

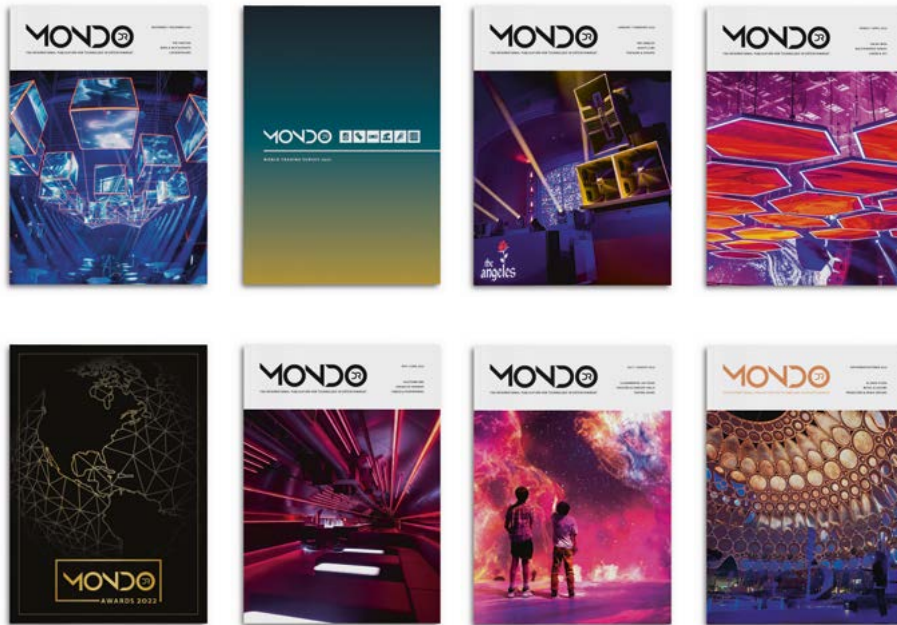
MONDO

THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIA PACK 2022/23



FEATURES & DEADLINES



MONDO-DR MEDIA PACK - 2022/23

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 and 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 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 artists 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.

Issue 33.1 - Nov / Dec 2022

Venue Report: Parks & Attractions
Product Guide: Amplifiers & Processors
Advertising & Editorial deadline: 22nd October
Print date: 3rd November
Bonus Distribution: LDI Las Vegas, JTSE Paris

World Trading Survey 2023

Advertising & Listings deadline: 25th November
Print date: 16th December
Bonus Distribution: all trade shows

Issue 33.2 - Jan / Feb 2023

Venue Report: Nightclubs
Product Guide: Loudspeakers
Advertising & Editorial deadline: 5th January
Print date: 12th January
Bonus Distribution: ISE Barcelona

Issue 33.3 - Mar / Apr 2023

Venue Report: Bars & Restaurants
Product Guide: LED Screens
Advertising & Editorial deadline: 17th February
Print date: 3rd March
Bonus Distribution: Prolight+Sound Frankfurt, MIR Rimini, NAMM Anaheim, NAB Las Vegas, GET Show Guangzhou

Issue 33.4 - May / Jun 2023

Venue Report: Performance Venues
Product Guide: Trussing, Rigging & Staging
Advertising & Editorial deadline: 21st April
Print date: 4th May
Bonus Distribution: PLASA Leeds, Palm Expo Mumbai, Infocomm Orlando, Prolight + Sound Guangzhou, MediaTech Africa

Issue 33.5 - Jul / Aug 2023

Venue Report: Retail & Leisure
Product Guide: Moving Heads
Advertising & Editorial deadline: 16th June
Print date: 6th July
Bonus Distribution: Plasa London, IBC Amsterdam

Issue 33.6 - Sept / Oct 2023

Venue Report: Theatres & Concert Halls
Product Guide: Lasers & Special FX
Advertising & Editorial deadline: 25th August
Print date: 7th September
Bonus Distribution: LLB Stockholm, LEat Hamburg, AES New York, InfoComm South East Asia

Issue 34.1 - Nov / Dec 2023

Venue Report: Multipurpose Venues
Product Guide: Projectors & Media Servers
Advertising & Editorial deadline: 20th October
Print date: 2nd November
Bonus Distribution: LDI Las Vegas, JTSE Paris

World Trading Survey 2024

Advertising & Listings deadline: 1st December
Print date: 19th December
Bonus Distribution: all trade shows

Issue 34.2 - Jan / Feb 2024

Venue Report: Houses of Worship
Product Guide: Cables, Mics and Comms
Advertising & Editorial deadline: 5th January
Print date: 16th January
Bonus Distribution: ISE Barcelona, NAMM Anaheim



EDITORIAL OPPORTUNITIES

VENUE REPORT

Case studies on a different venue type every issue, refer to Features list for annual schedule.



VENUES IN BRIEF

An article spread across a DPS or single page focussing on a smaller project from across the EMEA, APAC or Americas regions (200 words max).



BIG INTERVIEW

An interview with an important industry figure, this article stretches across many 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 DEPTH VENUE FEATURES

A deep dive into an installation encompassing all the technology involved in creating a new or upgraded entertainment space.



PRODUCT GUIDE

A listing on a specific product type each issue - refer to Features list for annual schedule.



COMPANY PROFILE

A feature that focusses on a company's history, highlighting how it broke into the industry and subsequent growth, major milestones, including product launches, new projects, and any other big news.



PRODUCT FOCUS

A focus on a particular product. 600 words and multiple images on a new launch.



DISCUSSION

A by-lined, thought leadership article, focussed on a specific topic as chosen by you.



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

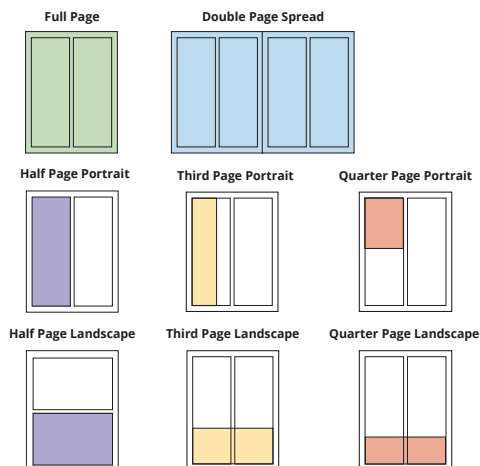
Third Page Portrait*
£1,400
Size: 75mm x 313mm

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

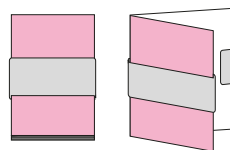
*These adverts are set on the page with a white border



SPECIAL ADVERTISING OPPORTUNITIES

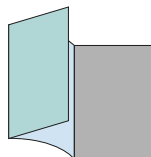
Bellyband

£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.



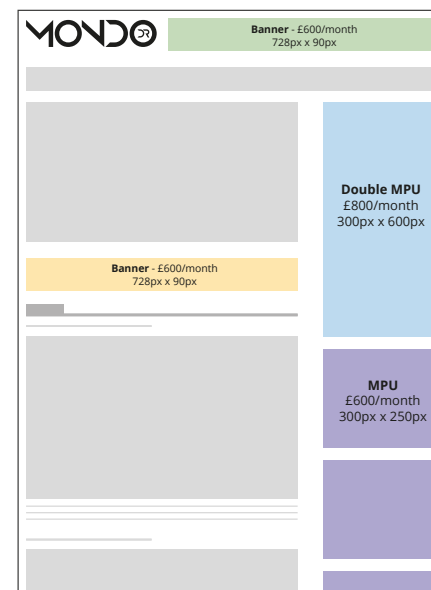
Gatefold

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

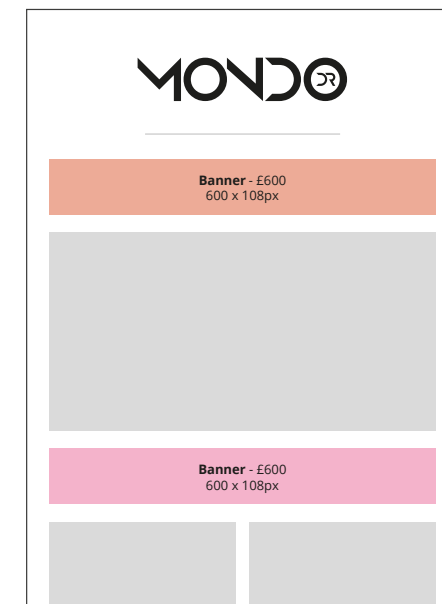
MPU
£600 | month
300px x 250px

Banner
£600 | month
728px x 90px

Skin
£1500

EMAIL

(ALL SIZES WIDTH BEFORE HEIGHT)



Newsletter Sponsorship
Banner - £600
600px x 108px

Digital Edition Newsletter Sponsorship
Banner - £800
600px x 108px

Product Newsletter Sponsorship
Product listing - £200
Banner - £600

E-Blast
£1200
A personalised email sent out to the full MONDO-DR database.

DISCOUNTS AVAILABLE FOR SERIES BOOKINGS

PRINT & DIGITAL 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%

PRINT
CIRCULATION

Average of over
7,600

DIGITAL EDITION
READERSHIP

Average of over
2,700

DIGITAL EDITION
IMPRESSIONS

Average of over
18,800

EMAIL
CIRCULATION

Average of over
12,800

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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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