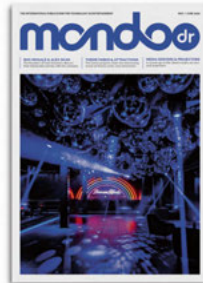


mendoor

THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIA PACK 2021





MONDO*DR MEDIA PACK - 2021

mondo*dr is the international publication for technology in entertainment. Established in 1990, the magazine has held a presence in the international marketplace for 30 years, covering 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 venues, 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 14,000 addresses in over 120 countries, as well as a digital reach in excess of 16,000, mondo*dr 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, 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 & DEADLINES

FEATURES

Issue 31.2 - Jan / Feb 2021

Print deadline: 15th January
Advertising artwork deadline: 8th January
Report - Houses of Worship
Product Guide - Moving Heads

Issue 31.3 - Mar / Apr 2021

Print deadline: 12th March
Advertising artwork deadline: 5th March
Report - Theatres & Concert Halls
Product Guide - Amplifiers & Processors

Issue 31.4 - May / Jun 2021

Print deadline: 14th May
Advertising artwork deadline: 7th May
Report - Architectural Audio
Product Guide - Video Projectors & Servers

Issue 31.5 - Jul / Aug 2021

Print deadline: 9th July
Advertising artwork deadline: 2nd July
Report - Retail
Product Guide - Mixing Consoles

Issue 31.6 - Sept / Oct 2021

Print deadline: 10th September
Advertising artwork deadline: 3rd September
Report - Parks & Attractions
Product Guide - Mixing Consoles

Issue 32.1 - Nov / Dec 2021

Print deadline: 12th November
Advertising artwork deadline: 5th November
Report - Bars & Restaurants
Product Guide - Lighting Control

Issue 32.2 - Jan / Feb 2022

Print deadline: 14th January
Advertising artwork deadline: 7th January
Report - Nightclubs
Product Guide - Trussing & Rigging

Issue 32.3 - Mar / Apr 2022

Print deadline: 11th March
Advertising artwork deadline: 4th March
Report - Video & Visuals
Product Guide - Microphones & Cables

SUPPLEMENTS

March / April - Lighting

July / August - Digital Signage

November / December - Audio

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

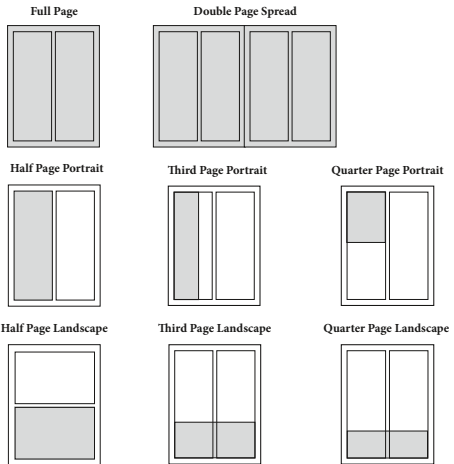
Size: 100mm x 150mm

Quarter Page Landscape*

£900

Size: 210mm x 64mm

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

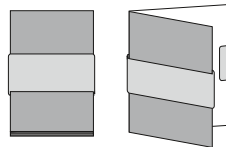


SPECIAL ADVERTISING OPPORTUNITIES

Bellyband

£5,000

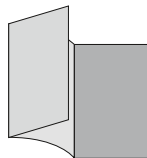
A bellyband is a furnished paper insert that is wrapped around the magazine. Readers will see your message first as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece.



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 | month
300px x 600px

MPU
£600 | month
300px x 250px

Banner
£600 | month
728px x 90px

Skin
£1500

Banner - £600
728px x 90px

Double MPU
£800
300px x 600px

MPU
£600
300px x 250px

EMAIL

(ALL SIZES WIDTH BEFORE HEIGHT)

Newsletter Sponsorship

Banner - £600
600px x 108px

Digital Edition Newsletter Sponsorship

Banner - £600
600px x 108px

Product Newsletter Sponsorship

Product listing - £200
Banner - £600

E-Blast

£1000

A personalised email sent out to the full mondo*dr database.

Email banner - £600
600px x 108px

DISCOUNTS AVAILABLE FOR SERIES BOOKINGS

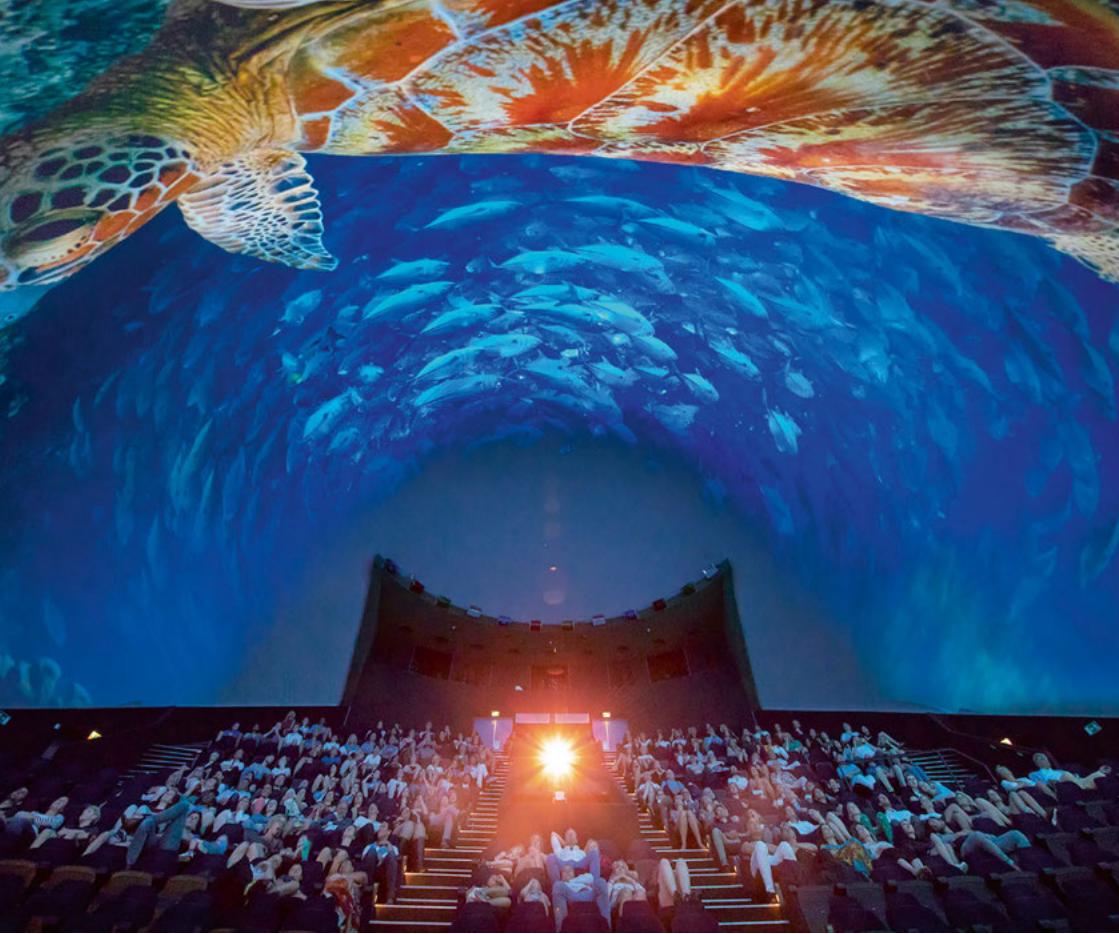
DIGITAL MAGAZINE

Digital Front Cover - £2,000

Video Content - £400

Please contact **Jamie** (j.dixon@mondiale.co.uk) or

Laura (l.iles@mondiale.co.uk) for more information.



OUR AUDIENCE

PROFESSIONS

Lighting Distributor / Dealer - 15%
Audio Distributor / Dealer - 24%
Other Distributor / Dealer - 12%
Installer / System Integrator - 12%
Venues - 4%
Venue Operator - 4%
Specifiers / Designers / Architects - 11%
Lighting Manufacturers - 3%
Audio Manufacturers - 8%
Other Manufacturers - 7%

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%

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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.

ANNUAL SUBSCRIPTION RATES

(SEVEN ISSUES)

UK: £30.00 / **Europe:** £50.00 / **Rest of World:** £65.00

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