



mondo*dr
 THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIAPACK

2020

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 30 years, and covers some of the most impressive installations around the world, from theatres to live music venues, clubs to theme parks, museums to cruise ships, and houses of worship. 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. 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 30.3 • 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: LDJ, 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



ISSUE 31.2 • JANUARY / FEBRUARY 2021

Report: Video & Visuals

Product Guide: Microphones & Cabling

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

Editorial deadline: 04.12.20 | Advertising deadline: 08.01.21



ISSUE 31.3 • MARCH / APRIL 2021

Report: Architectural Audio

Product Guide: Mixing Consoles

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

Editorial deadline: 05.02.21 | Advertising deadline: 26.03.21



ISSUE 31.4 • MAY / JUNE 2021

Report: Trussing & Rigging

Product Guide: Amplifiers

Bonus Show Distribution: InfoComm, Las Vegas; KOBA, Seoul, Palm Expo, Mumbai

Editorial deadline: 09.04.21 | Advertising deadline: 30.04.21

ADVERTISING OPPORTUNITIES

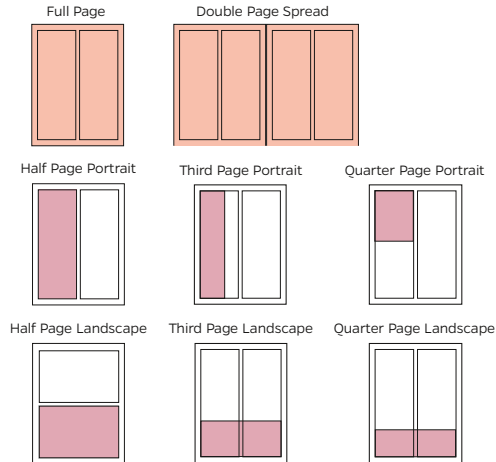
PRINT

MAGAZINE TECHNICAL DATA

(all sizes width before height)

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

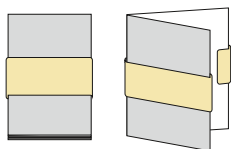
*These adverts are set on the page with a white border



SPECIAL ADVERTISING OPPORTUNITIES

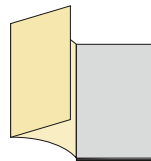
Bellyband:
£5,000
A bellyband is a furnished paper outsert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece.

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 or 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.

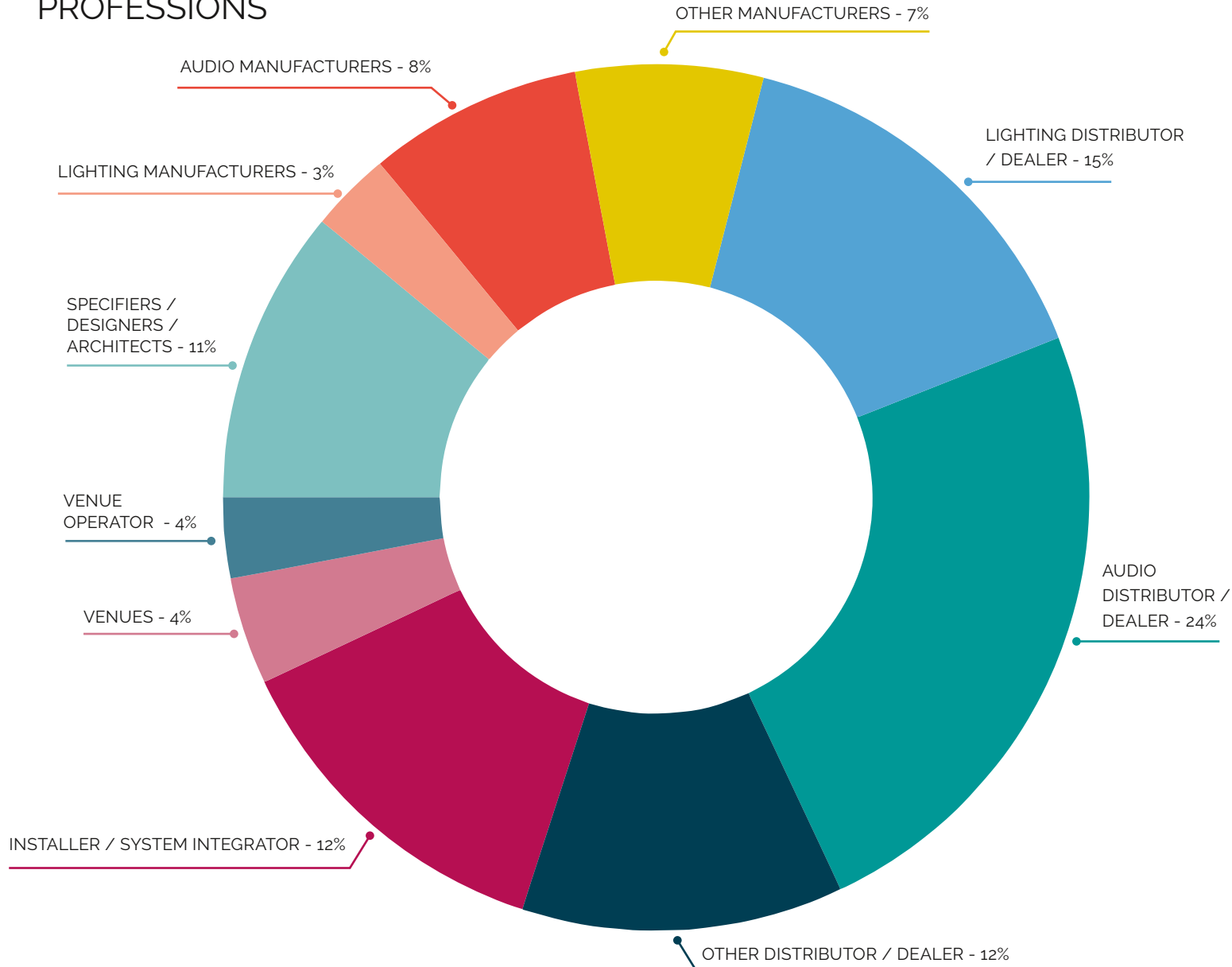
DIGITAL MAGAZINE

Digital Front Cover - £2,000

DISCOUNTS AVAILABLE FOR SERIES BOOKINGS

OUR AUDIENCE

PROFESSIONS



READERSHIP

● UK 5% ● WESTERN EUROPE 23% ● REST OF EUROPE 14% ● NORTHERN AMERICA 20% ● CENTRAL & SOUTH AMERICA 9% ● ASIA & AUSTRALIA 19% ● MIDDLE EAST 8% ● AFRICA 2%



CONTACT



Sam Hughes
Contributing Editor
s.hughes@mondiale.co.uk



Emma Davidson
Editorial Assistant
e.davidson@mondiale.co.uk



James Robertson
Digital Editor
j.robertson@mondiale.co.uk



Jamie Dixon
Sales Director
j.dixon@mondiale.co.uk



Laura Iles
Senior Account Manager
l.iles@mondiale.co.uk

General Enquiries

Tel: +44 161 476 8340

Justin Gawne

CEO

j.gawne@mondiale.co.uk

Sara Walker

Events Manager

s.walker@mondiale.co.uk

Mel Capper

Design & Production

m.capper@mondiale.co.uk

Dan Seaton

Design & Production

d.seaton@mondiale.co.uk

mondo*dr magazine, Mondiale Media
Ltd, Strawberry Studios, Watson Square,
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: Stuffit, Winzip.