

2019 MEDIA AND
ADVERTISING DATA

Stadia
incorporating **TURF**

SPORTS VENUE DESIGN, OPERATIONS AND TECHNOLOGY

Stadia
September 2017
incorporating **TURF**

Also in
The latest new-builds
renovations in college sports
The technologies driving
innovative roofing design
Behind the scenes
Little Caesars Arena

20TH ANNIVERSARY

**THE MOST ADVANCED
SPORTS VENUE EVER**

About 20th Anniversary

In 2019, Stadia magazine celebrates its 20th anniversary. Stadia is the world's leading publication for the stadium design and development industry.

To mark the occasion, throughout 2019, Stadia will be looking forward to the next 20 year's worth of stadia design and technology innovations. Don't miss our special Showcase Anniversary issue in November.

Celebrating 20 years of success, *Stadia* magazine is designed to bring together the views and ideas of leading experts around the world in the area of sports venue design, operations and technologies. With a hard copy distribution of approximately 10,000 worldwide and digital distribution to over 20,000, *Stadia* is the indispensable journal of choice for stadium, arena and sports venue operators in businesses ranging from football, athletics, rugby, hockey, baseball, race circuits and more. Content includes in-depth case studies that examine the latest stadia projects; interviews with the industry's leading players; special focuses on particular supplier sectors; and news on latest industry trends and requirements.

Frequency

Stadia is published four times a year, and benefits from distribution at many of the world's leading international exhibitions and conferences, including the Stadium Managers Association annual seminar, FSB, The Green Sports Alliance Summit and the World Stadium Congress Qatar

Content

Stadia reviews developments relating to all aspects of the stadium, arena and grandstand sector – from initial project concepts and renovation, through to day-to-day operations. Editorial coverage includes:

- feasibility and planning;
- architecture and design;
- engineering and construction;

Turf Talk

Every issue of *Stadia* in 2019 will have a section of the magazine dedicated to natural and artificial turfing issues. Stadia's regular section will feature interviews with leading groundsmen from stadia across the globe – what are their tips and tricks? What are they looking for from suppliers? How do they ensure their venues are able to host multiple events?

SPECIAL FEATURES:

- *The most influential Architects of our time*
- *The most outstanding Stadiums in the 21st Century so far!*
- *Which technologies will have the greatest impact in the future*
- *Industry expert opinions: What do the next 20 years hold?*

"Stadia Magazine has proved to be an invaluable tool for IRP by increasing sales for our Custom Fabricated Division and creating a brand awareness amongst the industry professionals. Stadia has allowed us opportunity to showcase our custom capabilities for food & beverage equipment and highlight our partnerships with some of the most technologically advanced stadiums in the world."
Chad Wilkins, General Manager, IRP (Iowa Rotocast Plastics) Inc.



- catering and concessions;
- security;
- ticketing and access control;
- retail and entertainment design;
- seating, luxury suites and premium seats;
- sports surfaces, natural and synthetic turf;
- scoreboards and information displays;
- branding, broadcasting and naming rights;
- acoustics and sound reinforcement;
- IT systems integration...
- ...and much more

10,000*

Average Net 9,955 ABC Total July 2018 to June 2019 (Certificate issued 5th August 2019), per issue. This number excludes additional copies distributed at exhibitions and conferences. Source Audit Bureau of Circulations

The key to effective display advertising is reaching your target customer base. This is where **Stadia's** hand-built circulation of approximately 10,000 hard copies worldwide is unique.

The task of our dedicated publishing services team is to identify and target cities, teams and venues at the earliest stages of project proposals, thereby ensuring your commercial messages in **Stadia** reach the project decision makers.

Each issue of **Stadia** has approximately 10,000 hard copies sent to qualified 10,000 qualified end-user readers across the globe – each on a named, titled, individual basis.

With a proven 'pass-around' figure of between three and four readers per hard copy, and **Stadia** reaches in excess of 50,000 individuals when we include digital versions.

Your market

Stadia is distributed throughout North America, Europe, Japan, the Pacific Rim, Australasia and the Far East, and to selected organisations in other parts of the world.

Our readers

Our targeted, qualified readership includes:

- venue owners, directors and managers;
- tenant teams and sports clubs;
- planning economic development agencies at city and state levels;
- leading private management firms, such as AEG, SMG and Global Spectrum;
- security/safety and licensing officers;
- city, state and national sports authorities;
- leading national associations (such as MLS, NFL, NACDA, NBA, national football associations);
- event promoters, such as AEG and Live Nation;
- international sports governing bodies (FIFA, UEFA, IOC and so on);
- the leading investors, architects, engineers, constructors and operators...

www.stadia-magazine.com

Stadia's dedicated website means that each issue is available online – reaching a further 10,000 decision makers and boosting the circulation of the world's leading stadia industry magazine to over 20,000 copies, four times a year. www.stadia-magazine.com also features weekly industry news updates, blogs, a free-to-use archive of recent issues, and free industry recruitment advertisements.

Furthermore, the website gives rise to the opportunity for some advertisers to secure one of a limited number of sponsorship banners for a 12-month period, and will see the creation of the **Stadia** Industry Directory. This directory, exclusive to magazine advertisers, will establish a comprehensive listing of leading stadia industry suppliers, in which each company listed can display a 200 to 300-word company profile, along with

images and contact details.

Key news stories, jobs and blogs are emailed to the entire **Stadia** database each and every week, ensuring the website achieves excellent industry penetration.

Rates (hosted for a 12-month period)

Site Header Width 600 pixels X 75 pixels Height

Beneath Header Width 900 pixels X 90 pixels Height

Banner Width 300 pixels X 300 pixels Height

Banner Width 300 pixels x 150 pixels Height

Industry Directory

Digital Advertising is Exclusive to Magazine Advertisers- prices on request.

Media information SCHEDULE

Stadia

incorporating **TURF**

Issue 1/19 March

Main Features

On the Boards – Architecture
Focus ON New Projects

Venue Focus Features

TBC
Screens and Visual Displays
Audio Solutions
Stadium and Arena Lighting

Tech Focus Turf Talk Turf Talk News Published Copy Due

Seating Solutions
Protective Coatings
Natural Turf Round Up
Latest Pitch News
March 2019
February 7th 2019



Issue 2/19 June

Venue Focus

Features

TBC
Sustainability
Stadium Engineering
MLS Update
VIP Hospitality
Security Solutions
Latest Pitch News
Hybrid Turf Round Up
June 2019
May 9th 2019

Tech Focus Turf Talk News Turf Talk Published Copy Due



Issue 3/19 September

Main Feature

Region Focus

Tournament Focus

Venue Focus

Features

Collegiate Venues Special
Australia

Rugby World Cup

TBC

Roofing and Materials

eSports Venues

Weather Safety

New Technology

Synthetic Turf Round Up

September 2019

August 1st 2019

Tech Focus Turf Talk Published Copy Due



Issue 4/19 Showcase

Features

Communications Infrastructure
Broadcasting Solutions
Safety, Security and Access Control
Round Table TBC
Refurbishment and Life Extension

Tech Focus

Stadium Software
Solutions



ADVERTISING RATES

Advert type	Full page	Half page
Number of insertions	£ sterling	£ sterling
1	4,900	3,450
2 (per insertion)	4,500	3,200
3 (per insertion)	4,250	2,950
4 (per insertion)	3,950	2,800
Inside Front Cover	5,500	
Outside Back Cover	5,950	
Double Page Spread	6,500	
Carrier sheet sponsorship		
Cost per issue 1 side	4,350	
Cost per issue 2 sides	5,560	

Special positions are available (covers, facing contents, etc)

Editorial contributions from advertisers are also available, on a first come, first served basis

Contact:

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"Stadia Magazine is a valuable resource for me. It keeps me informed on the latest trends and technologies and I enjoy the features on new facility projects and renovations. No other publication covers the industry like Stadia Magazine."

Paul Turner, CFE CSSP, Senior Director of Event Operations, AT&T Stadium, Dallas Cowboys Football Club



"It's always a challenge to find good quality information in a specialist field particularly information that is current and reflects the present trends around the world, we have found Stadia is one of those rare publications that seems to achieve that objective on a consistent basis."

Rod Sheard, Populous