

2020 MEDIA AND ADVERTISING DATA

Stadia

incorporating **TURF**

SPORTS VENUE DESIGN, OPERATIONS AND TECHNOLOGY



Media information AT A GLANCE

Stadia

incorporating **TURF**



Celebrating over 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, **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, FSB, World Stadium Congress, ALSD USA, ALSD International and more.



"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.

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;
 - 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 40,000 individuals when we include digital versions.

20,000

www.stadia-magazine.com

Stadia's dedicated website means that each issue is also available to view online. The website boasts over 10,000 unique visitors each month boosting the readership of the world's leading stadia industry magazine. www.stadia-magazine.com also features weekly industry news updates, blogs, a free-to-use archive of recent and past 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.

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...

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

Rates available on request

Industry Directory £1,200 for twelve months.

Partner Mailers – Sent to our GDPR compliant opt-in recipient list on the date and time required.
Prices from £2,000 - £3,500 per mail shot.

Media information SCHEDULE

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Issue 1/20 March

Features 2020 Olympics
On the Boards – Architecture Focus In
New Projects
Audio Solutions
Sports Field Lighting
Ticketing Technology and Solutions
Inclusivity, Accessibility, PRM
Venue Focus York Community Stadium
TBC
Latest News New Section Upfront
Published March 2020
Copy Due Feb 4th 2020



Issue 2/20 June

Features Arena New Builds
VIP Hospitality
Sanitary Challenges and Solutions
Regional Focus – China
Beyond the Stadium – Masterplanning
E-Sports
Venue Focus Las Vegas Raiders - Allegiant Stadium
Latest News New Section Upfront
Published Late May 2020
Copy Due April 26th, 2020



Issue 3/20 September

Features Turf Round Up –
Natural, Synthetic, Hybrid
Engineering and Design
Concessions Stands, F&B
Enhancing the Fan Experience
Safety, Security and Access Control
Seating
Stadium Technology Solutions
Venue Focus Sofi Stadium
Latest News New Section Upfront
Published September 2020
Copy Due July 31st 2020



Issue 4/20 Showcase 2021

Features Sustainability
Demolition and Deconstruction
Broadcasting Technology
Refurbishment Projects
Stadia and Arena Staffing
Weather / Nature's threats
Venue Insurance and Financing
Venue Focus TBC
Latest News New Section Upfront
Published (Late November- for the start of 2021)
Copy Due October 16th 2020



Media information RATE CARD

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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: John Doherty, Publication Manager

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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

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