



# Independent Authoritative Editorial coverage

Since its establishment in 1996, Stadium & Arena Management has sought to differentiate itself from the competitive media by producing editorial which is of practical use and value to Stadium & Arena Managers in their day-to-day work.

It has been, and still is, the policy of the Publishers not to follow the pattern of faithfully reproduced, (yet superficial) light weight press releases or internet sound bites masquerading as in-depth industry coverage.

At Stadium & Arena Management we prefer to take the tougher option of actually researching and writing our own content, providing better quality industry news and features. In a global profession, which embraces the notion of "continuous change", our loyal readers need solid and dependable information and analysis - and this is what we strive to provide.

"ESSG partner with Stadium & Arena Management magazine because of its global readership and independent editorial".

Paul Anderson - President ESSG



# Circulation

By making the magazine a digital publication we have been able to offer a wider and more diverse distribution, with it being read now in 105 different countries from a reader base of towards 15,000 per issue\*. Previously as a bi-monthly, print magazine we perpetually faced the problem of international distribution and keeping the news pages timely, and so the digital offering enables immediate publication, digital and real time archive access, magazine sharing and portable reading.

We are now better suited to serve our truly global circulation in our digital format, but we still provide a subscription service to those who would prefer a printed copy. As part of our on-going data management programme we continually select those professionals from the industry who we assess are right to receive the magazine.

Our in-house research shows that on average 2 or 3 people, in addition to the named recipient, are able to see each copy - or selected elements from it - providing an approximated readership for each issue close to the distribution target we have set ourselves and this ensures our advertisers get maximum exposure for their marketing budget.

To summarise; our digital distribution, strict readership control and thought provoking articles ensure that only the key personnel in any organisation receive a copy of the magazine and they in turn pass their copy on to their colleague.

\* Publishers analysis of reader database.



## Associations

If independent proof were required of the esteem the magazine is held in, these global industry trade associations are happy to partner with Stadium & Arena Management as a significant element of their own media communications strategies.



The European Stadium Managers Association recognises the strategic value of the magazine and has totally embraced the publication and the series of Stadia & Arena exhibitions as we continue to establish a dialogue between members to improve management techniques in stadiums.



The American Stadium Managers Association has also capitalised on the magazines strong circulation profile in the Americas and there is a working relationship which involves Stadium & Arena's annual presence at the SMA conference.



The UK Stadium Managers Association uses the magazine as its Official Publication to announce dates of conferences and workshops. Members find the articles incisive and the information practical.



IAAM is the largest professional association dedicated exclusively to the management of public use facilities. We are proud Associate Members, exhibiting & attending their annual conference. We have key members of IAAM membership as readers of the magazine

"Walter P Moore continues to be impressed with the high calibre of content Stadium & Arena Management publishes —both in terms of stadium engineering & design and editorial quality —and we value its international perspective and distribution."

Lee Slade - Senior Principal at Walter P Moore

## Type of companies our readers work in:

Stadium & Arena Management has targeted the following types of Venue to build the circulation from:

- **Major Sports Stadiums** for Baseball, Rugby Football, Tennis, Soccer, Cricket, American Football, Pop Concerts, Athletics Meetings and venues with similar major out-door usage.
- **Multi-purpose Arenas** Ice Hockey, Volleyball, Pop Concerts, Swimming, Indoor Athletics, Tennis, Wrestling, Exhibition Halls, Boxing etc...
- **Grandstand Venues** such as Horseracing Tracks, Motor Racing Tracks, Dog Racing Tracks.

## Type of Job our readers have:

The primary element of the maintenance and selection work that we undertake each month is to tirelessly distinguish what our readers' jobs entail and here are typical job titles and functions from the readership database:

Stadium Owners and Directors, Operations Directors, Stadium/Facility Directors and Managers, Local and National Government Authority Officers, Safety Officers, Police and Fire Service Officers, Security and Safety Managers, International Sports Authority Personnel (IOC, FIFA, UEFA, F1 etc...), Licensing Supervisors.

We also target specific professionals such as architects, consultants, contractors and specialist product and service providers to receive the magazine as they are also a key part of any decision making and procurement process.



"The magazine is a must read for anyone serious about this business. I also like the digital version getting emailed straight to me as it means no-one else can take my copy now!"

Bruce Shulze  
The Shulze Corporation. Involved with managing and hosting 4 NFL Superbowls; 1995 & 99 plus 2007 & 10. Plus 5 World Series of Baseball '82, '85, '87, '97, '03





## Conference and exhibition

Now in their 14th year the Stadia & Arena series of events are, without peer, THE top level learning, networking and sales event in the European Venue Management industry's calendar.

The most recent event (held in Marseille, France in June 2011) further confirmed this status attracting delegates from around the world including USA, Australasia, The Middle East, South America, Africa, The Far East and almost every country in Europe. Since the first event in 1996 the annual event has been held in many of Europe's great cities such as, Barcelona, Geneva, Lisbon, London, Marseille, Milan, Munich and Prague.

As organisers we have been always clear to confirm the event as primarily attended by delegates at a senior level within the organisation that they represent. The Stadia &

Arena event is industry specific with the conference designed by industry specialists to ensure pre-eminent content. To that end many delegates return year after year and welcome the opportunity to learn by sharing information and management techniques and to see first-hand the equipment and services that exhibitors come to display.

In June of 2012 the event will return to France, this time under the patronage of Bordeaux FC, at the Bordeaux Congress Centre. With France having been awarded the European Football Championships in 2016 and the French Football Federation bid including 12 stadiums (of which 4 will be new and 7 requiring major renovations with a total budget in excess of 1.7 billion) Bordeaux is a site of one of these new facilities.

**"ESSMA have been partners with Stadium & Arena Management magazine for over a decade now and we value the credibility of its independent editorial and global circulation reach"**

**John Beattie** –  
President ESSMA, Stadium Manager  
Emirates Stadium, London.

## The Future of "Venues"

As we enter the age of increased legislation coupled with the pressure to maximise the experience of spectators/visitors, the Stadium & Arena Manager is caught with a responsibility to achieve both priorities. The onus is now on the Stadium & Arena Manager to blend the corporate requirements of the Venue, or their Operating Company, whilst ensuring that all licensing and safety requirements are adhered to without compromising the visitor experience.

Stadium & Arena Management magazine is committed to continue to report on initiatives from a variety of differing venues across the globe to highlight new ideas of working, demonstrate new products and assist in the general sharing of information amongst the Stadium & Arena Community.

As a company who supply this multi-billion dollar market Stadium & Arena Management is a "MUST USE" publication as part of your marketing strategy over the coming years.

## Rates and Mechanical Data

Stadium & Arena Management is published 6 times a year February, April, June, August, October & December

### Display Advertising Insertions

Colour	1	3	6
Full Page	£1650	£1595	£1595
Half page	£1130	£1095	£1075
Quarter Page	£900	£865	£845

Full page Bleed	303 x 216 mm
Full page Trim	297 x 210 mm
Full page Type Area	264 x 181mm
Half Page Vertical	264 x 89 mm
Half Page Horizontal	125 x 181mm
Quarter Page	125 x 89 mm

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