



mondo*dr
THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIAPACK

2017

mondo*dr is the leading international title focussed on technology in entertainment. Established in 1990, the magazine has held a presence in the international marketplace for more than 27 years and covers some of the most impressive installations around the world, from theatres, live music venues and clubs to stadia, museums and cruise ships.

Published in English, mondo*dr is targeted at distributors, dealers, installers and system integrators and provides unrivalled, in-depth editorial, read by the major decision-

makers and buyers worldwide. Two multilingual versions are distributed: the European / Americas edition which includes French, German, Italian and Spanish translations, and the Asia / Pacific edition which includes Arabic, Chinese and Russian translations.

With a print circulation of over 15,000 addresses in over 120 countries, and a digital reach in excess of 18,000, the magazine constantly works to build on its distribution through a commitment of exhibiting at most international tradeshows and visiting emerging markets.

FEATURES

Editorial Requirements:

Report: 300-1,000 word case study and a selection of high resolution (300dpi) images

Product Guide: 200-word product description and one high resolution (300dpi) image. All features are subject to change.



ISSUE 27.3 • MARCH / APRIL 2017
Report: Lasers
Product Guide: Mixing Consoles
Bonus Show Distribution: Prolight+Sound, Frankfurt
Editorial deadline: 10.02.17 | Advertising deadline: 17.02.17



ISSUE 27.4 • MAY / JUNE 2017
Report: Cinema
Product Guide: Moving Heads
Bonus Show Distribution: Palm Expo, Mumbai; Infocomm, Orlando; KOBA, Seoul
Editorial deadline: 14.04.17 | Advertising deadline: 21.04.17




ISSUE 27.5 • JULY / AUGUST 2017
Report: Theatres & Concerts Halls
Product Guide: Loudspeakers
Bonus Show Distribution: Pro AVL, Singapore; Mediatech, Johannesburg
Editorial deadline: 16.06.17 | Advertising deadline: 23.06.17



ISSUE 27.6 • SEPTEMBER / OCTOBER 2017
Report: Sporting Venues
Product Guide: LED & LED Screens
Bonus Show Distribution: BPM & PRO, Birmingham; LDI, Las Vegas
Editorial deadline: 11.08.17 Advertising deadline: 18.08.17



ISSUE 28.1 • NOVEMBER / DECEMBER 2017
Report: Nightclubs
Product Guide: Video Projectors & Media Servers
Bonus Show Distribution: JTSE, Paris
Editorial deadline: 20.10.17 | Advertising deadline: 27.10.17



WORLD TRADING SURVEY 2018
Our annual directory of manufacturers, distributors, dealers and installers worldwide.
Bonus Show Distribution: All Shows in 2018
Listings deadline: 17.11.17 | Advertising deadline: 24.11.17



ISSUE 28.2 • JANUARY / FEBRUARY 2018
Report: Houses of Worship
Product Guide: Amplifiers
Bonus Show Distribution: ISE, Amsterdam
Editorial deadline: 08.12.17 | Advertising deadline: 05.01.18



ISSUE 28.3 • MARCH / APRIL 2018
Report: Integrated Resorts
Product Guide: Lighting Control
Bonus Show Distribution: Prolight+Sound, Frankfurt
Editorial deadline: 09.02.18 | Advertising deadline: 16.02.18



ISSUE 28.4 • MAY / JUNE 2018
Report: Video & Visuals
Product Guide: Trussing & Rigging
Bonus Show Distribution: Palm Expo, Mumbai; Infocomm, Las Vegas; KOBA, Seoul
Editorial deadline: 13.04.18 | Advertising deadline: 20.04.18

ADVERTISING OPPORTUNITIES

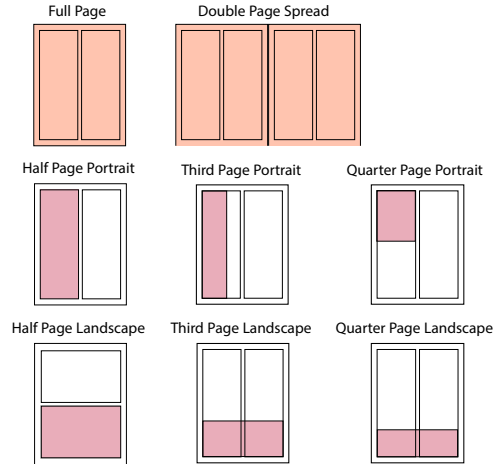
PRINT

MAGAZINE TECHNICAL DATA

(all sizes width before height)

Full Page £2,500	Double Page Spread £4,500
Trim: 236mm x 333mm	Trim: 472mm x 333mm
Type: 210mm x 310mm	Type: 446mm x 310mm
Bleed: 242mm x 339mm	Bleed: 478mm x 339mm
Half Page Portrait* £1,700	Half Page Landscape* £1,700
Size: 100mm x 313mm	Size: 210mm x 150mm
Third Page Portrait* £1,400	Third Page Landscape* £1,400
Size: 75mm x 313mm	Size: 210mm x 102mm
Quarter Page Portrait* £900	Quarter Page Landscape* £900
Size: 100mm x 150mm	Size: 210mm x 64mm

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

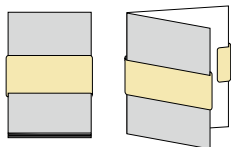


SPECIAL ADVERTISING OPPORTUNITIES

Bellyband:
£5,000

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.

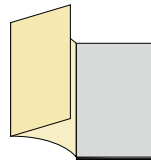
In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your advert.



Gatefold:
£6,000

Maximise the impact of your message with a three-page gatefold cover.

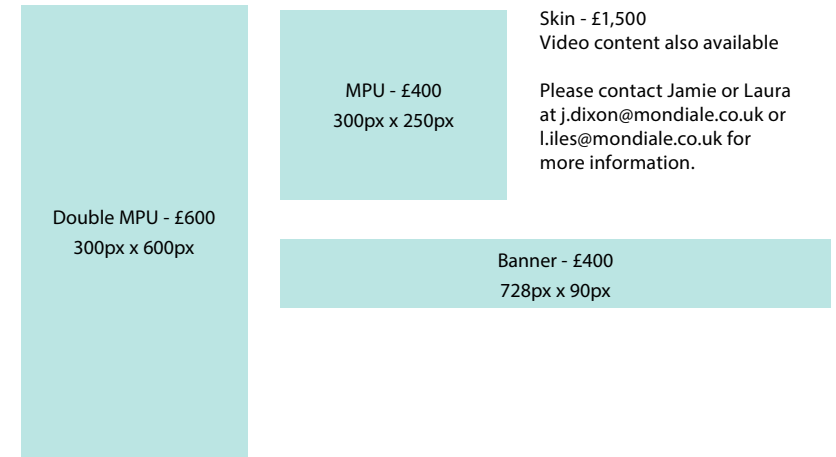
The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.



ONLINE

WEBSITE TECHNICAL DATA

(all sizes width before height)



Skin - £1,500
Video content also available

Please contact Jamie or Laura at j.dixon@mondiale.co.uk or l.iles@mondiale.co.uk for more information.

Banner - £400
728px x 90px

E-NEWSLETTERS

(all sizes width before height)

Newsletter Sponsorship

Banner - £600
600 x 108px

Digital Edition Newsletter Sponsorship

Banner - £600
600 x 108px

Product Newsletter Sponsorship

Product listing - £150

Banner - £400
600 x 108px

E-Blast £1,000 - A personalised email sent out to the full mondo*dr database.

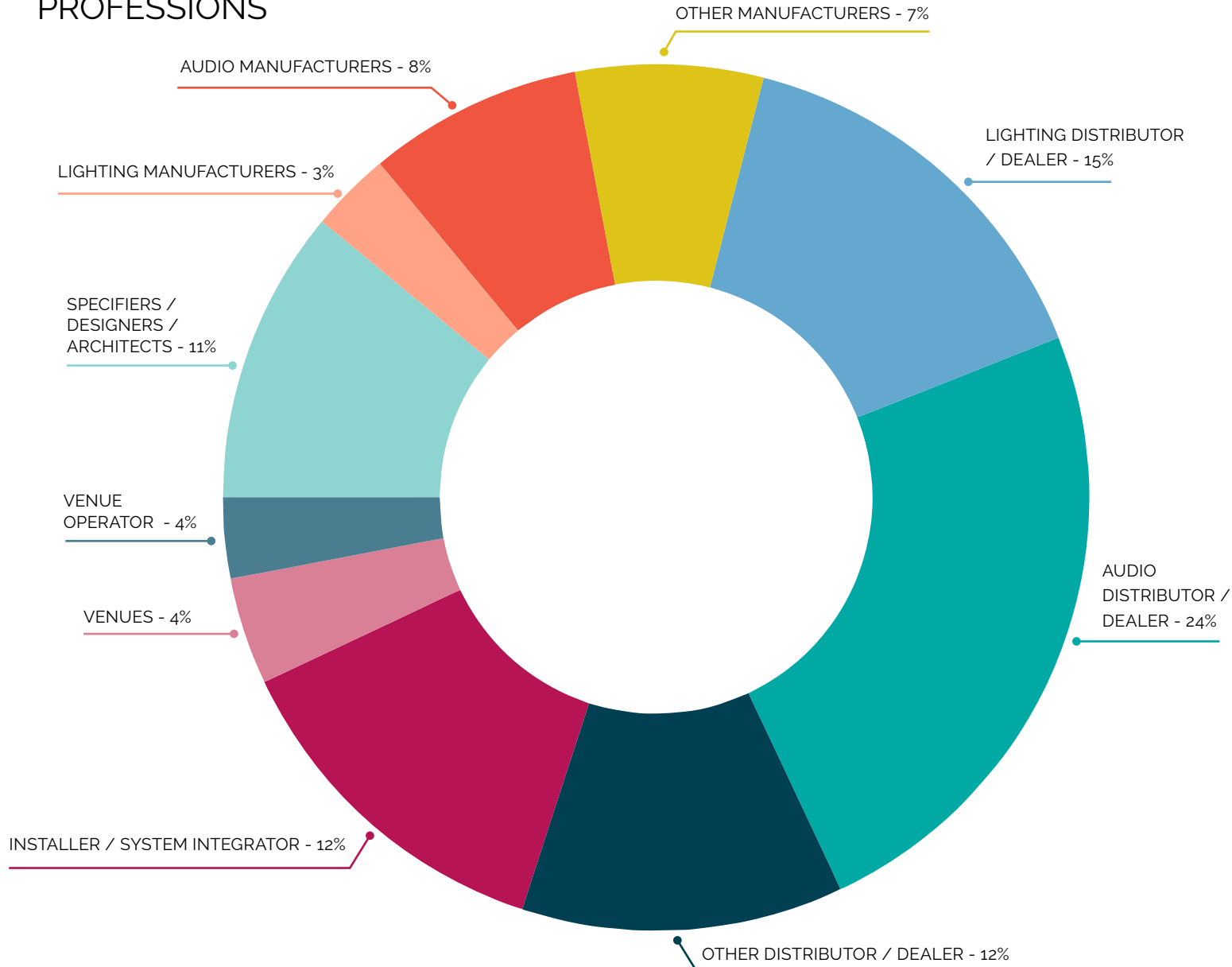
DIGITAL MAGAZINE

Digital Front Cover - £2,000

DISCOUNTS AVAILABLE FOR SERIES BOOKINGS

OUR AUDIENCE

PROFESSIONS



READERSHIP

● UK 9% ● WESTERN EUROPE 26% ● REST OF EUROPE 14% ● NORTHERN AMERICA 11% ● CENTRAL & SOUTH AMERICA 12% ● ASIA & AUSTRALIA 18% ● MIDDLE EAST 8% ● AFRICA 2%





www.mondodrawards.com

FOR FULL DETAILS EMAIL US FOR A SPONSORSHIP PACK

Brought to you by the team behind mondo*dr magazine – the international publication for technology in entertainment – the mondo*dr awards have been launched to recognise and celebrate the technical marvels that are created in today's entertainment outlets.

All the projects submitted will be uploaded to the website so that, over time, the mondo*dr awards website will become a comprehensive resource for fixed installations that can be used by all walks of industry life as inspiration.

We've split the awards into five easy venue categories, which span across four geographical territories and it's quick and simple to put your entry forward. The winners will be selected by an independent judging panel and will be presented with their awards at a celebration event during Prolight+Sound in Frankfurt 2017.



drawards@mondiale.co.uk

SPONSORS



CONTACT



Rachael Rogerson-Thorley
Editor

Rachael has worked for mondo*dr for over eight years and in that time has definitely been bitten by the technology bug, taken in by the passion that radiates through this industry. You're most likely to find Rachael at an airport somewhere in the world, they have become a home from home, but meeting new people, experiencing new cultures and exploring how the technology markets differ from region to region is what makes Rachael tick.

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Sam Hughes
Assistant Editor

With over five years of experience covering a diverse range of industries and topics, Sam joined the team at mondo*dr as an Assistant Editor at the beginning of last year. Friendly and easy going, with a real passion for journalism, Sam has survived his first year in this exciting industry. And he is looking forward to continuing his experience of travelling to different countries, meeting new people and immersing himself in the world of technology in entertainment.

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Jamie Dixon
Senior Account Manager

With over 15 years of experience in sales and marketing, Jamie has spent the last four years on the mondo*dr train visiting many places and most major tradeshows around the world. A passion for travel, making new acquaintances and learning as much as possible about our industry, Jamie's easy going, friendly approach is what sets him apart from the rest.

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Laura Iles
Account Manager

After settling permanently in Manchester, UK a few years ago, Laura joined the mondo*dr team and the office has not been the same since... there's never a quite moment when Laura is around! Her infectious personality makes her ideally suited to the industry. Despite having gained knowledge about the technology used in the entertainment market already, she is keen to learn even more about this sector. No doubt she'll be out and about again soon - as she does love to travel - expanding her horizons.

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or call +44 (0)161 476 5580
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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: Stuffed, Winzip.