



TPI MEDIA PACK 2024

Live Event Design and Production



WELCOME TO TPI

The leading publication for the live touring industry.

- Distributed to 7,500 individuals and companies in the live event community
- Circulated to 87 countries
- Average monthly digital readership of 3,500*
- 17,847* monthly active website users
- Mailing list of 14,753
- Annual in-person events including the famed TPI Awards attended by over 1,700 professionals

**Over a six-month period*



Since 1998, TPI [Total Production International] has been the definitive authority on live events production. Featuring on-site interviews with the world's most respected crew members as well as in-depth discussion with R&D departments creating the technology powering live events, TPI pulls back the curtain on an often 'invisible' industry,

sharing backstage stories from the talented people who make artist dreams a reality. Our bimonthly publication is circulated to 6,974 individuals and companies in 87 countries. Our digital magazine receives an average monthly readership of 1,878, with website traffic reaching 17,847 active users per month.

In recent years, TPI has expanded its

digital footprint with TPI Talks – a web series and podcast with some of the biggest and brightest names in the sector.

TPI also hosts in-person events – most notably the TPI Awards, which honours the work of individuals and companies in the sector. Attended by 1,700 industry professionals, it is the ultimate annual networking opportunity for the touring world.

TPI 2024 DEADLINES

JAN/FEB 2024

Editorial: 02/12/23 Advertising: 09/12/23
Show Distribution: ISE Barcelona / NAMM Anaheim
TPI Awards 2024 London

MAR/APR 2024

Editorial: 22/02/24 Advertising: 29/02/24
Show Distribution: Prolight + Sound Frankfurt
MIR Rimini / NAB Las Vegas

MAY/JUN 2024

Editorial: 16/04/24 Advertising: 23/04/24
Show Distribution: Plasa Leeds Focus
GTL Sessions Mykonos / PALM Expo Mumbai
InfoComm Orlando / MediaTech Africa

JUL/AUG 2024

Editorial: 14/06/24 Advertising: 21/06/24
Show Distribution: Plasa London / IBC Amsterdam

SEP/OCT 2024

Editorial: 15/08/24 Advertising: 22/08/24
Show Distribution: LEaT Hamburg
EXPOLatam.Tech Cancun

NOV/DEC 2024

Editorial: 18/10/24 Advertising: 25/10/24
Show Distribution: LDI Las Vegas / JTSE Paris
The Conference Live at Lititz 2024 Lititz

JAN/FEB 2025

Editorial: 05/12/24 Advertising: 12/12/24

EVENT FOCUS

A detailed examination of a specific aspect of a live production; a focus on the visual elements of a tour, or an interview discussing audio, this is where we put a particular element of a tour under the microscope.

BEHIND THE SCENES

With the proliferation of livestream and virtual events, this section delves into those replicating the live experience for the virtual world.

PRODUCTION PROFILE

All-encompassing coverage of the world's most awe-inspiring live productions; interviews with personnel from every facet of the production, from lighting to rigging, tour management to trucking and catering, this feature documents the hardworking crews that make a live event a reality.

IN PROFILE

Discover the inner workings and insights from leading businesses within the industry. From manufacturers and rental companies to production houses and everything in between.

INTERVIEW

A profile of the industry's greatest movers and shakers to hear their thoughts on the future of live touring.

GEAR HEADS

Insight from the innovators and technicians responsible for creating the latest products on the market.

ON THE ROAD

A chance to hear about the famed venues that have played host to the greatest musicians and roadies.

FESTIVAL FOCUS

Uncovering the technical infrastructure and personnel behind large outdoor events, from boutique gatherings to 100,000-strong juggernauts.

FEEDBACK

A platform for industry professionals to have their say on the current state of the industry, changes they'd like to see and trends we should be aware of.

PRODUCTION FUTURES

Highlighting the work of industry newcomers and sector-specific training incentives aiding the next generation of TPI Award winners.

BACK CHAT

Members of the live events sector take the hot seat.

If you would like to participate in any of these features, please contact Editor Stew Hume: s.hume@mondiale.co.uk or Assistant Editor Jacob Waite j.waite@mondiale.co.uk. For social media enquiries, please contact James Robertson: j.robertson@mondiale.co.uk. For advertising please contact Fran Begaj: f.begaj@mondiale.co.uk, Phil Tucker: p.tucker@mondiale.co.uk or Sheelan Shah: s.shah@mondiale.co.uk. Alternatively, please call the TPI office on +44 (0)161 476 8360.

MEET THE TPi TEAM

EDITORIAL



STEW HUME
Editor

Mob: +44 (0)770 2054 344
Email: s.hume@mondiale.co.uk



JACOB WAITE
Assistant Editor

Mob: +44 (0) 7592 679 612
Email: j.waite@mondiale.co.uk



ALICIA POLLITT
Editorial Assistant

Mob: +44 (0) 7508 441 986
Email: a.pollitt@mondiale.co.uk

COMMERCIAL



FRAN BEGAJ
Senior Account Manager

Mob: +44 (0)7852 336 728
Email: f.begaj@mondiale.co.uk



MATILDA MATTHEWS
Account Manager

Mob: +44 (0)7413 555978
Email: m.matthews@mondiale.co.uk



PHILIP TUCKER
Account Manager

Mob: +44 (0)7522130473
Email: p.tucker@mondiale.co.uk

EVENTS & SOCIAL



SHEELAN SHAH
Account Manager

Mob: +44 (0)7401 690 960
Email: s.shah@mondiale.co.uk



ALICE CLARKE
Event and Marketing Manager

Mob: +44 (0) 7752 392 465
Email: a.clarke@mondiale.co.uk



JAMES ROBERTSON
Digital Content Manager

Mob: +44 (0) 7725 475 819
Email: j.robertson@mondiale.co.uk

JUSTIN GAWNE
CEO

PETER IANTORNO
Editorial Director

DAN SEATON
Production

MEL CAPPER
Production

TPi HEAD OFFICE

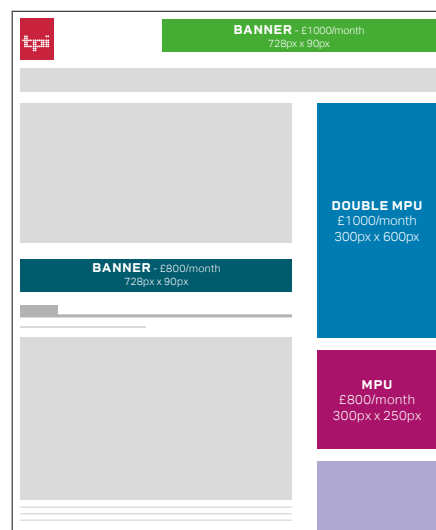
Strawberry Studios, Watson Square,
Stockport, Greater Manchester, SK1 3AZ, U.K.
Tel: +44 (0)161 476 8360

PRINT ADVERTISING RATES

| 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 |

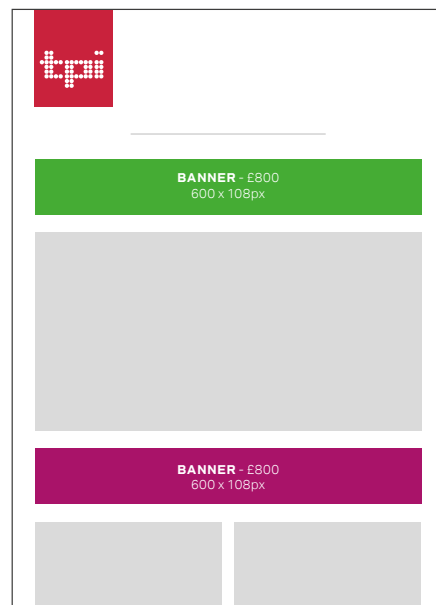
WEBSITE ADVERTISING RATES

| | | |
|---------------|--------|-------------------|
| 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) |



DIGITAL ADVERTISING RATES

| | |
|--|-----------------|
| TPI E-Newsletter Banner Ad | £800 |
| Campaigns will be invoiced in advance. | (600px x 108px) |
| Video Content | £1,500 |
| Digital Front Cover - Full Page | £2,000 |
| Digital DPS | £2,500 |
| Email Blast | £1,500 |
| Campaigns will be invoiced in advance. | |



ADVERTISING TECHNICAL DATA

All dimensions: height before width

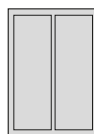
FULL PAGE

Bleed 339 mm x 242 mm
Trim 333 mm x 236 mm
Type 313 mm x 226 mm

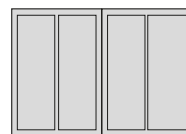
DPS

Bleed 339 mm x 478 mm
Trim 333 mm x 472 mm
Type 313 mm x 462 mm

FULL PAGE



DPS



The following adverts all float on the page with a white margin

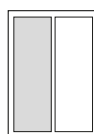
1/2 PAGE PORTRAIT

Size 313 mm x 100 mm

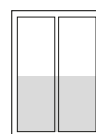
1/2 PAGE LANDSCAPE

Size 150 mm x 210 mm

1/2 PAGE



Portrait



Landscape

1/3 PAGE PORTRAIT

Size 313 mm x 75 mm

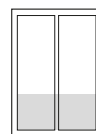
1/3 PAGE LANDSCAPE

Size 102 mm x 210 mm

1/3 PAGE



Portrait



Landscape

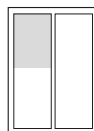
1/4 PAGE PORTRAIT

Size 150 mm x 100 mm

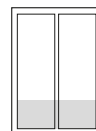
1/4 PAGE LANDSCAPE

Size 64 mm x 210 mm

1/4 PAGE



Portrait



Landscape

PLEASE NOTE

- All TRIM pages must have a 3mm bleed on all sides.
- For TRIM adverts, type and important subject matter should be kept within the TYPE area.
- You should allow 8mm between DPS adverts for binding. Please call for more information.

CIRCULATION BREAKDOWN

PROFESSIONS

| | |
|-------------------------------|-----|
| • Production/Rental Companies | 10% |
| • Production/Tour Mangers | 15% |
| • General Event Suppliers | 12% |
| • Technicians/Crew | 12% |
| • Event Co-ordinators | 9% |
| • Distributors | 15% |
| • Manufacturers | 5% |
| • Show Designers | 10% |
| • Technical Colleges | 3% |
| • Students | 2% |
| • Rehearsal Facilities | 2% |
| • Venues | 1% |
| • Booking Agencies | 1% |
| • Promoters | 3% |



READERSHIP

| | |
|---------------------------|------|
| • UK | 56% |
| • Western Europe | 13% |
| • Rest of Europe | 6% |
| • Northern America | 21% |
| • Central & South America | 2% |
| • Asia & Australia | 1% |
| • Middle East | 0.5% |
| • Africa | 0.5% |

PRINT CIRCULATION

AVERAGE OF OVER

7,600

DIGITAL EDITION READERSHIP

AVERAGE OF OVER

3,000

DIGITAL EDITION IMPRESSIONS

AVERAGE OF OVER

20,000

EMAIL CIRCULATION

AVERAGE OF OVER

14,500

The leading publication for live events in the Middle East & Africa.



Introduction:

- Published 6 times a year, TPiMEA covers the creative and technical aspects of live events throughout the Middle East, Africa & India. Ranging from concepts and ceremonies to corporate events, festivals and temporary installations.
- A dedicated website, www.tpimagazine-mea.com, which features regularly updated news and views from the industry.
- Annual awards ceremony, the TPiMEA Awards, to recognise the regional industry's best and brightest talents.



**Average Print
& Digital
Readership**

3,385

**Average
Digital
Impressions**

14,889

**Average
Website
Visitors**

1,682

**Newsletter
Subscribers**

13,000

**TPiMEA
Awards
Attendees**

570