

2022 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 distribution of 6,000 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



Media information CIRCULATION

10,000

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The key to effective display advertising is reaching your target customer base. This is where Stadia's hand-built circulation of up to 10,000 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** is sent to a maximum of 10,000* qualified end-user readers across the globe – each on a named, titled, individual basis.

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...

*Exact circulation determined on an issue-by-issue basis based on demand for coverage of specific subject areas. The publisher guarantees a minimum circulation of 6,000 copies per issue

www.stadia-magazine.com



Stadia's dedicated website means that each issue is also available to view online. The website boasts around 5,000 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.

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

Website data (average of Nov & Dec 2020):

- 4906 unique visitors
- 8040 page views
- Average time on site is 45 seconds for site as a whole, 1 min 47 seconds for news articles

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.

Digital Advertising is Exclusive to Magazine Advertisers

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.

Media information SCHEDULE

Stadia

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Issue 1/22

March

Features

Architecture – 2022 venue openings
Training facilities
Audio solutions
Sports surface maintenance
Fan engagement

Venue Focus Nashville SC Stadium

Published March 2022



Issue 2/22

June

Features

Collegiate round-up
Broadcasting
Architecture technologies
Engineering roundtable
F&B, catering, and concessions

Venue Focus Sydney Football Stadium

Published Late May 2022



Issue 3/22

September

Features

Qatar World Cup
MEP
VIP hospitality
Safety, security, and access control
Lighting solutions

Venue Focus Aztec Stadium

Published September 2022



Issue 4/22

December

Features

Sustainability
Interior design
Screens and video displays
Venue operations and staffing
Seating
2023 venues preview

Venue Focus Guangzhou Evergrande Football Stadium

Published December 2022



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: Godfrey Hooper, Publication Manager

Godfrey.hooper@markallengroup.com t: +44 (0) 1322 464 732

"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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WEBINARS

As of 2021 *Stadia* is offering an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow up

Delivered by the market-leading webinar team at publishers *Mark Allen Business*, with proven lead generation, webinars can help you to share your industry expertise with new and existing clients.

STADIA PODCAST

Sponsorship opportunities are now available for the monthly *Stadia* Podcast. Sponsors will get:

- An exclusive interview on the podcast with a key technical representative
- Opportunity to nominate an industry representative on a further podcast(s)
- A logo included in a prominent position on the email sent to our database, for each episode sponsored
- A name check at the beginning and end of each podcast
- Opportunity for direct lead generation via online poll, connected to podcast content
- A news story on the *Stadia* website to tie in with the launch of each podcast
- Opportunity to have issues explored in the podcast featured in *Stadia* magazine

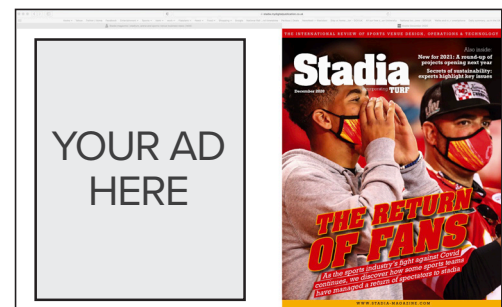
DIGITAL EDITION SPONSORSHIP

Premium opportunity

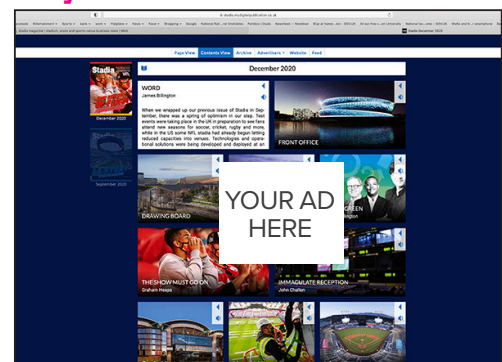
In June 2020 *Stadia* launched its all-new digital edition. This, fully interactive, smart-device optimised interface has already created a large increase in the numbers of readers choosing to access *Stadia* digitally. It provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion...

- 1) A 'presentation page' ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
- 2) Two 'interstitial ads'. These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by 'lily ads' which appear in the Smart View, optimised for mobile devices
- 3) A logo and sponsor message in the email blast sent by *Stadia* on digital publication
- 4) The opportunity to augment ads with video content

Presentation page



Lily ad



Augmented content

