

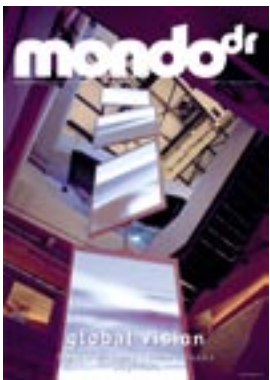


mondo^{dr}

the international publication for technology in entertainment

MEDIA PACK

WELCOME



Established in 1990 **mondo*dr** has over 20 years experience in the international marketplace for lighting, sound and video equipment, showcasing some of the most impressive installations worldwide in theatres, nightclubs, stadia, museums and cruise ships. In fact, any venue that has entertainment technology installed to enhance the visitor experience.

With its target audience of distributors, dealers, installers and system integrators, the magazine provides unrivalled in-depth editorial features allowing readers an overview of the installed international marketplace.

Published in English, **mondo*dr** also has the unique feature of coming in two multilingual versions; the European/American edition, which has articles translated into French, German, Italian and Spanish, and the Asia/Pacific edition, which has Chinese, Arabic and Russian translations.

mondo*dr is read by major decision-makers and buyers throughout the world. With a circulation of over 13,000 addresses in over 120 countries, we are constantly improving our distribution through a commitment to exhibiting at most international expos throughout the world, and by visiting new markets.

"THEY LOVE THE REP CONCEPT: YOU TAKE THE RISK, YOU DO THE TRAVELLING, YOU INVEST YOUR TIME... AND IF YOU'RE SUCCESSFUL YOU'LL MAKE LOTS OF MONEY. IF YOU'RE NOT, YOU WON'T."

FRANCIS WILLIAMS



CRUISE SHIPS

THE OFFERS OF MULTI-FUNCTIONAL CRUISE SHIPS ARE INCREASINGLY APPROPRIATE, WHICH WITH THE FOCUS ON BOARD ENTERTAINMENT OFFERS THE TRAVELLER THE BEST OF BOTH WORLDS.

BELLOVE OF THE CASE

Stavros Niarchos Foundation, Athens, Greece, 2008

The Stavros Niarchos Foundation is a private foundation established in 2008. It is the largest private foundation in Greece and the largest in the Balkans. The foundation is dedicated to the promotion of the arts, culture, and education in Greece and the Balkans. The foundation has a long history of supporting the arts and culture in Greece and the Balkans. The foundation has a long history of supporting the arts and culture in Greece and the Balkans.



METROPOOL

Metropool is a leading provider of lighting and sound solutions for large-scale events and venues. The company has a long history of providing high-quality lighting and sound solutions for a wide range of clients, including government, corporate, and entertainment. The company has a long history of providing high-quality lighting and sound solutions for a wide range of clients, including government, corporate, and entertainment.



PALME MIDDLE EAST DUBAI

Palme Middle East is a leading provider of lighting and sound solutions for large-scale events and venues. The company has a long history of providing high-quality lighting and sound solutions for a wide range of clients, including government, corporate, and entertainment. The company has a long history of providing high-quality lighting and sound solutions for a wide range of clients, including government, corporate, and entertainment.

FEATURES LIST



WORLD TRADING SURVEY 2012

Our annual directory of manufacturers, distributors, dealers and installers worldwide.

Bonus Show Distribution: All Shows in 2012

Listings deadline: 18.11.11 | Advertising deadline: 25.11.11

ISSUE 22.2 • JANUARY / FEBRUARY 2012

Report: Video & Visuals

Product Guide: Theatrical Lighting

Bonus Show Distribution: The ARC Show, London; ISE, Amsterdam; The GET Show, Guangzhou; Guangzhou Expo Pro Sound & Light, Guangzhou

Editorial deadline: 14.12.11 | Advertising deadline: 06.01.12

ISSUE 22.3 • MARCH / APRIL 2012

Report: Cinema

Product Guide: Lighting Control

Bonus Show Distribution: Prolight + Sound, Frankfurt; Palme Middle East, Dubai

Editorial deadline: 17.02.12 | Advertising deadline: 24.02.12

ISSUE 22.4 • MAY / JUNE 2012

Report: LED

Product Guide: Amplifiers

Additional Supplement: Euro 2012

Bonus Show Distribution: Palm Expo, Beijing; Palm Expo, Mumbai; KOBA, Seoul; Infocomm, Las Vegas; ABTT, London

Editorial deadline: 20.04.12 | Advertising deadline: 27.04.12

ISSUE 22.5 • JULY / AUGUST 2012

Report: Architectural Audio

Product Guide: Smoke Machines & FX

Bonus Show Distribution: Integrate, Sydney; Entech, Melbourne

Editorial deadline: 18.06.12 | Advertising deadline: 25.06.12

ISSUE 22.6 • SEPTEMBER / OCTOBER 2012

Report: Trussing

Product Guide: Video Projectors

Additional Supplement: London 2012

Bonus Show Distribution: PLASA, London; Prolight + Sound, Shanghai; Broadcast India, Mumbai; Expo Music, Sao Paulo; Infocomm Middle East, Dubai

Editorial deadline: 17.08.12 | Advertising deadline: 24.08.12

ISSUE 23.1 • NOVEMBER / DECEMBER 2012

Report: Theatres & Concert Halls

Product Guide: Loudspeakers

Bonus Show Distribution: MICS, Monte Carlo; JTSE, Paris; Inter BEE, Tokyo; JAPEX, Jakarta

Editorial deadline: 19.10.12 | Advertising deadline: 26.10.12

WORLD TRADING SURVEY 2013

Our annual directory of manufacturers, distributors, dealers and installers worldwide.

Bonus Show Distribution: All Shows in 2013

Listings deadline: 20.11.12 | Advertising deadline: 27.11.12

Please note: features are subject to change

DIGITAL MEDIA



ADVERTISING COSTS

Animation £195.00

Video £295.00

DIGITAL EDITION

mondo*dr is now available, every issue, as a digital edition. Benefits of the digital edition of mondo*dr are: the immediate delivery to all readers wherever they are in the world; the ability to search the magazine for relevant information; bookmarking of important articles; an online archive of previous issues and the enhancement of the reader experience with interactive multimedia. All editorial within the digital edition, which has an email or website address connected to it has a live link to that address.

All adverts booked in the print edition of the magazine will also appear in the digital edition free of charge.

To enhance the interactivity of your advertising page, live links can be added to all email and web address and also further enhanced with Flash animation and video. Editorial within each edition can also be enhanced with animation and video. There is a small cost associated with these additions.

EMAILS

As well as producing the print edition, its digital version, and the website, mondo*dr also produces four emails each month. Two dedicated to news from around the world, one specific to installations and finally one to new products available. Distributed to over 15,000 addresses around the world, sponsorship of the emails is available and costs from £600 for a single email down to £150 for a series of 12. Products can be booked on the new product email and cost £150 per product which includes a full listing on the website product section.



NEW PRODUCTS



LATEST VENUES



BREAKING NEWS HEADLINES

WEBSITE



Our digital content has been streamlined over the last year making the website a user-friendly, dynamic information resource.

There are three sizes of advert available on **www.mondodr.com**. These can be jpeg, gif or swf format and should be less than 30KB file size. There will be an associated charge if you require mondo*dr to create this for you.

A maximum of three adverts can be placed on rotation in each available advertising space. The adverts will receive equal exposure on the site.

SKYSCRAPER

The Skyscraper is 120 pixels x 600 pixels and sits on the right hand side of the page.

ADVERTISING COSTS

- £350 per month (minimum of 3 months)
- £300 per month (3 – 6 months)
- £250 per month (6 – 9 months)
- £200 per month (12 months)

MINI SKYSCRAPER

The Mini Skyscraper is 120 pixels x 240 pixels and sits on the right hand side of the page.

ADVERTISING COSTS

- £300 per month (minimum of 3 months)
- £275 per month (3-6 months)
- £225 per month (6-9 months)
- £175 per month (12 months)

FOOTER

728 pixels x 90 pixels.

ADVERTISING COSTS

- £325 per month (minimum of 3 months)
- £275 per month (3-6 months)
- £225 per month (6-9 months)
- £175 per month (12 month)

PRODUCTION

ADVERTISING TECHNICAL DATA

Dimensions: Height before width

FULL PAGE



DPS



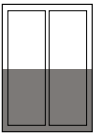
Full Page

Type 310 mm x 210 mm
Bleed 339 mm x 242 mm
Trim 333 mm x 236 mm

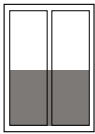
DPS

Type 310 mm x 446 mm
Bleed 339 mm x 478 mm
Trim 333 mm x 472 mm

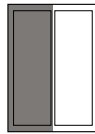
1/2 PAGE



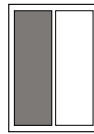
Landscape



Landscape
(for floating ad set to TYPE size)



Portrait



Portrait
(for floating ad set to TYPE size)

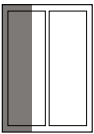
1/2 Page Portrait

Type 310 mm x 106 mm
Bleed 339 mm x 116 mm
Trim 333 mm x 113 mm

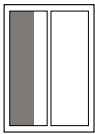
1/2 Page Landscape

Type 150 mm x 210 mm
Bleed 157 mm x 242 mm
Trim 154 mm x 236 mm

1/3 PAGE



Portrait



Portrait
(for floating ad set to TYPE size)



Landscape



Landscape
(for floating ad set to TYPE size)

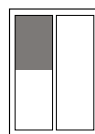
1/3 Page Portrait

Type 310 mm x 75 mm
Bleed 339 mm x 85 mm
Trim 333 mm x 82 mm

1/3 Page Landscape

Type 102 mm x 210 mm
Bleed 116 mm x 242 mm
Trim 113 mm x 236 mm

1/4 PAGE (both ads float on page)



Portrait



Landscape

1/4 Page Portrait

Type 145 mm x 110 mm

1/4 Page Landscape

Type 64 mm x 210 mm

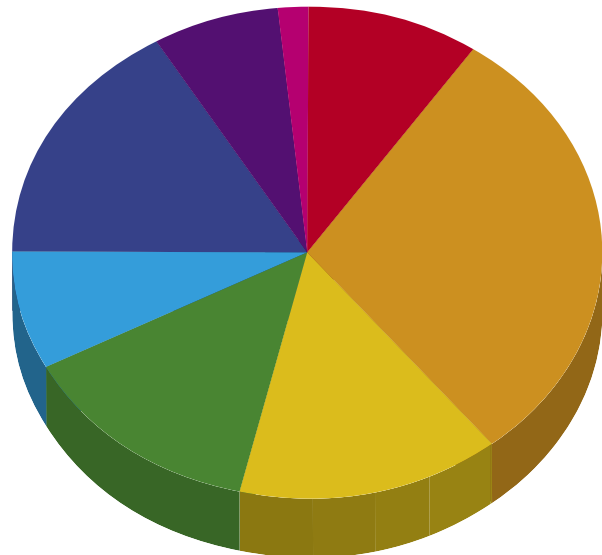
PLEASE NOTE:

All bleed pages must have a 3mm bleed on all sides.
 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.

CIRCULATION & READERSHIP

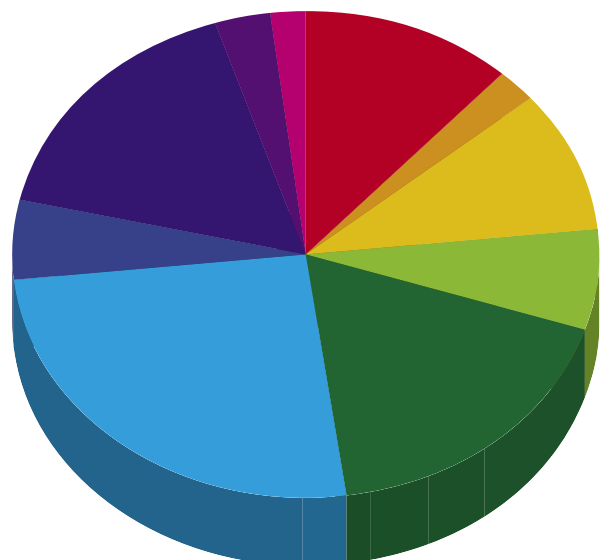
mondo*dr worldwide circulation

UK	1289
Western Europe	3962
Rest of Europe	1942
North America	1823
Central and South America	1041
Asia & Australasia	2185
Middle East	926
Africa	212



mondo*dr readership by area of interest

Specifiers/Designers/Architects	1672
Lighting Manufacturers	324
Audio manufacturers	1343
Other manufacturers	958
Lighting Distributor/Dealer	2534
Audio Distributor/Dealer	3667
Other Distributor/Dealer	721
Installer/System integrator	2335
Venues	447
Venue Operator	265



PUBLICATION RATES & DATA

ADVERTISING RATES

Gatefold	£5550.00
Double Page Spread	£4100.00
Full Page	£2300.00
Half Page	£1700.00
Third Page	£1300.00
Quarter Page	£900.00

* all quoted rates assume British Pounds Sterling

* prices are correct at time of print.

SUBSCRIPTION INFORMATION

Annual Subscription Rates (7 issues)

UK: £30.00 / Europe: £50.00 / Rest of World: £65.00

2 year rates are available on request

Subscribe online at www.mondiale.co.uk

or call +44 (0)161 476 5580

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PRODUCTION INFORMATION

All adverts are produced digitally. We do not accept film.

- 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.
- A charge will only be incurred if artwork is sent incorrectly
- A colour proof of your advert must be supplied with artwork.

Compatibility: We are MAC based and can accept the following:

Software used: InDesign (preferred), Photoshop, Illustrator, Freehand (saved as EPS), QuarkXpress (Version 4 preferred).

File Type: INDD, TIFF, JPEG, EPS, QXD (version 4), PDF (for advice on sending artwork in PDF format please visit www.mondiale.co.uk/production).

Compression Types: Stuffit, Winzip.

Sending images electronically: Artwork can be submitted by CD, email (files no larger than 10MB) or FTP. Please contact us for more details.

Cover image: Koerner Hall, Toronto. © Tom Arban

FTP DETAILS

The FTP details for Mondiale are as follows...

when using an FTP client please use the following details

Server: ftp.mondiale.co.uk
UserName: dropbox@mondiale.myzen.co.uk
Password: guest

Alternatively, if you are accessing FTP via a web browser please use the following address:

<ftp://dropbox+mondiale.myzen.co.uk:guest@ftp.mondiale.co.uk/>

Please place files, folders etc in the relevant magazine folder

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