



**mondo\*dr**  
THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

**MEDIAPACK**

2019/20

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 and covers some of the most impressive installations around the world, from theatres, live music venues, clubs to theme parks, museums and cruise ships. Targeted at distributors, dealers, installers and system integrators, mondo\*dr 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 organiser of the mondo\*dr Awards, launched in 2017, the only awards event dedicated to recognising and celebrating entertainment installations.

Based at the world-famous Strawberry Studios in Stockport, where legendary bands including Joy Division, the Smiths and Paul McCartney recorded music, the magazine has retained the legacy that was started by Peter Tattersall in 1968. Turning 30 next year, along with numerous ground-breaking albums recorded in the iconic building it now calls home, mondo\*dr is proud to lead its own distinctive label of creative content.

# 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 30.1 • NOVEMBER / DECEMBER 2019**

Report: Video & Visuals  
Product Guide: Amplifiers  
Bonus Show Distribution: LDI, Las Vegas; JTSE, Paris  
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; Palm Expo, Mumbai  
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: PRO AVL Indonesia, Jakarta  
Editorial deadline: 04.06.20 | Advertising deadline: 25.06.20



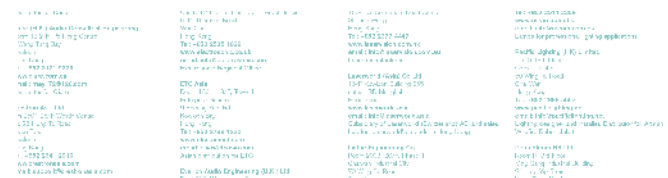
**ISSUE 30.6 • SEPTEMBER / OCTOBER 2020**

Report: Nightclubs  
Product Guide: Lighting Control  
Bonus Show Distribution: PLASA, London; Prolight+Sound, Dubai  
Editorial deadline: 07.08.20 | Advertising deadline: 28.08.20



**ISSUE 31.1 • NOVEMBER / DECEMBER 2020**

Report: Lasers  
Product Guide: Loudspeakers  
Bonus Show Distribution: LDI, Las Vegas; JTSE, Paris  
Editorial deadline: 02.10.20 | Advertising deadline: 23.10.20



**WORLD TRADING SURVEY 2021**

Our annual directory of manufacturers, distributors, dealers and installers worldwide.  
Bonus Show Distribution: All Shows in 2021  
Listings deadline: 06.11.20 | Advertising deadline: 04.12.20

# ADVERTISING OPPORTUNITIES

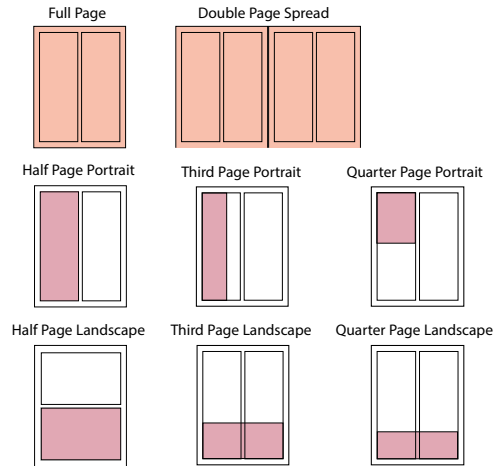
## PRINT

### 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

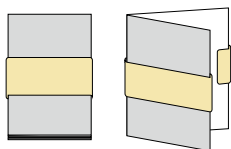


### SPECIAL ADVERTISING OPPORTUNITIES

**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.

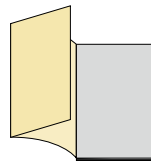
In addition, a bellyband can be designed to open the magazine at your double page spread advertisement by glueing the ends of the bellyband onto your advert.



**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)

Double MPU - £800  
300px x 600px

MPU - £600  
300px x 250px

Banner - £600  
728px x 90px

Skin - £1,500  
Video content also available

Please contact Jamie or Laura at [j.dixon@mondiale.co.uk](mailto:j.dixon@mondiale.co.uk) or [l.iles@mondiale.co.uk](mailto:l.iles@mondiale.co.uk) for more information.

### 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.

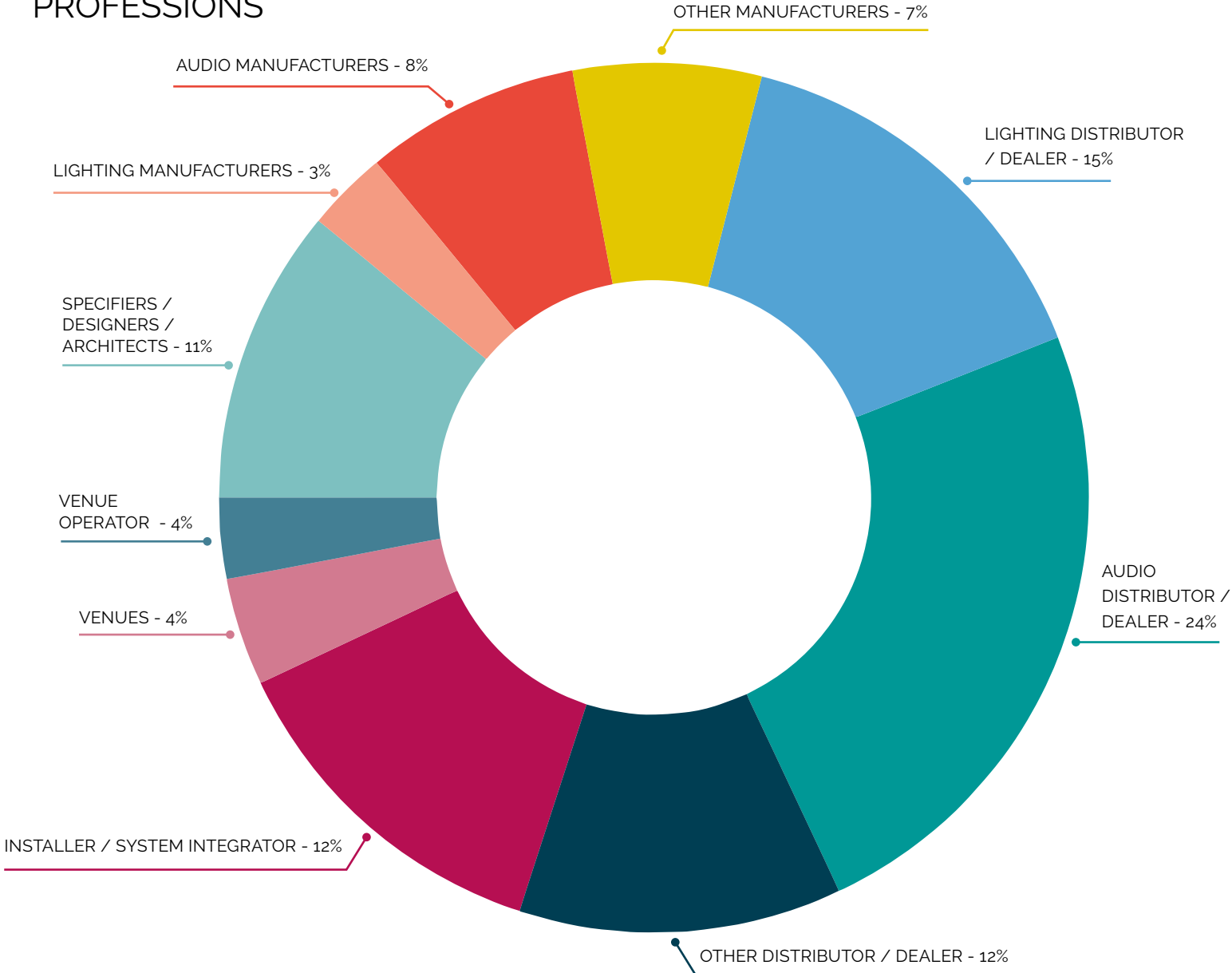
### DIGITAL MAGAZINE

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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## 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.