



TOTAL PRODUCTION MIDDLE EAST & AFRICA

WWW.TPMEAMAGAZINE.COM

TPMEA MAGAZINE MEDIA PACK 2021





TPMEA... THE MIDDLE EAST & AFRICA BI-MONTHLY MAGAZINE

TPMEA is the sister title to the long-established TPi Magazine. Published six times a year, TPMEA covers the creative and technical aspects of the events market in the region, including live performances, corporate and national celebrations, awards ceremonies and festivals.

Since its first issue in 2015, TPMEA has experienced exponential growth and now stands as the market-leading publication in the region for live event technology. The standalone magazine is distributed throughout the Middle East and Africa, as well as benefitting from global distribution alongside TPi every other month.

TPMEA's Tech Profiles provide in-depth coverage of the region's biggest live events,

with exclusive insights from production staff, suppliers and industry insiders. Each issue of TPMEA also contains exclusive interviews and company profiles, and reports on all the latest regional news to give a full picture of the region's ever-developing production industry.

Running alongside the magazine, TPMEA's digital offering comprises our dedicated website www.tpmeamagazine.com, which features regularly updated, dynamic content, as well as regular e-shots containing news, videos and views on the industry.

And that's not all. Every year TPMEA holds its annual region-specific awards ceremony in Dubai to recognise the achievements of exceptional industry individuals.

TPMEA 2021 DEADLINES

FEBRUARY/MARCH – ISSUE #028

Editorial: 13/01/21

Advertising: 20/01/21

Show Distribution: **TPi Awards, London, ISE Amsterdam**

Saudi Entertainment and Amusement Expo, Saudi Arabia,

APRIL/MAY – ISSUE #029

Editorial: 10/03/21

Advertising: 17/03/21

Show Distribution: **TPMEA Awards, Dubai, CABSAT, Dubai**

Prolight & Sound, Frankfurt

JUNE/JULY – ISSUE #030

Editorial: 12/05/21

Advertising: 19/05/21

Includes the TPMEA Awards write-up

Show Distribution: **InfoComm, Las Vegas**

AUGUST/SEPTEMBER – ISSUE #031

Editorial: 11/07/21

Advertising: 18/07/21

Show Distribution: **PLASA, London**

OCTOBER/NOVEMBER – ISSUE #032

Editorial: 08/09/21

Advertising: 15/09/21

JOY Expo, Saudi Arabia, LDI, Las Vegas

DECEMBER/JANUARY – ISSUE #033

Editorial: 10/11/21

Advertising: 17/11/21

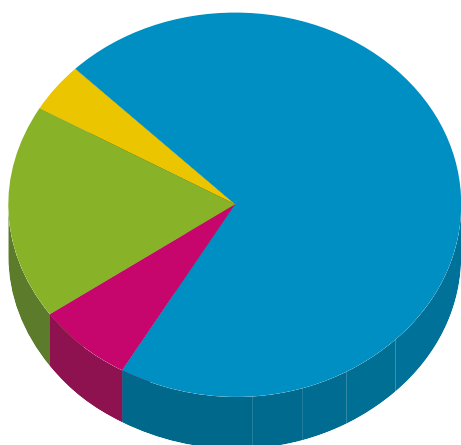
If you would like to participate in any of these features, please contact Editor, Peter Iantorno: p.iantorno@mondiale.co.uk.

For advertising, events and sponsorship information, please contact Commercial Director, Hannah Eakins: h.eakins@mondiale.co.uk.

Alternatively, please call the TPMEA office on +44 (0)161 476 8360.



TPMEA CIRCULATION BREAKDOWN



| | |
|-----------------------|-------|
| GCC | 1,990 |
| MIDDLE EAST (OTHER) | 217 |
| AFRICA | 496 |
| SURROUNDING COUNTRIES | 152 |

The printed edition of TPMEA is circulated to 2855 production professionals throughout the Middle East, Africa and surrounding countries, it is also read by up to a 1000 individuals via the digital edition of the magazine and finally every print issue of TPMEA is also circulated 6 times a year with TPI to the global distribution list.

The territories covered are split into four categories: GCC, other Middle East countries, Africa, surrounding countries.

Research shows that on average, each copy of TPMEA is read by three people, creating a pass-on readership figure of over 8,000. Add this to the fact that 72% of readers surveyed always read their copy of TPMEA and 81% say they respond to advertising, and you're presented with the perfect advertising platform for your products.



AWARDS 2020

IN ASSOCIATION WITH



TPMEA AWARDS

The TPMEA Awards is a chance to catch up with your industry colleagues while also taking the time to acknowledge some of the year's outstanding individuals.

As well as the awards presentation, the evening includes free food and drink, as well as plenty of time to network to your heart's content or simply celebrate another successful year.

The 2019 TPMEA Awards welcomed more than 500 guests from all corners of the region's entertainment industry, while the 2020 TPMEA Awards took place via an innovative virtual solution due to the COVID-19 pandemic.

For sponsorship enquiries, please contact:
h.eakins@mondiale.co.uk or j.gawne@mondiale.co.uk





INTRODUCTION TO TPi

- TPi Magazine is distributed to 8,241 individuals working within the live event community
- Circulated to almost 87 countries, with 60% to EMEA, 30% the Americas and 10% ROW
- Interactive digital edition is also available with has an average monthly readership of over 1,000
- The TPi website has an average of 20,000 active users each month
- Fortnightly e-newsletter circulated to 18,000
- Once up and running again, TPi will attend nearly every major trade show adding bonus distribution to the print copy of the magazine
- Hosts the annual production industry event, TPi Awards, attended by over 1,700 professionals
- Facebook, Twitter, Instagram and LinkedIn accounts so you can keep up to date
- Created Production Futures and the TPi Breakthrough Talent Awards - paving the way for the next generation of industry professionals

Launched in 1998, Total Production International (TPi) is the definitive, authoritative publication catering for the global live event production industry.

The internationally distributed magazine primarily covers the application of sound, lighting, video, staging design and new technologies in the creative environment of concert touring, theatre, festivals, live music venues and special events. No matter how big or small the production, TPi endeavours to cover every aspect at every level throughout the year.

Since the spring of 2004, Mondiale Media has administered the day-to-day management of the Production Services Association (PSA). The PSA and its members - the best live event service companies, technicians and designers - work to set, raise and maintain standards within our sector. Total Production International incorporates a regular PSA Action bulletin as part of its monthly contents, as a service to Association members and other interested parties.

Total Production International is published 12 times a year, is available digitally and is backed up by our fortnightly e-newsletter, our dedicated website at www.tpimagazine.com and TPi's social media accounts.

MEET THE TPMEA TEAM



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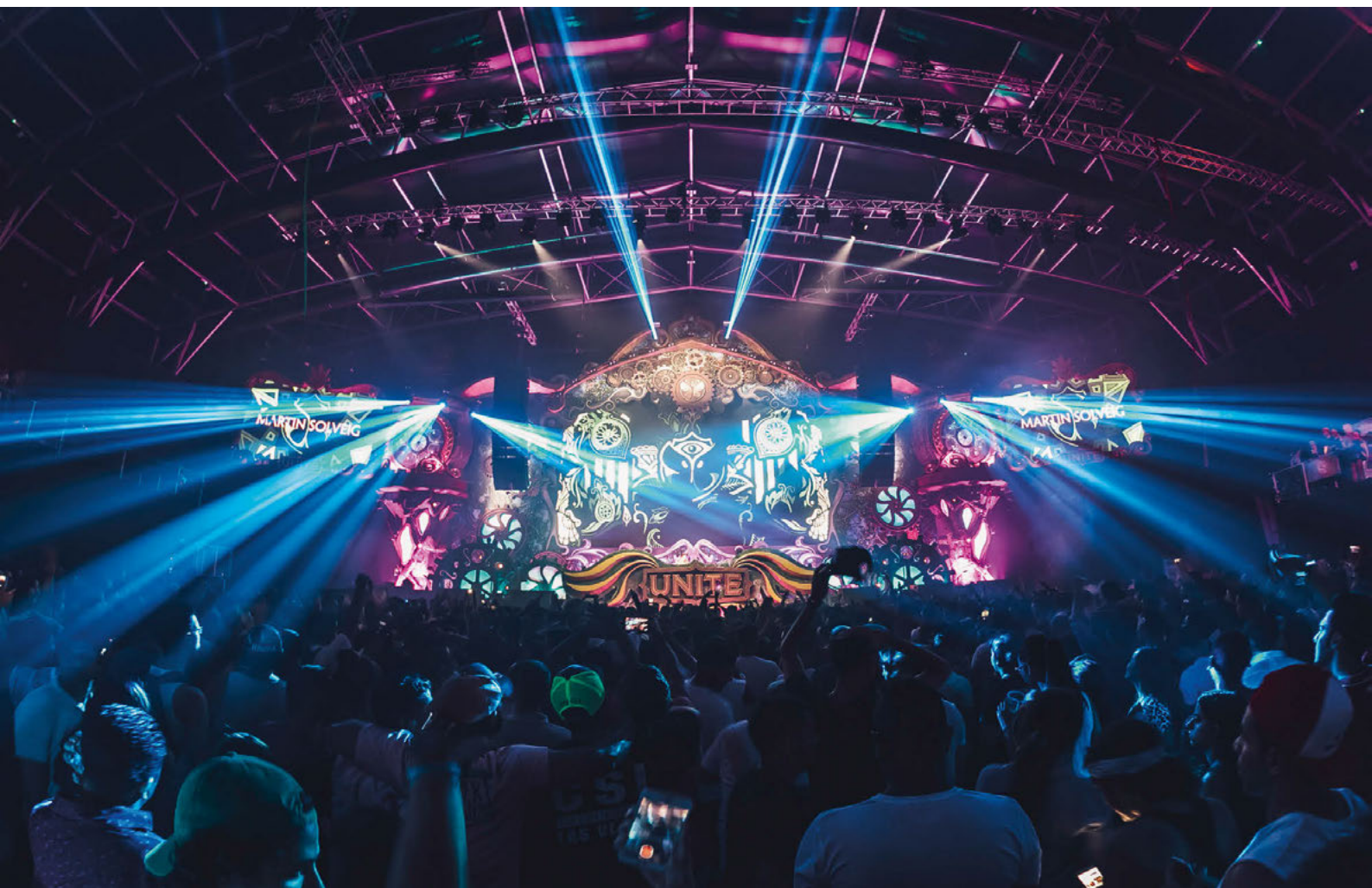
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ADVERTISING RATES

| <i>FULL COLOUR</i> | <i>(£+VAT)</i> | <i>SPECIAL POSITIONS</i> | |
|--------------------|----------------|--------------------------|-------|
| Full Page | £2400 | Inside Front Cover | £2700 |
| Half Page | £1400 | Inside Back Cover | £2400 |
| Half Page Island | £1600 | Outside Back Cover | £3200 |
| One Third Page | £1100 | Bellyband | £2500 |
| Quarter Page | £900 | Gatefold | £6000 |

**Maximise your brand's exposure – sponsor a page of the magazine, please contact us for more information.
Inserts accepted by arrangement. Price depends on size, number and weight.*

TPMEA ADVERTISING, EVENTS AND SPONSORSHIP

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ONLINE ADVERTISING

WWW.TPMEAMAGAZINE.COM

There are a number of advertising options available on tpmeamagazine.com. These can be supplied as jpeg, png, gif or swf and should be less than 150KB. There will be an associated charge if you require us to create this for you.

Banners and leaderboard spaces hold a maximum of three adverts on rotation. The adverts will receive equal exposure on the site. Prices are also given for sole use of the advertising space.

1. LEADERBOARD (728 x 90 pixels)

| Rotation of 3 | Cost (£) | Sole Use | Cost (£) |
|---------------|----------|--------------|----------|
| 1-3 months | 1500 | 1-3 months | 3000 |
| 4-6 months | 1400 | 4-6 months | 2800 |
| 7-9 months | 1300 | 7-9 months | 2600 |
| 10-12 months | 1200 | 10-12 months | 2400 |

2. NEWS BANNER 1 (728 x 90 pixels)

| Rotation of 3 | Cost (£) | Sole Use | Cost (£) |
|---------------|----------|--------------|----------|
| 1-3 months | 1000 | 1-3 months | 2000 |
| 4-6 months | 900 | 4-6 months | 1800 |
| 7-9 months | 800 | 7-9 months | 1600 |
| 10-12 months | 700 | 10-12 months | 1400 |

3. NEWS BANNER 2 (728 x 90 pixels)

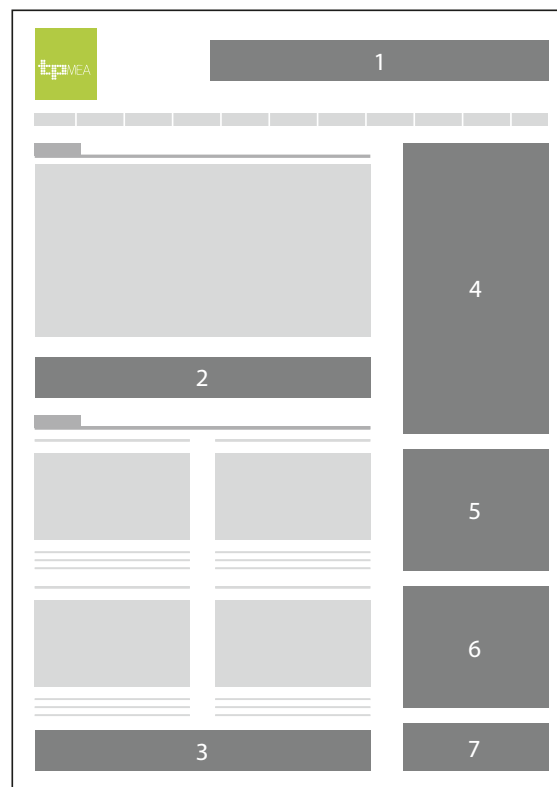
| Rotation of 3 | Cost (£) | Sole Use | Cost (£) |
|---------------|----------|--------------|----------|
| 1-3 months | 800 | 1-3 months | 1600 |
| 4-6 months | 750 | 4-6 months | 1500 |
| 7-9 months | 700 | 7-9 months | 1400 |
| 10-12 months | 650 | 10-12 months | 1300 |

4. SUPER BANNER (300 x 600 pixels)

| Rotation of 3 | Cost (£) | Sole Use | Cost (£) |
|---------------|----------|--------------|----------|
| 1-3 months | 1500 | 1-3 months | 3000 |
| 4-6 months | 1400 | 4-6 months | 2800 |
| 7-9 months | 1300 | 7-9 months | 2600 |
| 10-12 months | 1200 | 10-12 months | 2400 |

5. BANNER 1 (300 x 250 pixels)

| Rotation of 3 | Cost (£) | Sole Use | Cost (£) |
|---------------|----------|--------------|----------|
| 1-3 months | 1400 | 1-3 months | 2800 |
| 4-6 months | 1300 | 4-6 months | 2600 |
| 7-9 months | 1200 | 7-9 months | 2400 |
| 10-12 months | 1100 | 10-12 months | 2200 |



6. BANNER 2 (300 x 250 pixels)

| Rotation of 3 | Cost (£) | Sole Use | Cost (£) |
|---------------|----------|--------------|----------|
| 1-3 months | 800 | 1-3 months | 1600 |
| 4-6 months | 750 | 4-6 months | 1500 |
| 7-9 months | 700 | 7-9 months | 1400 |
| 10-12 months | 650 | 10-12 months | 1300 |

7. MINI-BANNER (300 x 100 pixels)

| Rotation of 3 | Cost (£) | Sole Use | Cost (£) |
|---------------|----------|----------|----------|
| 1-3 months | 500 | N/A | |
| 4-6 months | 450 | N/A | |
| 7-9 months | 400 | N/A | |
| 12 months | 350 | N/A | |

SKIN (please ask for details)

DIGITAL ADVERTISING RATES

TPMEA E-NEWSLETTER BANNER AD £800

Campaigns will be invoiced in advance.

Two TPMEA newsletters will be sent out per month

EMAIL BLAST £1500

Campaigns will be invoiced in advance.

It is also possible to send a one-off personalised email blast to our database. The e-newsletter is an essential resource for the industry, informing readers of new developments at TPMEA, forthcoming content and all the latest news stories, videos, interviews and features on our website.

ADVERTISING TECHNICAL DATA

ALL DIMENSIONS: HEIGHT BEFORE WIDTH

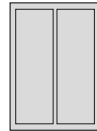
FULL PAGE

Type 277 mm x 190 mm
Bleed 303 mm x 216 mm
Trim 297 mm x 210 mm

DPS

Type 277 mm x 380 mm
Bleed 303 mm x 426 mm
Trim 297 mm x 420 mm

FULL PAGE



DPS



THE FOLLOWING ADVERTS ALL FLOAT ON THE PAGE WITH A WHITE MARGIN

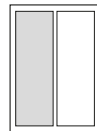
1/2 PAGE PORTRAIT

Size 277 mm x 92.5 mm

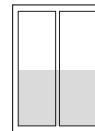
1/2 PAGE LANDSCAPE

Size 136 mm x 190 mm

1/2 PAGE



Portrait



Landscape

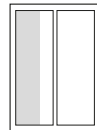
1/3 PAGE PORTRAIT

Size 277 mm x 60 mm

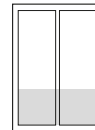
1/3 PAGE LANDSCAPE

Size 90 mm x 190 mm

1/3 PAGE



Portrait



Landscape

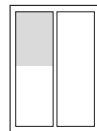
1/4 PAGE PORTRAIT

Size 136 mm x 92.5 mm

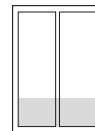
1/4 PAGE LANDSCAPE

Size 66 mm x 190 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.

PRODUCTION DATA

IF YOU ARE SENDING COMPLETED ARTWORK:

- To be sent either on CD or files sent via FTP. We can also accept email files under 20MB.
- Images need to be set at a print resolution of 300dpi, (CMYK) saved as TIFF, JPEG or EPS.
- Logos produced in Illustrator need to be converted to paths or curves.
- All fonts involved within the artwork must be supplied.
- A colour proof of your ad must be supplied with artwork.
- Please call for advice on whether to send artwork in PDF format.

IF WE ARE PRODUCING YOUR ARTWORK:

- Any text to be put into an email or saved as a .txt file in Word.
- Digital images supplied need to be set at a print resolution of 300 dpi, (CMYK) saved as TIFF, JPEG or EPS (pictures from the web cannot be used for print).
- Colour references for logos to be sent as Pantone process or CMYK.
- An email or fax of the artwork will be sent to you for approval.

COMPATIBILITY

We are  **Mac** based and can accept the following :

Software used : Adobe Photoshop, InDesign, Illustrator, Acrobat.
File Type : PDF*, TIFF, JPEG, INDD, AI, EPS.

*If sending artwork in PDF format, please ensure all images are minimum 300dpi and all colours used are CMYK. For further guidance please contact us.

We **DO NOT** accept artwork made in CorelDRAW, Microsoft Publisher, Word or PowerPoint.

FTP DETAILS

Address: c7775736.myzen.co.uk
Username: sharedftp01@c7775736.myzen.co.uk
Password: SharedftP01!

We recommend using a dedicated FTP client to connect to our server, as web browsers cannot always access it properly.

All advertising artwork and sponsorship branding should be sent to your account handler:

HANNAH EAKINS

Email: h.eakins@mondiale.co.uk

JUSTIN GAWNE

Email: j.gawne@mondiale.co.uk

TPMEA Magazine

Strawberry Studios, Watson Square, Stockport, Greater Manchester, SK1 3AZ, UK.

From everyone at Team TPMEA, we look forward to working with you.