



mondo*dr
THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIAPACK

2017/18

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 27.6 • SEPTEMBER / OCTOBER 2017

Report: Bars & Restaurants

Product Guide: LED & LED Screens

Bonus Show Distribution: BPM | PRO, Birmingham; AVITA, Helsinki; WFX, Dallas

Editorial deadline: 11.08.17 Advertising deadline: 01.09.17



ISSUE 28.1 • NOVEMBER / DECEMBER 2017

Report: Houses of Worship

Product Guide: Video Projectors & Media Servers

Bonus Show Distribution: LDI, Las Vegas; JTSE, Paris; InterBEE, Tokyo

Editorial deadline: 06.10.17 | 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: 01.11.17 | Advertising deadline: 11.12.17



ISSUE 28.2 • JANUARY / FEBRUARY 2018

Report: Nightclubs

Product Guide: Amplifiers

Bonus Show Distribution: NAMM, Anaheim; 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; NAB, Las Vegas; The GET Show, Guangzhou

Editorial deadline: 02.02.18 | Advertising deadline: 02.03.18



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: 04.05.18



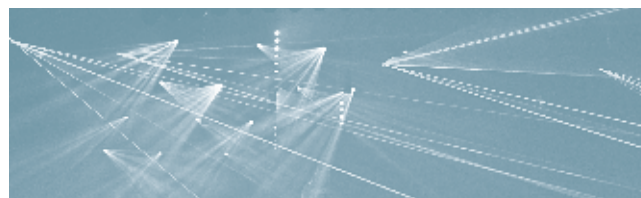
ISSUE 28.5 • JULY / AUGUST 2018

Report: Microphones & Cabling

Product Guide: Architectural Audio

Bonus Show Distribution: Pro AVL, Singapore; Musik Manila, Manila

Editorial deadline: 08.06.18 | Advertising deadline: 29.06.18



ISSUE 28.6 • SEPTEMBER / OCTOBER 2018

Report: Trussing & Rigging

Product Guide: Lasers & Special Effects

Bonus Show Distribution: BPM | PRO, Birmingham; Prolight+Sound, Dubai

Editorial deadline: 10.08.18 | Advertising deadline: 31.08.18



ISSUE 29.1 • NOVEMBER / DECEMBER 2018

Report: Theme Parks & Attractions

Product Guide: Mixing Consoles

Bonus Show Distribution: LDI, Las Vegas; JTSE, Paris; InterBEE, Tokyo

Editorial deadline: 05.10.18 | Advertising deadline: 26.10.18

ADVERTISING OPPORTUNITIES

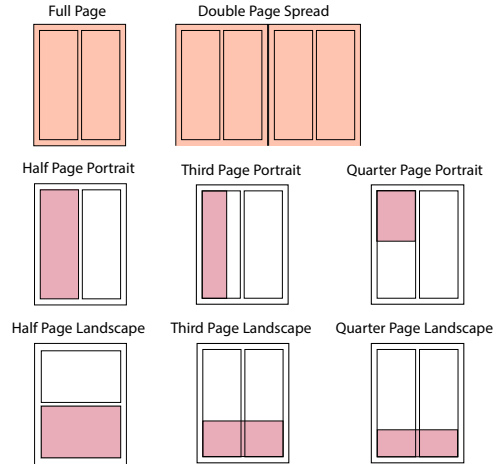
PRINT

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

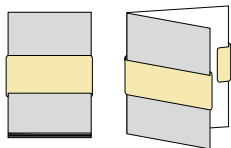


SPECIAL ADVERTISING OPPORTUNITIES

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.

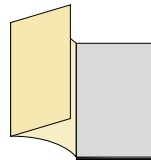
In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your advert.



Gatefold:
£6,000

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

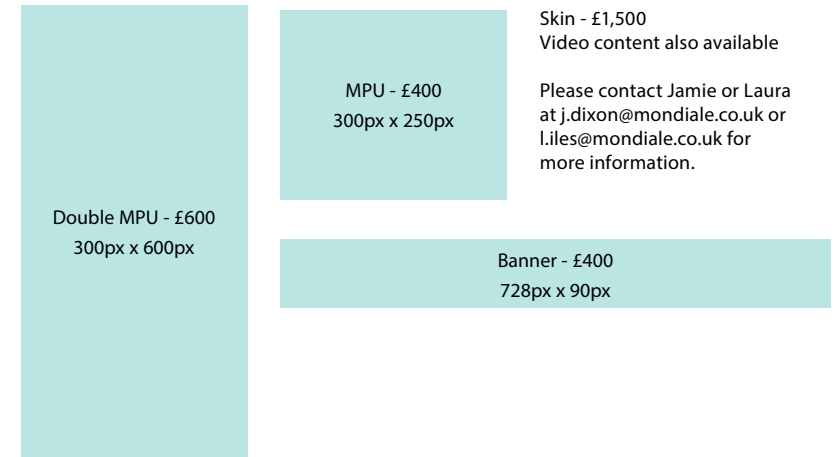
The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.



ONLINE

WEBSITE TECHNICAL DATA

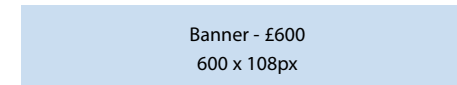
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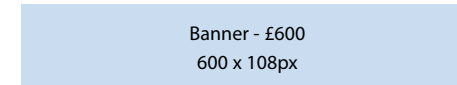
E-NEWSLETTERS

(all sizes width before height)

Newsletter Sponsorship

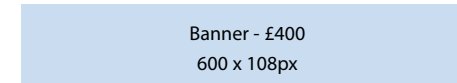


Digital Edition Newsletter Sponsorship



Product Newsletter Sponsorship

Product listing - £150



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

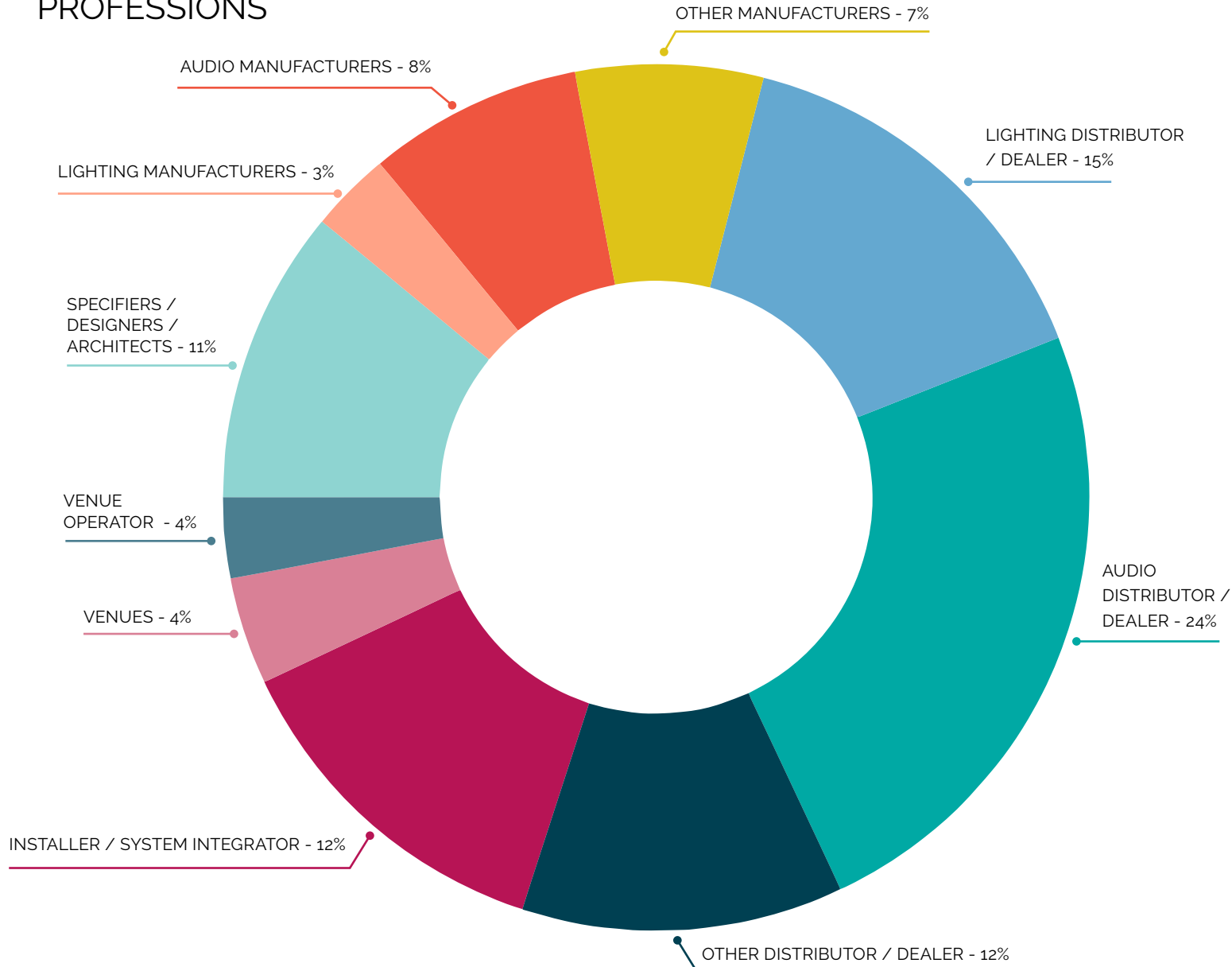
DIGITAL MAGAZINE

Digital Front Cover - £2,000

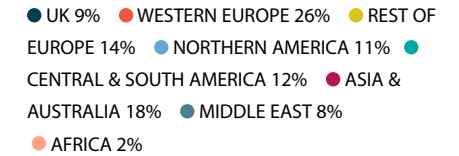
DISCOUNTS AVAILABLE FOR SERIES BOOKINGS

OUR AUDIENCE

PROFESSIONS



READERSHIP





www.mondodrawards.com

Brought to you by the team behind mondo*dr magazine – the international publication for technology in entertainment – the mondo*dr awards were launched in 2016 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 seven 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 2018.



FOR FULL DETAILS EMAIL US FOR A SPONSORSHIP PACK: drawards@mondiale.co.uk

mondo*stadia

THE PUBLICATION FOR TECHNOLOGY IN SPORTING VENUES

The mondo*dr team are launching an exciting, new publication - mondo*stadia. With a focus on technology installations, mondo*stadia will be dedicated to covering stadiums, arenas and sporting venues that host a range of sports, from football and athletics, right through to baseball and tennis. If it comes under the sporting umbrella, we'll be happy to cover your project.

We'll be distributing the publication to a specialist database - which we're compiling - and will be tailored specifically to the sporting market, as well as our regular mondo*dr database. We'll also be aiming to create partnerships with sporting associations to further the audience reach.

Although we already cover sporting venues in mondo*dr, the coverage in mondo*stadia will see us take a look at the stadiums, arenas and venues in much more depth - offering insight into the latest technological trends used within the sporting world.

We'll also be including product highlights for technology suited to a sporting environment and interviews with key figures who specify and install technology in sporting venues across the world. In addition to the printed publication, we'll also be launching a brand new mondo*stadia website with supporting social media accounts.

Audience

- Sporting venue operators
- Developers
- Distributors and dealers
- Manufacturers
- Designers and installers
- Architects
- Engineers
- Acousticians
- Consultants
- System integrators
- Contractors
- Sporting associations

Features

Install - permanent projects
In Detail - product specifications
Interview - Q&A

Deadlines

Issue 1 - 11 August 2017
Issue 2 - 17 November 2017
Issue 3 - 2 February 2018
Issue 4 - 8 June 2018

www.mondostadia.com

Advertising

One issue

Full Page: £2,000
Half Page: £1,500
Quarter Page: £900

Two issues

Full Page: £1,750
Half Page: £1,200
Quarter Page: £700

Three issues

Full Page: £1,400
Half Page: £900
Quarter Page: £550

Four issues

Full Page: £1,200
Half Page: £700
Quarter Page: £400

IBC, IFC:

Four issues - £2,000 per issue

BC:

Four issues - £3,000 per issue

Digital advertising also available



CONTACT



Rachael Rogerson-Thorley
Editor

Rachael has worked for mondo*dr for almost nine 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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j.dixon@mondiale.co.uk



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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Stockport, SK1 3AZ

ANNUAL SUBSCRIPTION RATES (SEVEN
ISSUES)
UK: £30.00 / Europe: £50.00 / Rest of World:
£65.00
Two year rates are available on request
Subscribe online at www.mondiale.co.uk
or call +44 (0)161 476 5580
ISSN: 1476 4067

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.