

# MEDIA PACK 2025/26

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TPIMAGAZINE.COM  
TPIAWARDS.COM



## WELCOME TO TPI

### THE LEADING PUBLICATION FOR THE LIVE TOURING INDUSTRY.

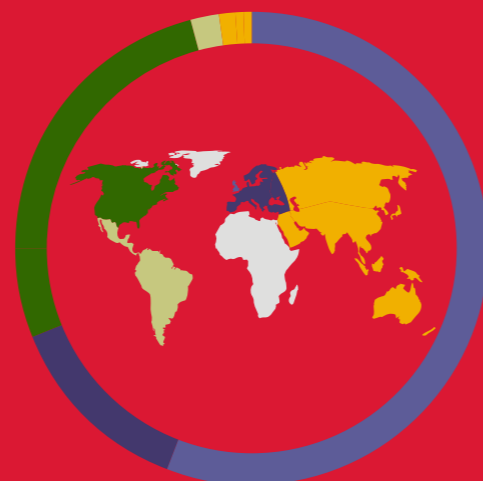
Since 1998, TPI [Total Production International] has been the definitive authority on live events production. Featuring on-site interviews with the world's most respected crew members as well as in-depth discussion with R&D departments creating the technology powering live events, TPI pulls back the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

of 8,407 individuals and companies in 87 countries. Our digital magazine receives over 15,229 average monthly visits with website traffic reaching 10,000 impressions 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 1,800 industry professionals, it is the ultimate annual networking opportunity for the touring world.

# CIRCULATION BREAKDOWN

## PROFESSIONS

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



## READERSHIP

UK	56%
Northern America	24%
Europe	12.9%
Central & South America	3.4%
Asia & Australia	3.7%

PRINT & DIGITAL CIRCULATION	DIGITAL IMPRESSIONS	MONTHLY WEBSITE VISITORS	NEWSLETTER CIRCULATION	DIGITAL FOLLOWING
AVERAGE OF OVER <b>8,407</b>	AVERAGE OF OVER <b>15,229</b>	AVERAGE OF OVER <b>10,000</b>	AVERAGE OF OVER <b>7,851</b>	COMBINED FOLLOWING <b>21.5K</b>

# PRINT ADVERTISING RATES

## FULL COLOUR (£+VAT)

Double Page Spread	£4,500
Full Page	£2,500
Half Page	£1,700
Third Page	£1,400
Quarter Page	£900

## SPECIAL POSITIONS

Inside Front Cover	£3,000
Inside Back Cover	£3,000
Outside Back Cover	£5,000
Bellyband	£6,000
Gatefold	£7,000

## DIMENSIONS

(Height before width)

### FULL PAGE

Bleed	339 mm x 242 mm
Trim	333 mm x 236 mm
Type	310 mm x 210 mm

### DPS

Bleed	339 mm x 478 mm
Trim	333 mm x 472 mm
Type	310 mm x 446 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.

# ONLINE AUDIENCE AND REACH

## ONLINE STATISTICS

**10,000+** Subscribers

**21,500+** Social Followers

**10,000+** Avg. Monthly Web Visitors

**10,000+** Avg. Monthly Page Visitors

**55%+** Avg. Newsletter Open Rate

**1.7%+** Avg. Newsletter Click Through Rate

## WEBSITE DEMOGRAPHICS

**55%** United Kingdom

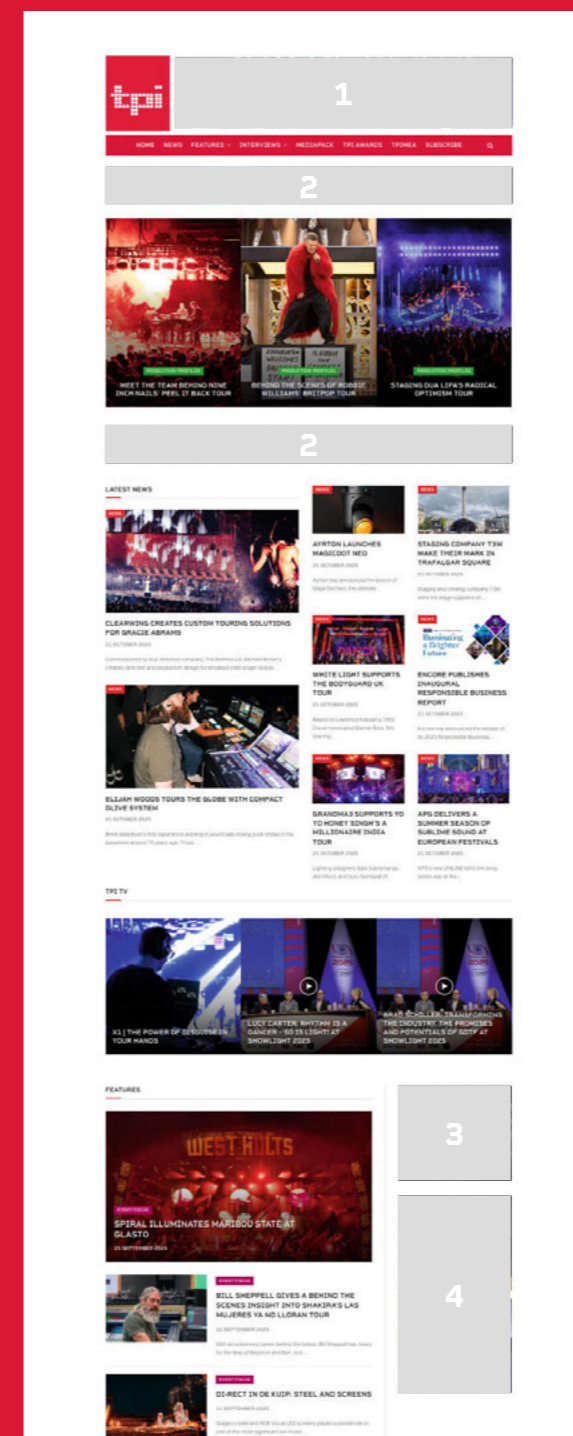
**25%** Rest of Europe

**15%** North America

**5%** Rest of World

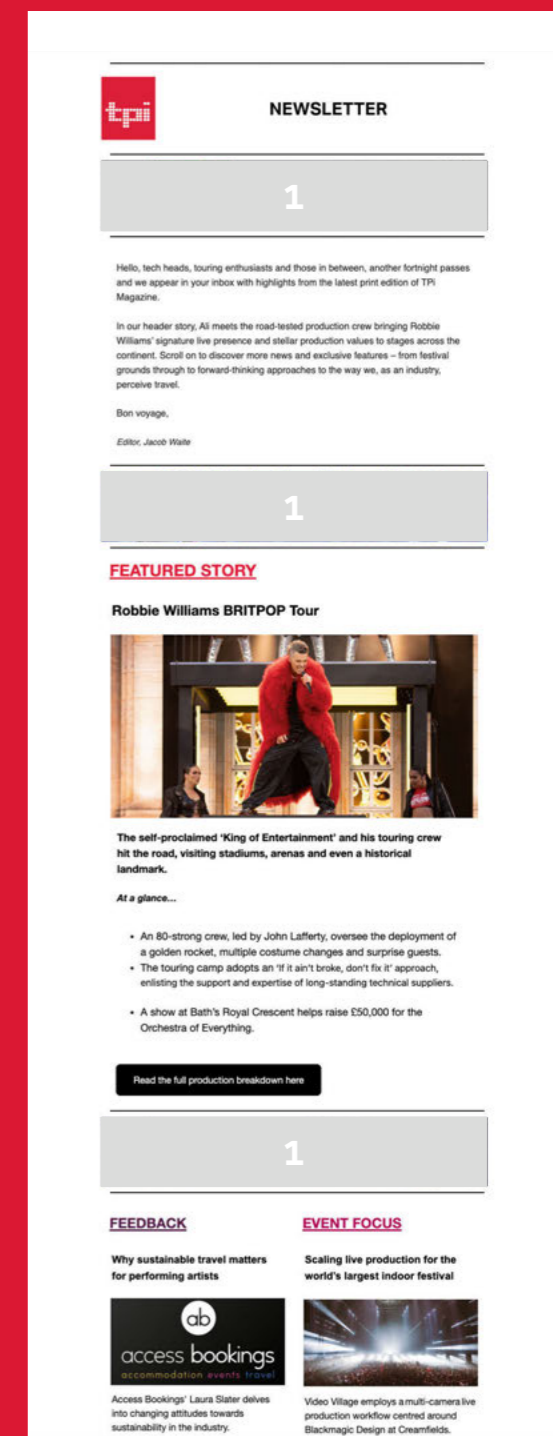
# WEBSITE ADVERTISING RATES

Header Skin	£2,000	(950px x 185px)
Banner	£1,000	(1200px x 108px)
MPU	£1,000	(300px x 250px)
Double MPU	£1,500	(300px x 600px)
Video Content	£1,000	



# DIGITAL ADVERTISING RATES

Social Media Takeover	£1,000	
Digital Front Cover - Full Page	£2,000	
Digital DPS	£2,500	
Email Blast	£1,500	
TPI E-Newsletter Banner Ad	£800	(600px x 108 px)



# EDITORIAL OPPORTUNITIES



## 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.



## 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.



## BACK CHAT

Members of the live events sector take the hot seat.



## 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.



## INTERVIEW

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



## FESTIVAL FOCUS

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



## PRODUCTION FUTURES

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



## GEAR HEADS

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



## 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.

# TPI 2025/2026 DEADLINES & BONUS DISTRIBUTION OPPORTUNITIES

## NOV/DEC 2025

Editorial: 17/10/25 Advertising: 24/10/25  
Show Distribution: LDI Las Vegas / JTSE Paris / The Conference Live at Lititz 2025

## JAN/FEB 2026

Editorial: 04/12/25 Advertising: 11/12/25  
Show Distribution: ISE Barcelona / NAMM Anaheim / TPI Awards 2026 London

## MAR/APR 2026

Editorial: 20/02/26 Advertising: 27/02/26  
Show Distribution: Prolight + Sound Frankfurt / Music Inside Rimini / NAB Las Vegas / TPI MEA Awards 2026 Dubai

## MAY/JUN 2026

Editorial: 17/04/26 Advertising: 24/04/26  
Show Distribution: Plasa Focus Leeds / GTL Sessions Mykonos / Showlight France / ABTT London / InfoComm Las Vegas / SLS Expo Riyadh / MONDO-DR Awards 2026 Las Vegas

## JUL/AUG 2026

Editorial: 13/06/26 Advertising: 20/06/26  
Show Distribution: PLASA London / IBC Amsterdam

## SEP/OCT 2026

Editorial: 14/08/26 Advertising: 21/08/26  
Show Distribution: LEaT Hamburg

## NOV/DEC 2026

Editorial: 09/10/26 Advertising: 16/10/26  
Show Distribution: LDI Las Vegas / JTSE Paris / The Conference: Live at Lititz 2026

## JAN/FEB 2027

Editorial: 20/11/26 Advertising: 27/11/26  
Show Distribution: ISE Barcelona / NAMM Anaheim / TPI Awards 2026 London

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[TPIMEAMAGAZINE.COM](http://TPIMEAMAGAZINE.COM)



[THESETAWARDS.COM](http://THESETAWARDS.COM)



[FESTIVALAWARDS.COM](http://FESTIVALAWARDS.COM)



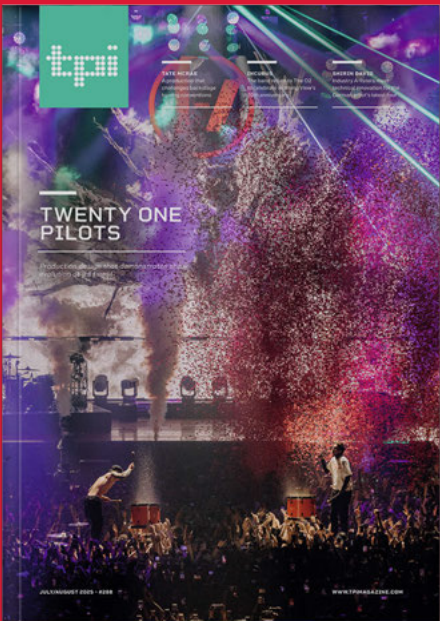
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