

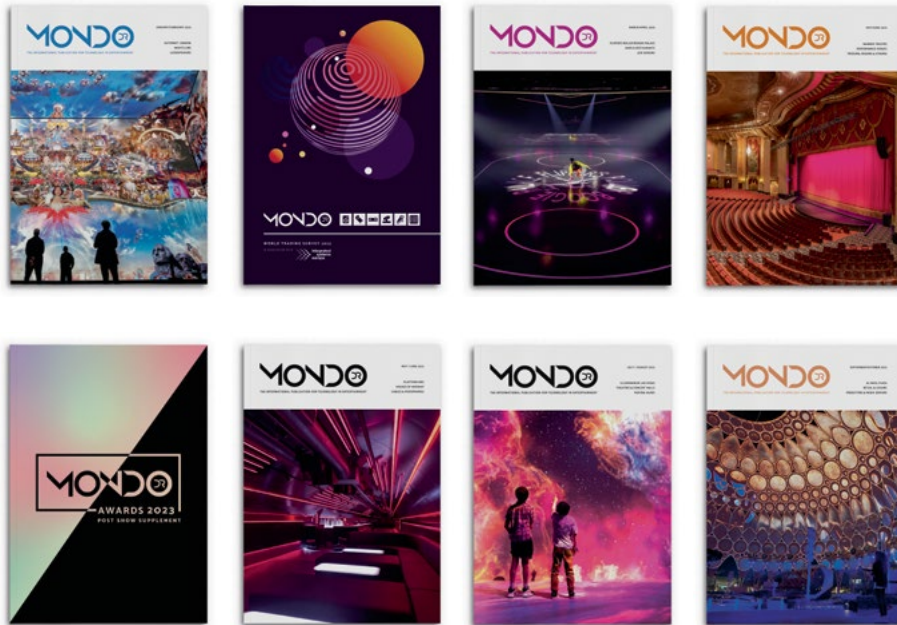


THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

MEDIA PACK 2024/2025



FEATURES & DEADLINES



MONDO-DR MEDIA PACK - 2024/25

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 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 Las Vegas, Prolight + Sound Guangzhou,

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

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

Issue 35.2 - Jan / Feb 2025

Venue Report: Retail & Leisure
Product Guide: Moving Heads
Advertising & Editorial deadline: 13th Dec
Print date: 14th Jan
Bonus Distribution: NAMM Show Anaheim, ISE Barcelona, GET Show Guangzhou

Issue 35.3 - Mar / Apr 2025

Venue Report: Lasers & Special Effects (any venue type)
Product Guide: Projectors & Media Servers
Advertising & Editorial deadline: 21st Feb
Print date: 6th March
Bonus Distribution: ProLight + Sound Frankfurt, Music Inside Rimini, Sound Check Expo Mexico City

Issue 35.4 - May / Jun 2025

Venue Report: Houses of Worship
Product Guide: Audio & Lighting Consoles
Advertising & Editorial deadline: 25th April
Print date: 8th May
Bonus Distribution: PLASA Leeds, Palm Expo Mumbai, KOBA Seoul, CabSat Dubai, Infocomm Orlando, Prolight + Sound Guangzhou

Issue 35.5 - Jul / Aug 2025

Venue Report: Trussing & Rigging (any venue type)
Product Guide: LED Screens
Advertising & Editorial deadline: 20th June
Print date: 3rd July
Bonus Distribution: PLASA London

Issue 35.6 - Sept / Oct 2025

Venue Report: Multipurpose Venues
Product Guide: Loudspeakers
Advertising & Editorial deadline: 22nd Aug
Print date: 4th Sept
Bonus Distribution: IBC Amsterdam, LEAT Hamburg, AES New York



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

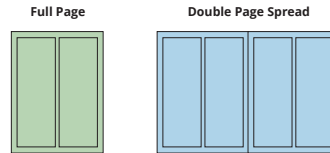
MAGAZINE TECHNICAL DATA (ALL SIZES WIDTH BEFORE HEIGHT)

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

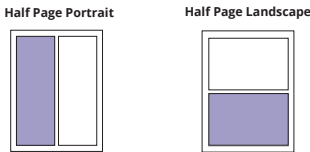


Half Page Portrait*

Size: 100mm x 313mm

Half Page Landscape*

Size: 210mm x 150mm

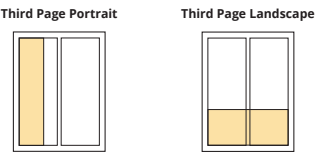


Third Page Portrait*

Size: 75mm x 313mm

Third Page Landscape*

Size: 210mm x 102mm

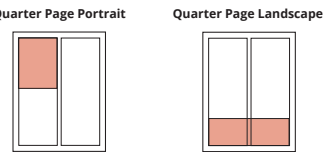


Quarter Page Portrait*

Size: 100mm x 150mm

Quarter Page Landscape*

Size: 210mm x 64mm

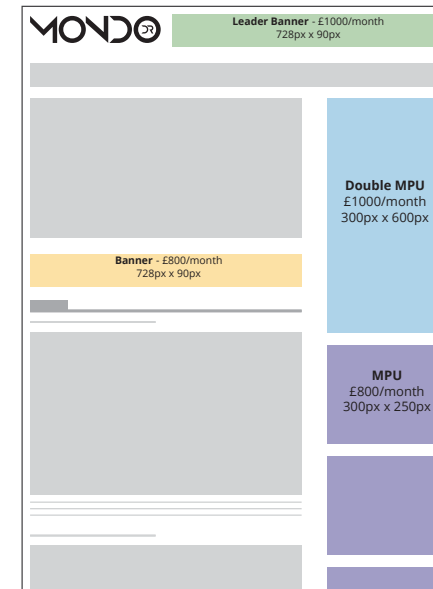


*These adverts are set on the page with a white border

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

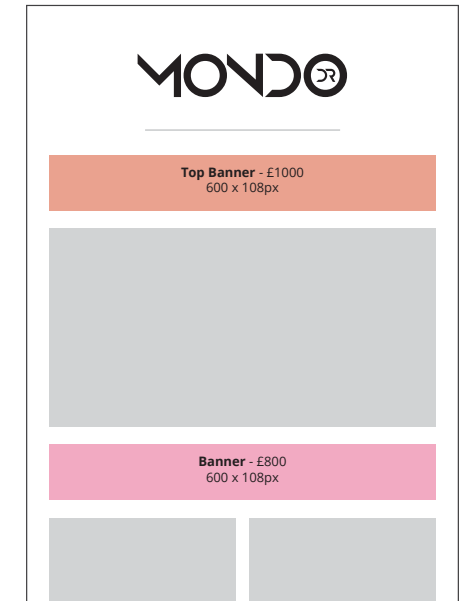
WEBSITE TECHNICAL DATA
(ALL SIZES WIDTH BEFORE HEIGHT)



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

EDITORIAL



Todd Staszko
Editor
t.staszko@mondiale.co.uk



Daisy Thorogood
Editorial Assistant
d.thorogood@mondiale.co.uk

COMMERCIAL

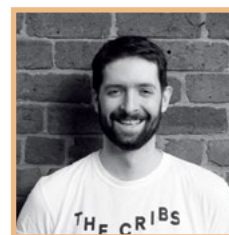


Cameron Crawford
Account Manager
c.crawford@mondiale.co.uk

EVENTS & MARKETING



Alice Clarke
Events Manager
a.clarke@mondiale.co.uk



James Robertson
Digital Content Manager
j.robertson@mondiale.co.uk



Katie Williams
Account Manager
k.williams@mondiale.co.uk

Justin Gawne
CEO
j.gawne@mondiale.co.uk

David Bell
Production Manager
d.bell@mondiale.co.uk

Dan Seaton
Design & Production
d.seaton@mondiale.co.uk

Mel Capper
Design & Production
m.capper@mondiale.co.uk

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
Two year rates are available on request

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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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