

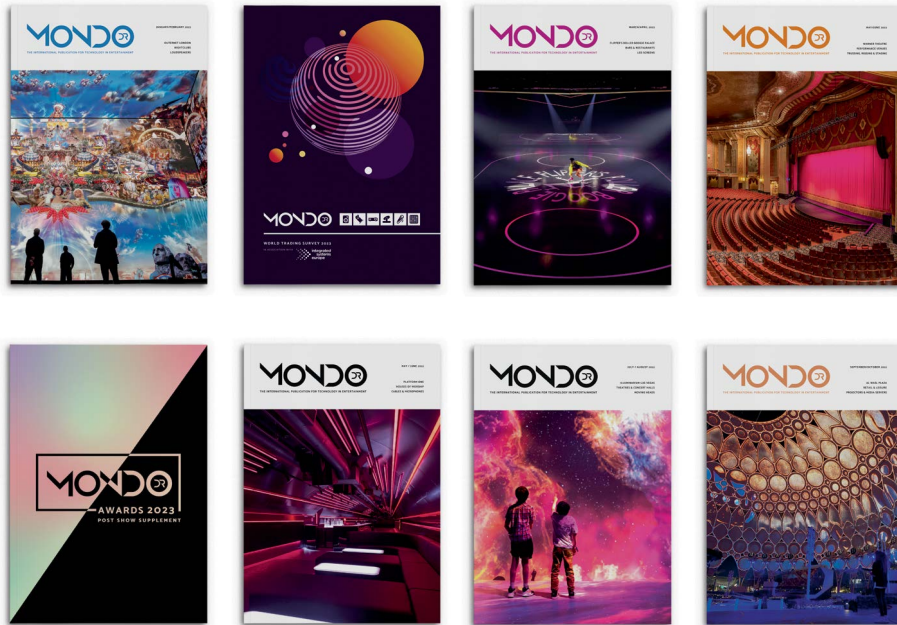


THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIA PACK 2023/24



FEATURES & DEADLINES



MONDO-DR MEDIA PACK - 2023/24

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. MONDO-DR constantly works to build on its distribution through a commitment to exhibiting or visiting 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.

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: Audio Mixing Desks & Consoles
Advertising & Editorial deadline: 5th January
Print date: 16th January
Bonus Distribution: ISE Barcelona, NAMM

Issue 34.3 - Mar / Apr 2024

Venue Report: Parks, Attractions & Museums
Product Guide: LED Screens
Advertising & Editorial deadline: 16th February
Print date: 1st March
Bonus Distribution: Prolight+Sound Frankfurt, MIR Rimini, NAB Las Vegas, GET Show Guangzhou

Issue 34.4 - May / Jun 2024

Venue Report: Nightclubs
Product Guide: Amplifiers & Processors
Advertising & Editorial deadline: 19th April
Print date: 3rd May
Bonus Distribution: PLASA Leeds, Palm Expo Mumbai, Infocomm Orlando, Prolight + Sound Guangzhou, MediaTech Africa

Issue 34.5 - Jul / Aug 2024

Venue Report: Hotels
Product Guide: Loudspeakers
Advertising & Editorial deadline: 21st June
Print date: 5th July
Bonus Distribution: Plasa London, IBC Amsterdam

Issue 34.6 - Sept / Oct 2024

Venue Report: Theatres & Concert Halls
Product Guide: Trussing, Rigging & Staging
Advertising & Editorial deadline: 23rd August
Print date: 6th September
Bonus Distribution: LLB Stockholm, LEat Hamburg, AES New York, InfoComm South East Asia, EXPOLATAM.TECH, Cancun

Issue 35.1 - Nov / Dec 2024

Venue Report: Bars & Restaurants
Product Guide: Cables, Mics and Comms
Advertising & Editorial deadline: 24th October
Print date: 7th November
Bonus Distribution: LDI Las Vegas, JTSE Paris

World Trading Survey 2025

Advertising & Listings deadline: 15th November
Print date: 12th December
Bonus Distribution: All Trade Shows



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

Trim: 236mm x 333mm
Type: 210mm x 310mm
Bleed: 242mm x 339mm

Double Page Spread

Trim: 472mm x 333mm
Type: 446mm x 310mm
Bleed: 478mm x 339mm

Half Page Portrait*

Size: 100mm x 313mm

Half Page Landscape*

Size: 210mm x 150mm

Third Page Portrait*

Size: 75mm x 313mm

Third Page Landscape*

Size: 210mm x 102mm

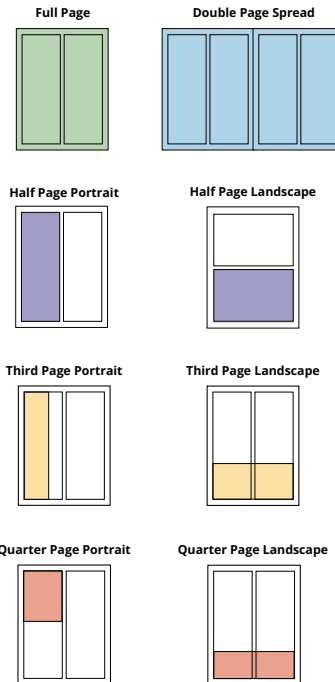
Quarter Page Portrait*

Size: 100mm x 150mm

Quarter Page Landscape*

Size: 210mm x 64mm

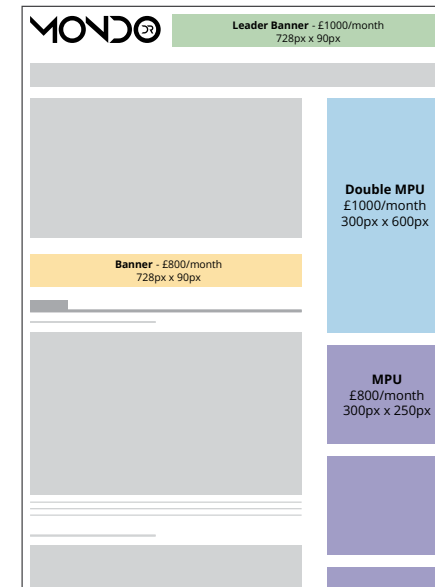
*These adverts are set on the page with a white border



FULL COLOUR	(£+VAT)	SPECIAL POSITIONS	
Double Page Spread	£4,500	Inside Front Cover	£3,000
Full Page	£2,500	Inside Back Cover	£3,000
Half Page	£1,700	Outside Back Cover	£5,000
Third Page	£1,400	Bellyband	£6,000
Quarter Page	£900	Gatefold	£7,000

ONLINE

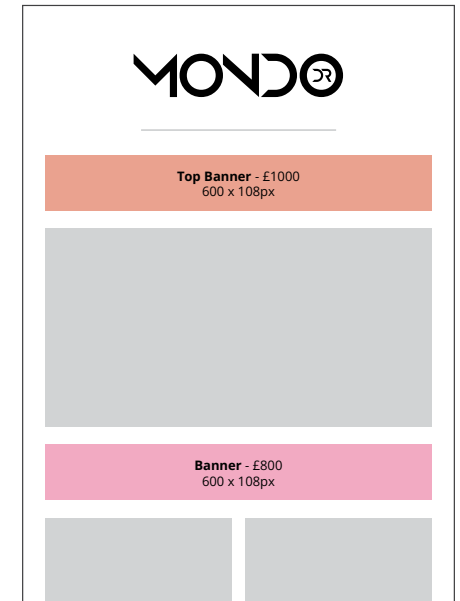
WEBSITE TECHNICAL DATA
(ALL SIZES WIDTH BEFORE HEIGHT)



Leader Banner	£1,000	(728px x 90px)
Banner	£800	(728px x 90px)
Double MPU	£1,000	(300px x 600px)
MPU	£800	(300px x 250px)
Skins	£1,500	(1600px x 1100px)

EMAIL

(ALL SIZES WIDTH BEFORE HEIGHT)



MONDO-DR E-Newsletter Banner ad

(Campaigns will be invoiced in advance)

Top Banner	£1000	600px x 108px
Banner	£800	600px x 108px

Video Content £1500

Digital Front Cover - Full Page	£3000
Digital DPS	£2500

E-Blast

£1500

A personalised email sent out to the full MONDO-DR database.

(Campaigns will be invoiced in advance)

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
9,800

DIGITAL CIRCULATION

Average of over
12,700

DIGITAL EDITION IMPRESSIONS

Average of over
23,000

CONTACT

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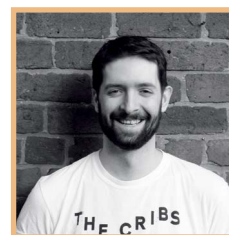


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PRODUCTION INFORMATION

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.

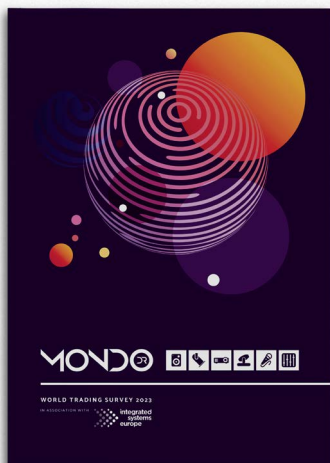
ANNUAL SUBSCRIPTION RATES (SEVEN ISSUES)

UK: £75 / **Europe:** £100 / **Rest of World:** £125
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WORLD TRADING SURVEY 2024



The World Trading Survey is the only worldwide listings directory for the our industry and is available in print and digital formats. The digital version is an ever-evolving document, so please get in touch to ensure your company details are correct.

Sponsorship opportunities are available:

Enhanced Listing:

For a small cost of £300 you can enhance your listing in the pages with a prominent position to make your company stand out.

Country Sponsorship:

There is the opportunity to sponsor a country section, starting at £1,000, which includes an extended entry and a logo placed on every page within that country section.

Contact:

Cameron & Katie for more details.

DIGITAL EDITION IMPRESSIONS

Average of over
11,300

LINK IMPRESSIONS

Average of over
1,600,000

CLICKS ON LINKS

Average of over
8,100



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