



mondo*dr
THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIAPACK

2019

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 28 years and covers some of the most impressive installations around the world, from theatres, live music venues and clubs to theme parks, 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.

With a print circulation of over 16,000 addresses in over 120 countries, and a digital reach in excess of 19,000, the magazine constantly works to build on its distribution through a commitment of exhibiting at most international tradeshows and visiting emerging markets.

mondo*dr is also the organier of the mondo*dr Awards, launched in 2017, the only awards event dedicated to recognising and celebrating entertainment installations.

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 29.4 • MAY / JUNE 2019

Report: Lasers

Product Guide: Loudspeakers

Bonus Show Distribution: Palm Expo, Mumbai; Infocomm, Orlando; KOBA, Seoul

Editorial deadline: 12.04.19 | Advertising deadline: 03.05.19

ISSUE 29.5 • JULY / AUGUST 2019

Report: Nightclubs

Product Guide: Lighting Control

Bonus Show Distribution: Mediatech, South Africa; Musik Manila, Manila

Editorial deadline: 07.06.19 | Advertising deadline: 28.06.19

ISSUE 29.6 • SEPTEMBER / OCTOBER 2019

Report: Architectural Audio

Product Guide: Microphones & Cabling

Bonus Show Distribution: PLASA, London; Prolight+Sound, Dubai

Editorial deadline: 09.08.19 | Advertising deadline: 30.08.19

ISSUE 30.1 • NOVEMBER / DECEMBER 2019

Report: Video & Visuals

Product Guide: Amplifiers

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

Editorial deadline: 04.10.19 | Advertising deadline: 25.10.19

WORLD TRADING SURVEY 2020

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

Bonus Show Distribution: All Shows in 2019

Listings deadline: 01.11.19 | Advertising deadline: 11.12.19

ISSUE 30.2 • JANUARY / FEBRUARY 2020

Report: Trussing

Product Guide: Mixing Consoles

Bonus Show Distribution: NAMM, Anaheim; ISE, Amsterdam, PL+S Guangzhou

Editorial deadline: 06.12.19 | Advertising deadline: 08.01.20

ISSUE 30.3 • MARCH / APRIL 2020

Report: Theatres & Concert Halls

Product Guide: Lasers & Special Effects

Bonus Show Distribution: Prolight+Sound, Frankfurt; NAB, Las Vegas

Editorial deadline: 05.02.20 | Advertising deadline: 05.03.20

ISSUE 30.4 • MAY / JUNE 2020

Report: Theme Parks

Product Guide: Video Projectors & Media Servers

Bonus Show Distribution: InfoComm, Las Vegas; KOBA, Seoul

Editorial deadline: 09.04.20 | Advertising deadline: 30.04.20

ISSUE 30.5 • JULY / AUGUST 2020

Report: Houses of Worship

Product Guide: Moving Heads

Bonus Show Distribution: Mediatech, South Africa; Musik Manila, Manila

Editorial deadline: 04.06.20 | Advertising deadline: 25.06.20

ADVERTISING OPPORTUNITIES

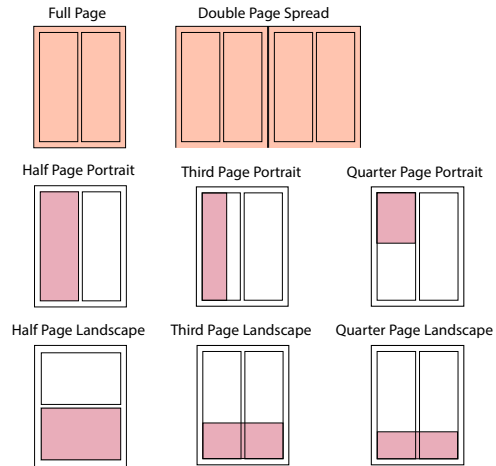
PRINT

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

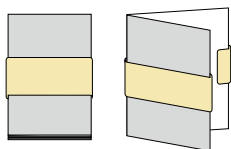


SPECIAL ADVERTISING OPPORTUNITIES

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.

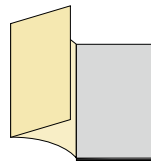
In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your advert.



Gatefold:
£6,000

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

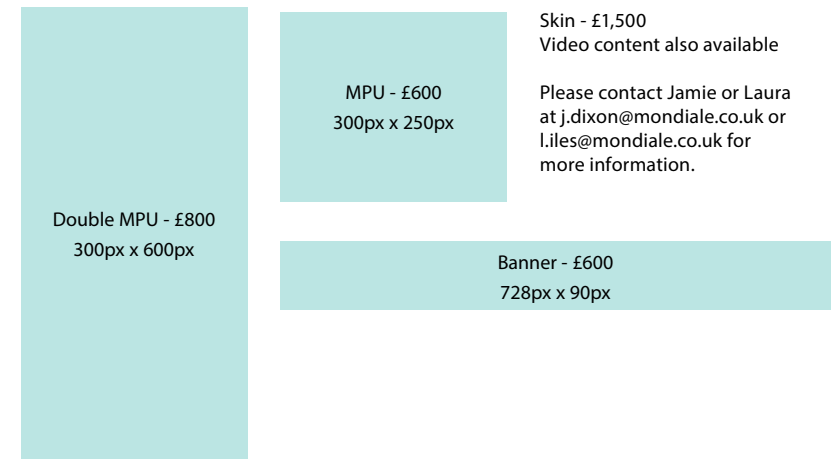
The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front cover, thus allowing three full pages of advertising.



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 - £600
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 - £200

Banner - £600
600 x 108px

E-Blast £1,200 - A personalised email sent out to the full mondo*dr database.

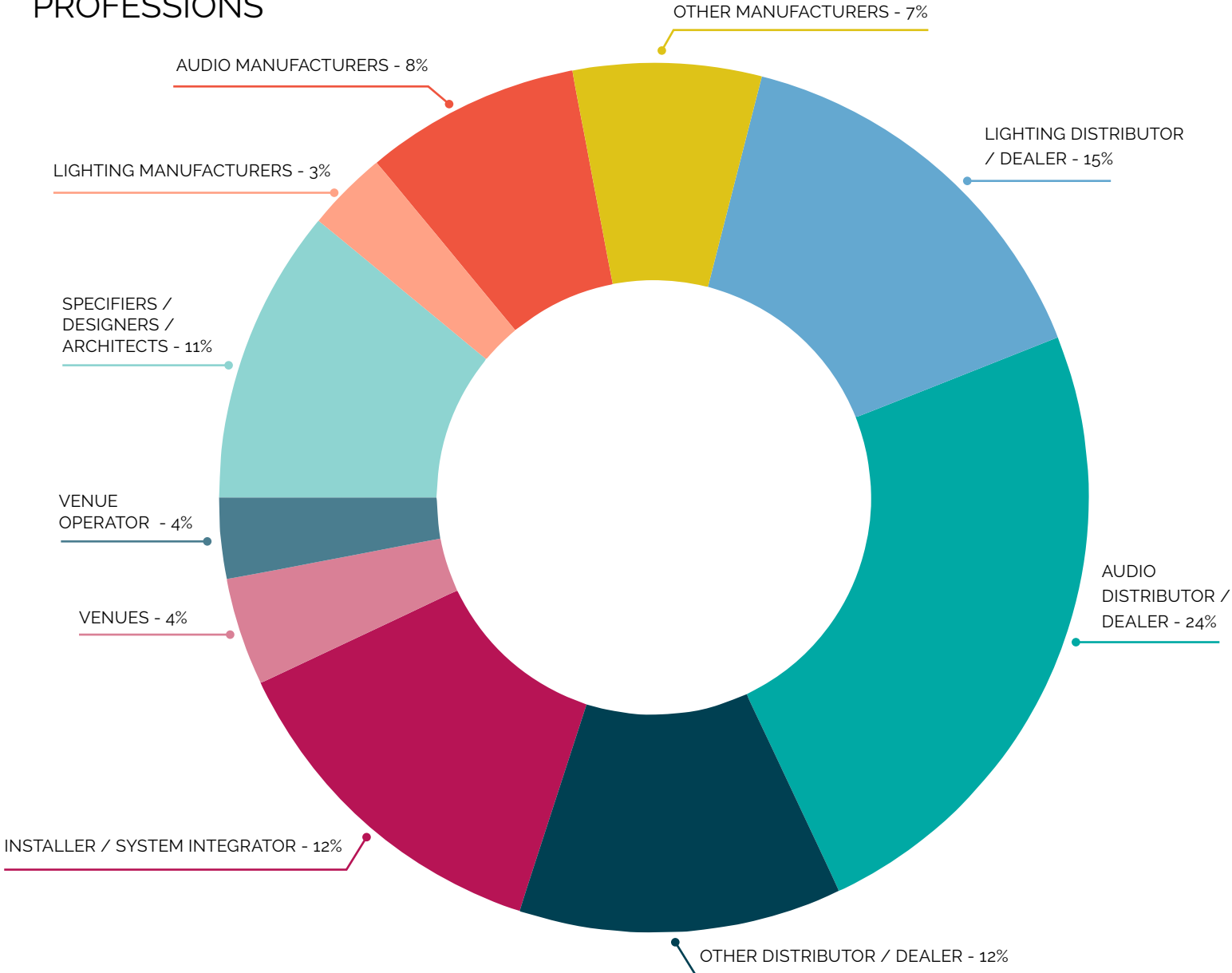
DIGITAL MAGAZINE

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%



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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: Stuffit, Winzip.