



# TPI MEDIA PACK 2024-25

*Live Event Design and Production*

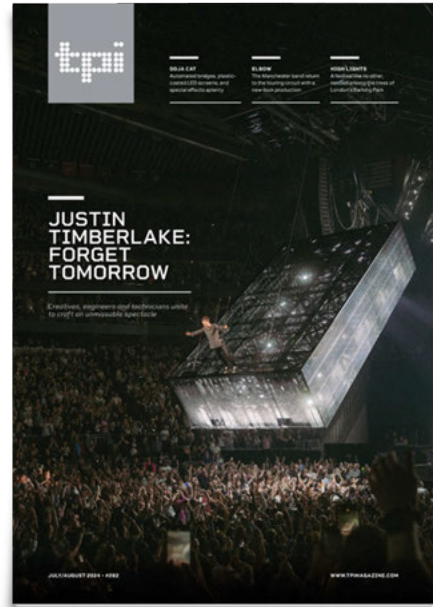
[WWW.TPIMAGAZINE.COM](http://WWW.TPIMAGAZINE.COM)  
[WWW.TPIAWARDS.COM](http://WWW.TPIAWARDS.COM)



# WELCOME TO TPI

*The leading publication for the live touring industry.*

- Print and digital readership 8,407
- Average digital magazine impressions over 15,229
- Newsletter circulation over 7,851
- Average email open rate 50%
- Annual in-person events including GTL Sessions and the famed TPI Awards, attended by 1,800 professionals



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.

# TPI 2024/2025 DEADLINES

## SEP/OCT 2024

*Editorial: 15/08/24 Advertising: 22/08/24*  
*Show Distribution: LEaT, Hamburg*

## 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*  
*Show Distribution: ISE, Barcelona / NAMM, Anaheim*  
TPI Awards 2025, London

## MAR/APR 2025

*Editorial: 19/02/25 Advertising: 26/02/25*  
*Show Distribution: Prolight + Sound, Frankfurt*  
Music Inside Rimini, Rimini / NAB Las Vegas / TPI MEA Awards 2025, Dubai

## MAY/JUN 2025

*Editorial: 11/04/25 Advertising: 18/04/25*  
*Show Distribution: Plasa Focus, Leeds*  
GTL Sessions, Mykonos / PALM Expo, Mumbai / AV-ICN Expo, Mumbai / MediaTech, Africa / Showlight, France / ABTT, London / InfoComm, Las Vegas / InfoComm, Orlando / SLS Expo, Riyadh, Saudi Arabia / Koba, Seoul / MONDO-DR Awards, Orlando

## JUL/AUG 2025

*Editorial: 13/06/25 Advertising: 20/06/25*  
*Show Distribution: Plasa London / IBC Amsterdam*

## SEP/OCT 2025

*Editorial: 15/08/25 Advertising: 22/08/25*  
*Show Distribution: LEaT Hamburg*

## NOV/DEC 2025

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

### 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.

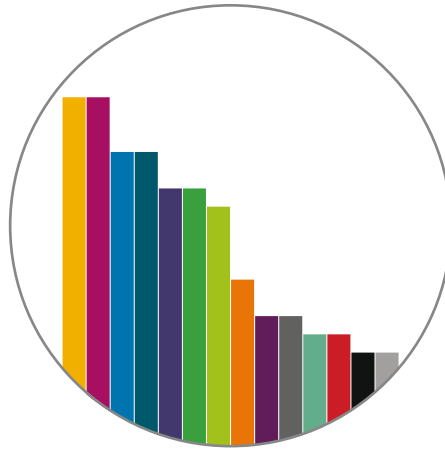
For any editorial enquiries please contact one of the editorial team, who's contact details you can find on our 'Meet the Team' page.



# CIRCULATION BREAKDOWN

## PROFESSIONS

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



## READERSHIP

• <b>UK</b>	56%
• <b>Northern America</b>	21%
• <b>Western Europe</b>	13%
• <b>Rest of Europe</b>	6%
• <b>Central &amp; South America</b>	2%
• <b>Asia &amp; Australia</b>	1%
• <b>Middle East</b>	0.5%
• <b>Africa</b>	0.5%

PRINT & DIGITAL CIRCULATION

DIGITAL IMPRESSIONS

MONTHLY WEBSITE VISITORS

NEWSLETTER CIRCULATION

DIGITAL FOLLOWING

AVERAGE OF OVER  
**8,407**

AVERAGE OF OVER  
**15,229**

AVERAGE OF OVER  
**10,000**

AVERAGE OF OVER  
**7,851**

COMBINED FOLLOWING  
**21.5K**

# PRINT ADVERTISING RATES

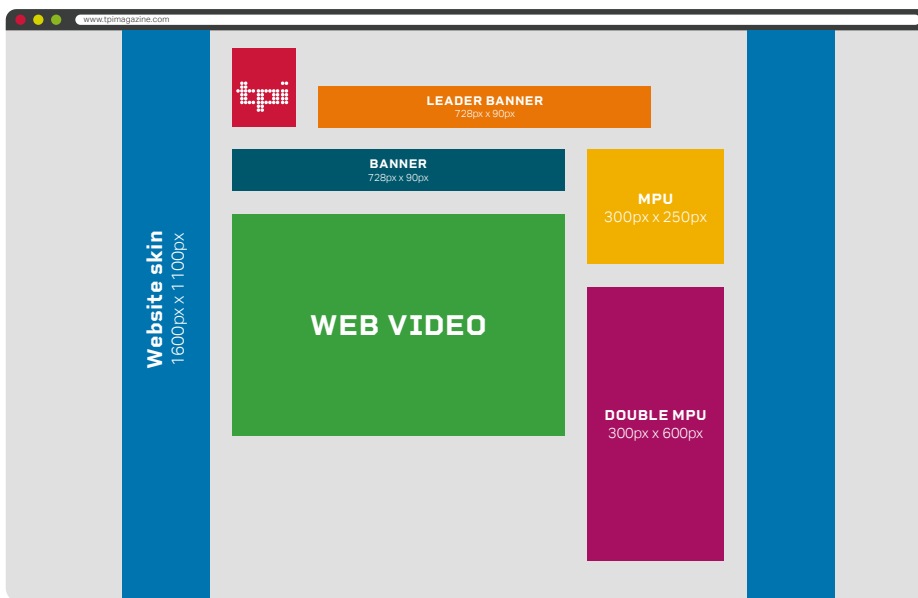
FULL COLOUR (£+VAT)		SPECIAL POSITIONS	
Double Page Spread	£4,500	Inside Front Cover	£3,000
Full Page	£2,500	Inside Back Cover	£3,000
Half Page	£1,700	Outside Back Cover	£5,000
Third Page	£1,400	Bellyband	£6,000
Quarter Page	£900	Gatefold	£7,000

# WEBSITE ADVERTISING RATES

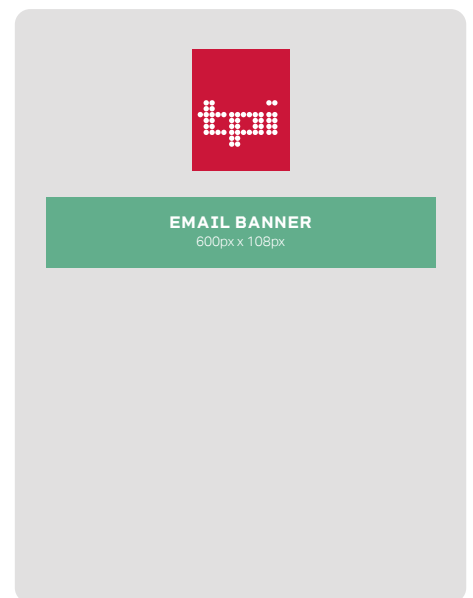
Leader Banner	£1,000	(728px x 90px)
Banner	£800	(728px x 90px)
Double MPU	£1,000	(300px x 600px)
MPU	£800	(300px x 250px)
Skins	£1,500	(1600px x 1100px)
Video Content	£1,500	

# 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)



Website Adverts



E-Newsletter Banner

# ADVERTISING TECHNICAL DATA

All dimensions: height before width

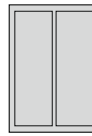
## FULL PAGE

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

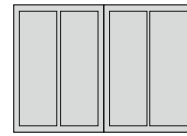
## DPS

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

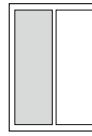
## 1/2 PAGE PORTRAIT

Size 313 mm x 100 mm

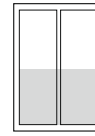
## 1/2 PAGE LANDSCAPE

Size 150 mm x 210 mm

## 1/2 PAGE



Portrait



Landscape

## 1/3 PAGE PORTRAIT

Size 313 mm x 75 mm

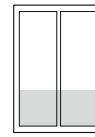
## 1/3 PAGE LANDSCAPE

Size 102 mm x 210 mm

## 1/3 PAGE



Portrait



Landscape

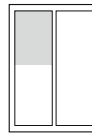
## 1/4 PAGE PORTRAIT

Size 150 mm x 100 mm

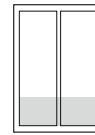
## 1/4 PAGE LANDSCAPE

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.

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# 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](http://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.



<b>Average Print &amp; Digital Readership</b> <b>3,345</b>	<b>Average Digital Impressions</b> <b>11,339</b>	<b>Monthly Website Visitors</b> <b>7,400</b>	<b>Newsletter Subscribers</b> <b>5,351</b>	<b>TPiMEA Awards Attendees</b> <b>597</b>	<b>Social Media Following</b> <b>6,308</b>
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\*figures do not include bonus distribution at tradeshow and events