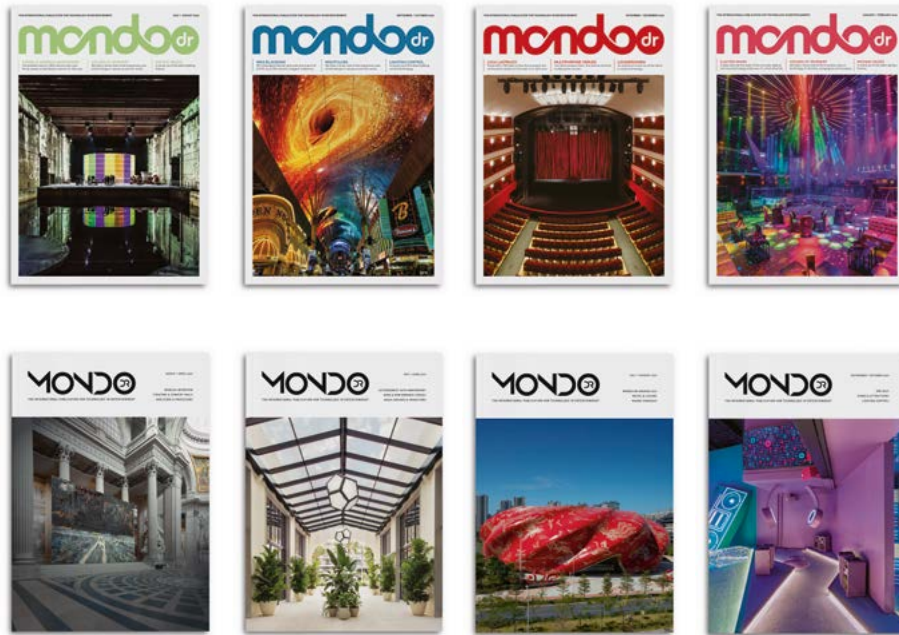


MONDO

THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIA PACK 2021/22





MONDO-DR MEDIA PACK - 2021/22

MONDO-DR is the international publication for technology in entertainment. Established in 1990, the magazine has held a presence in the international marketplace for over 30 years, covering some of the most impressive installations from around the world, including; theatres, nightclubs theme parks, and houses of worship, to name but a few. 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 9,800 addresses in over 120 countries, as well as a digital reach in excess of 12,700, MONDO-DR constantly works to build on its distribution

through a commitment to exhibiting at most international tradeshow 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 their 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 & DEADLINES

FEATURES

Issue 32.1 - Nov / Dec 2021

Product Guide - Loudspeakers
Advertising & Editorial deadline - 22nd October
Print date - 5th November
Bonus Distribution - IBC Amsterdam, JTSE Paris

Issue 32.2 - Jan / Feb 2022

Product Guide - Trussing & Rigging
Advertising & Editorial deadline - 5th January
Print date - 12th January
Bonus Distribution - ISE Barcelona, Prolight + Sound Guangzhou

Issue 32.3 - Mar / Apr 2022

Product Guide - Lasers & SFX
Advertising & Editorial deadline - 18th February
Print date - 4th March
Bonus Distribution - Prolight + Sound Frankfurt

Issue 32.4 - May / Jun 2022

Product Guide - Microphones & Cables
Advertising & Editorial deadline - 22nd April
Print date - 27th April
Bonus Distribution - Palm Expo Mumbai, Infocomm Las Vegas, MONDO-DR Awards Las Vegas

Issue 32.5 - Jul / Aug 2021

Product Guide - Moving Heads
Advertising & Editorial deadline - 17th June
Print date - 1st July

Issue 32.6 - Sept / Oct 2022

Product Guide - Projectors & Servers
Advertising & Editorial deadline - 19th August
Print date - 2nd September
Bonus Distribution - Plasa London, IBC Amsterdam

Issue 33.1 - Nov / Dec 2022

Product Guide - Amplifiers & Processors
Advertising & Editorial deadline - 21st October
Print date - 4th November
Bonus Distribution - LDI Las Vegas, JTSE Paris, NAMM Anaheim

Issue 33.2 - Jan / Feb 2023

Product Guide - LED Screens
Advertising & Editorial deadline - 4th January
Print date - 13th January
Bonus Distribution - ISE Barcelona, Prolight + Sound Guangzhou

ADVERTORIAL OPPORTUNITIES

ENHANCED VENUE REPORT

- Nov/Dec – Bars & Restaurants
- Jan/Feb – Nightclubs
- Mar/Apr – Multipurpose Venues
- May/June – Houses of Worship
- July/August – Theatres & Concert Halls
- Sept/Oct – Retail & Leisure
- Nov/Dec – Parks & Attractions
- Jan/Feb – Performance Venues



ENHANCED VENUE REPORT

Opening double page spread - £1,500 (1 space available)

What you will receive:

- Venue to be the opening double page spread of the Enhanced Venue Report
- To be featured as the main venue in the mono*dr newsletter
- Venue uploaded to the MONDO-DR website
- Venue posted on the modno*dr social media pages (Instagram, LinkedIn, Twitter and Facebook)

Information required:

- 750-1000 words
- Company logo
- Multiple images

Full page within the report - £900 (6 spaces available)

What you will receive:

- Venue to be in the Enhanced Venue Report
- Venue uploaded to the MONDO-DR website
- Venue posted on the modno*dr social media pages (Instagram, LinkedIn, Twitter and Facebook)

Information required:

- 500-750 words
- Company logo
- Multiple images

Half Page within the report - £500 (8 spaces available)

What you will receive:

- Venue to be in the Enhanced Venue Report
- Venue uploaded to the MONDO-DR website

Information required:

- 250-500 words
- Company logo
- Multiple images

IN DISCUSSION

A by-lined, thought leadership article that appears within the first few pages of the magazine, focussed on a specific topic chosen by you.



INSIDE VIEW

Inside View is a three-page article that looks at major milestones within a company, including product launches, new projects, and any other big news.



BIG INTERVIEW

An interview with an important industry figure, this article stretches across six pages of the magazine and looks in-depth at their career. The Big Interview can also focus on a relevant topic within the industry, e.g sustainability, and explore that with the interviewee.



IN BRIEF (EMEA, APAC AND AMERICAS)

An article spread across a DPS focussing on a smaller project in either the EMEA, APAC or Americas region (200 words max).



IN DETAIL

A product focus.



IN PROFILE

An image heavy, three-page interview that focusses on a company's origins, how it broke into the industry and what its future plans are.



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

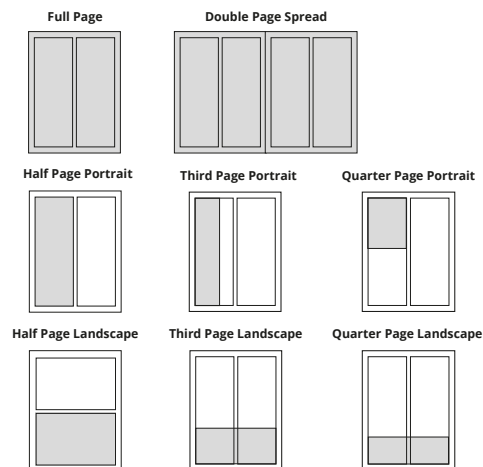
Third Page Portrait*
£1,400
Size: 75mm x 313mm

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

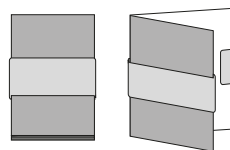
*These adverts are set on the page with a white border



SPECIAL ADVERTISING OPPORTUNITIES

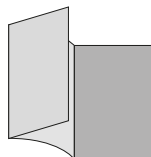
Bellyband

£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.



Gatefold

£6,000
Maximise the impact of your message with a three-page gatefold. 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

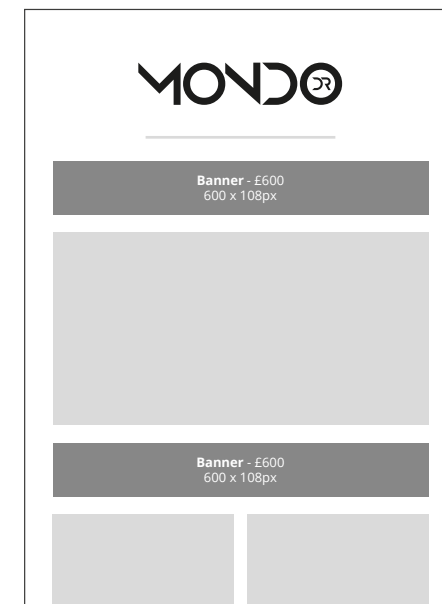
MPU
£600 | month
300px x 250px

Banner
£600 | month
728px x 90px

Skin
£1500

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.

DISCOUNTS AVAILABLE FOR SERIES BOOKINGS

MONDO-DR SOUND & VISION



MONDO-DR are proud to introduce 'Sound & Vision'. A brand new platform for you to promote your video and audio content to the industry. Whether it is a video interview, factory tour, product demo, podcast, webinar a live stream or simply a news update we can give you the exposure and coverage it deserves through our dedicated video and audio channel situated on our website.

Please see below for our range of options and prices:

SOUND & VISION- BRONZE - £300

- Promotional video or podcast of your choice to feature on the MONDO-DR Sound & Vision Channel www.mondodr.com/sound-vision situated on our home page.
- Extensively shared across all our social media platforms; LinkedIn, Facebook, Instagram and Twitter.
- Promotion and coverage of the video/podcast content included as part of our monthly 'Sound & Vision Highlights' newsletter which will be sent out to the full MONDO-DR database.

SOUND & VISION - SILVER- £500

- Promotional video or podcast of your choice to feature on the MONDO-DR Sound & Vision Channel www.mondodr.com/sound-vision situated on our home page.
- Extensively shared across all our social media platforms; LinkedIn, Facebook, Instagram and Twitter.
- Promotion and coverage of the video/podcast content included as part of our monthly 'Sound & Vision Highlights' newsletter which will be sent out to the full MONDO-DR database.
- A banner advert on the video/podcast channel section of the MONDO-DR website.

SOUND & VISION - GOLD- £800

- Promotional video or podcast of your choice to feature on the MONDO-DR Sound & Vision Channel www.mondodr.com/sound-vision situated on our home page.
- Extensively shared across all our social media platforms; LinkedIn, Facebook, Instagram and Twitter.
- Promotion and coverage of the video/podcast content included as part of our monthly 'Sound & Vision Highlights' newsletter which will be sent out to the full MONDO-DR database.
- A banner advert on the video/podcast channel section of the MONDO-DR website.
- Logo to appear for one month at the top of the 'Sound & Vision' page as supporter of the Video/Podcast section.

Website Statistics

- 17,000 average page views per month
- 15,000 average unique users per month
- 6% CTR average per month

Video

Please send as a youtube or vimeo link

Banner

Dimensions: 728px width x 90px height

Logo

Please make sure your logo is high resolution



OUR AUDIENCE

PROFESSIONS

- Lighting Distributor / Dealer - 15%
- Audio Distributor / Dealer - 19%
- Other Distributor / Dealer - 12%
- Installer / System Integrator - 12%
- Venues - 4%
- Venue Operator - 7%
- Specifiers / Designers / Architects - 13%
- 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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