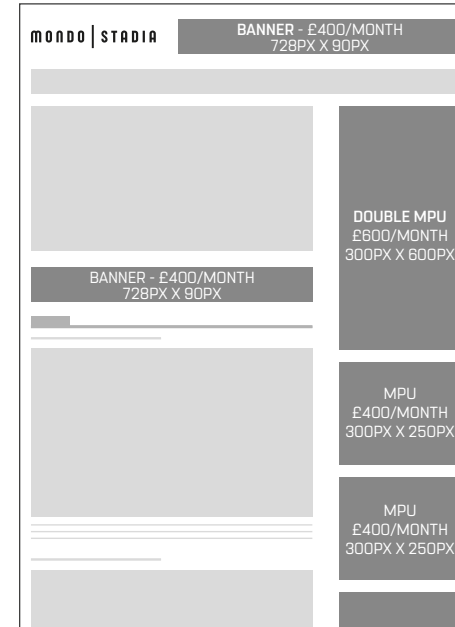
- Advert in both print and digital editions of MONDO | STADIA
- Video can be a short interview or promotional material
- Video will be hosted on our Commentary Box platform
- Video will be shared across our social media channels

Digital Edition: £3,000

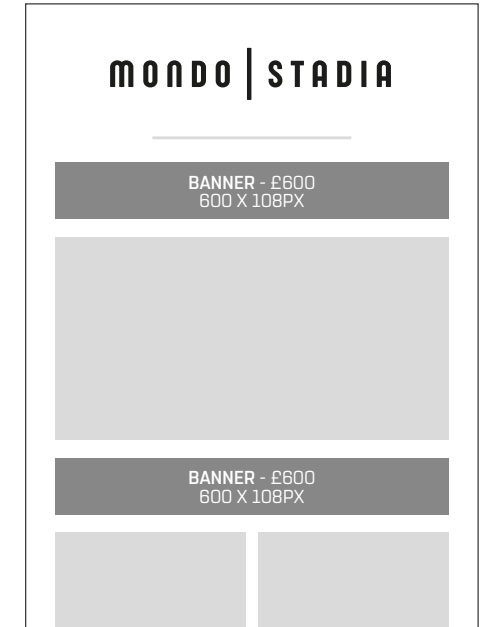
Print and Digital Edition: £4,000

DIGITAL ADVERTISING

WEBSITE



NEWSLETTER



WEBSITE STATISTICS

- 12,700 average page views per month
- 10,600 average unique users per month

Please contact **Jamie** (j.dixon@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.



AUDIO & VIDEO

MONDO | STADIA COMMENTARY BOX

COMMENTARY BOX

Commentary Box provides you with a platform to showcase your video and audio content to the sporting venue industry.

Hosted on the MONDO | STADIA website, your stadium tours, interviews, product demos, podcasts or webinars are promoted through our dedicated channel, extensively shared across our social media platforms and sent to our e-mail database of 9,000+.

Cost: £1,000

MONDO | STADIA PODCAST

The MONDO | STADIA Podcast gives you the opportunity to reach the industry through informative, thought leadership discussion, with our team interviewing representatives from venues, clubs and companies.

The MONDO | STADIA Podcast can focus on a specific topic, project or product, allowing you to go into detail and highlight aspects that would be of real interest to the sporting venue business.

- Sound file provided for promotional / marketing purposes
- Dedicated e-mail to our database of 11,000 promoting the podcast
- Promotion on MONDO | STADIA's website and social media channels
- Optional feature and full-page advert in print publication

Podcast: £2,000

Podcast with print feature and full-page advert: £3,000



EXPERIENTIAL SERVICES & OPTIONS

STADIA | SESSIONS

For clubs, architects and suppliers of sporting venue projects; **STADIA | SESSIONS** is a new intimate space to share ideas, specify projects and network. Curated by MONDO | STADIA, the international publication and creative production house for technology and design in sporting venues, the two-day programme comprises a series of meetings and seminars interspersed with ample networking opportunities within beautiful surroundings. **STADIA | SESSIONS** is a series of events connecting the very best people creating exceptional sporting venue projects around the world. Comprising of four key elements: Speed+Sync meetings, Symposia speaker sessions, Sustenance breakouts and Social celebrations. Guests attend **STADIA | SESSIONS** to specify and source projects; to escape, regenerate and rebuild, in beautiful, spacious surroundings.

MONDO | STADIA CONFERENCES

MONDO | STADIA presents **AGORA** is the preeminent conference exploring the innovative uses of technology and forward-thinking design within sporting venues. 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.



ROUNDTABLES

Offering an opportunity for industry professionals to come together and discuss a relevant topic within the sporting venue business, MONDO | STADIA's Roundtable events can be a thought leadership discussion involving multiple parties, or standalone event for a company to showcase its work.

Why choose a Roundtable event?

- Establish yourself as a thought leader in a specific part of the industry and showcase your solutions
- Network with key industry contacts
- Can either be an in-person event or online
- Post-event recording and print feature for maximum promotion
- Full brand exposure - e-mail, social media and event
- Full-page print advert

NETWORKING EVENTS

Whether it's to showcase a project, launch a product or simply bring the industry together, MONDO | STADIA can work with you to provide the perfect solution.

TEAM SHEET



SAM HUGHES
EDITORIAL DIRECTOR

s.hughes@mondiale.co.uk
+44 (0)7482245961



JAMIE DIXON
COMMERCIAL DIRECTOR

j.dixon@mondiale.co.uk
+44 (0)7970111717

@MONDOSTADIA 

/MONDOSTADIA 

@MONDOSTADIA 

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SUBSCRIPTION

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

MONDO | STADIA

+44(0)161 476 8340
MONDO | STADIA magazine, Mondiale Media Ltd,
Strawberry Studios, Watson Square, Stockport, SK1 3AZ

