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
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.

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 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.

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

**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**
  - The North Queensland Stadium
- **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 / Natural 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

Publication Manager: John Doherty | tel + 44 (0)1322 464 735 | email john.doherty@markallengroup.com
**ADVERTISING RATES**

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**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
john.doherty@markallengroup.com t: +44 (0)1322 464735

*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