

# Auditoria

Entertainment venue design, operations and technology



## 2012 Media and Advertising Data

## Auditoria 2012 – 10th Anniversary Celebratory Issue.

Auditoria magazine is celebrating ten years in the industry in 2012 and we want you to join us to recognize this extraordinary achievement. To celebrate, we will be publishing a very special Technology and Design Showcase issue of Auditoria magazine that will not only look back at performing arts venue developments from the past decade but, more significantly, it will look forward to the next ten years of innovations and future trends. The Auditoria 10th Anniversary edition will be written by the industry for the industry. All advertising companies will be offered the opportunity to provide a 1000-1800 word editorial contribution presenting either a recent project or technology development, or their view of the next ten years of performing arts venue development.

The editorial and circulation target the following venue types:

- theatres and performing arts centres
- concert halls
- convention centres
- arenas
- cinemas

### Frequency

Auditoria is published annually in September, providing operation-critical information to entertainment venues. The 2012 edition will feature in depth reports on the latest new facilities, refurbishment projects, market trends and products/service innovations - making essential reading for all those involved in entertainment venue design, finance, marketing and operations.

**“Your publication is first-rate. I find each article to be informing and well written, and I thoroughly enjoy reading Auditoria from cover to cover”**  
Glenn Plott, Cincinnati Opera

### Content

Editorial coverage includes:

- Acoustics
- Admissions control
- Architecture & design
- Box office
- Broadcast facilities
- Catering & concessions
- Concert/production services
- Construction
- Curtain/drapery
- Disabled access
- Display systems
- Engineering
- Event marketing
- HVAC
- Internet services
- IT systems integration
- Legal issues
- Lighting
- Maintenance
- Mechanised staging systems
- Planning & finance
- POS and CRM technology
- Projectors
- Pyrotechnics
- Resource management
- Retail concepts
- Rigging systems
- Safety & security
- Seating
- Signage & wayfinding
- Smart cards & loyalty programmes
- Special effects
- Staff training
- Stage-set design
- Ticketing



**“Great mag! Looking forward to future issues. Thank you.”**

William Horschke, Clear Channel Entertainment, Cleveland, USA

The key to effective display advertising is reaching your target customer base. This is where *Auditoria's* handbuilt circulation of 12,000 readers worldwide is unique.

The task of our dedicated publishing services team is to **identify and target cities, groups and venues at the earliest stages of project proposals.** This ensures your commercial messages in *Auditoria* reach the project decision makers just when they need the information.

**Each issue of *Auditoria* is sent to more than 12,000 qualified end-user readers** across the globe – each on a named, titled, individual basis.

With a proven 'pass-around' figure of between three and four readers per copy, *Auditoria* reaches in excess of 40,000 individuals in the market.

### Your market

*Auditoria* is distributed throughout North America, Europe, Japan, the Pacific Rim, Australasia and the Far East, and to selected organisations in other parts of the world.

### Our readers

Our targeted, qualified readership includes:

- facility owners/operators of theatres, concert halls and performing arts centres
  - national arts bodies/commissions
  - arts and cultural councils
  - mayoral offices
  - cinema/multiplex operators
  - event organisers/producers
  - city-development departments
  - government authorities
  - concert promoters
  - leading associations (such as IAAM, ESTA, USITT and WCVM)
  - architects, key contractors and installers
- Plus Bonus distribution at the leading industry events, including the ISPA Congress, New York City



**"Excellent layout and content"**

James Ashworth, Royal Centre



## Auditoria 2012 Issue

**Technical Features:** Sound and Lighting, Seating, Stage Systems, Stage Safety, Ticketing & Access Control  
**Published:** October 2012  
**Copy Deadline:** 7 September 2012

Advert type	Rate	Size
Double-page spread	£5500	430mm (w) x 275mm (h)+ 5mm bleed
Single page	£3950	215mm (w) x 277mm (h) + 5mm bleed
Half page	£2450	183mm (w) x 115mm (h)

Information/discounts:

- Special positions (covers, page facing contents, cover mounts, etc) are available on request
- Rates apply to full-colour (4-colour CMYK)

### Editorial opportunities

All advertisers are invited to submit a fully-illustrated feature article of 1 to 3 pages within our dedicated products and services section. Working with the editorial team, your contribution is presented to *Auditoria's* readership in the best possible format – as an editorial feature within *Auditoria!*

- Our **Reader Enquiry Service** has sales leads processed on a weekly basis and sent with full contact details direct to you by email

Contact: Damien de Roche, publication manager, [damien.deroche@ukipme.com](mailto:damien.deroche@ukipme.com), t: +44 (0)1306 743 744 f: +44 (0)1306 742 525

