



2017 Media Kit & Rate Card



www.sportsvenuebusiness.com



Sports Venue Business

SportsVenueBusiness.com is the only website dedicated to offering an access-all-areas pass to the sector's key influencers and decision-makers, all delivered via media-rich content in the form of videos, case studies and interviews, which explains why we are receiving more than 3,000 visitors and 9,900+ page views a month.

Acting as an independent knowledge-sharing and networking platform, industry professionals can share their views on everything affecting the Sporting Events & Sports Venues Sector, from the latest 'hot topics' and best practices, to the innovative products, services and solutions that are changing the way in which modern venues are being designed, built, operated and managed.

Sports Venue Business (SVB) distributes a **FREE Weekly e-News Report** to some 10,000+ industry professionals, delivering insightful industry interviews, videos, features and all the latest news from the sector on a global scale, with a further 1,200+ high ranking industry professionals following all the action via the '**Sports Venue Business**' group on **LinkedIn**. In terms of **SVB's** presence on social media, our Facebook page has secured almost 5,000 likes – with posts generally reaching between 100-1,000 – and our CEO's Twitter account regular achieves 55K-plus impressions a month!

In addition, this month will see the highly-anticipated publication of the **SVB Industry Directory**; an independent reference guide to the Sports Architecture & Design Practices, Engineering Firms & Contractors, Producers & Suppliers, Conference & Event Organisers, Stadia, Arenas & Venues, etc.

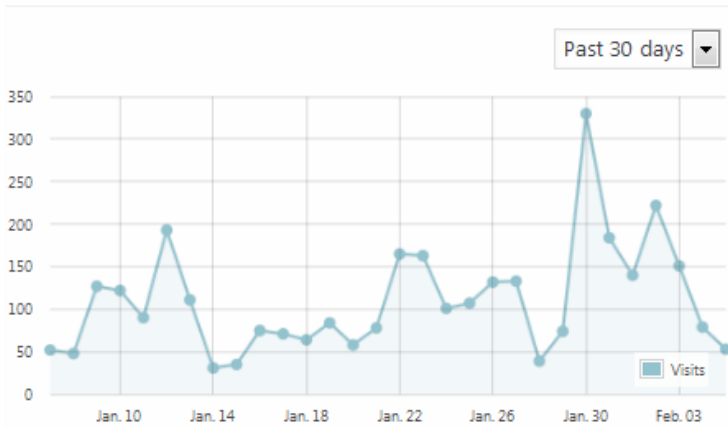
"Sports Venue Business is a terrific group to join, share industry insight and expertise"
- James A. DeMeo, M.S., Security Expert

Rate-Card

Banner Advertising	Button Advertising	Directory Listings	Webinar 'Title Sponsorship'
Homepage: €1,250 per annum	Homepage: €825 per annum	Basic listing: €240 per annum	'Title Sponsorship' of a webinar guarantees your company top-billing, with your logo and URL to be displayed on all promotional materials, as well as being displayed throughout the webinar, and contact details to appear at the end. NB: Webinars will initially run as 'live' events, and will then be posted to the 'Video' and 'Podcast' sections of www.sportsvenuebusiness.com .
Influencers' page: €950 per annum	Influencers' page: €650 per annum	Enhanced listing: €1,250 per annum including a digital banner, full contact details, i.e. contact name, telephone, email, etc., details on key sports projects, plus a featured article and/or interview piece.	
Features' page: €950 per annum	Features' page: €650 per annum		
Events' page: €950 per annum	Events' page: €650 per annum		
News page: €950 per annum	News page: €650 per annum		
Directory page: €1,250 per annum	Directory page: €825 per annum		
Weekly Newsletter: €1,125 per annum			

Statistics

Google Analytics Summary



◀ **SportsVenueBusiness.com**
 Google analytics overview on traffic to sportsvenuebusiness.com

Site Usage

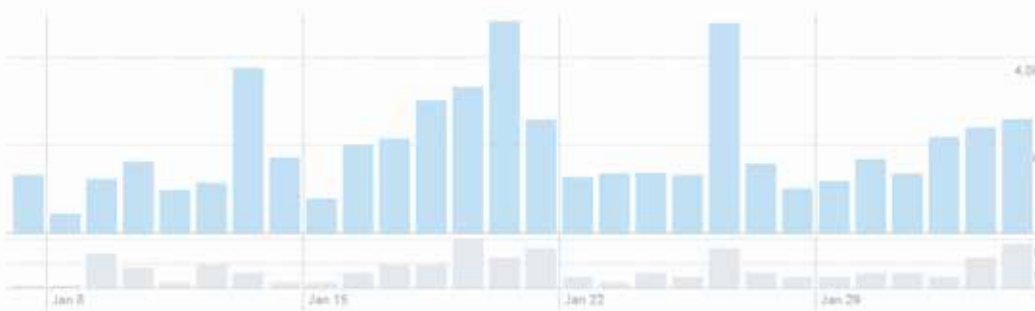
3,312	Visits	1.09%	Bounce Rate
9,985	Pageviews	00:01:14	Avg. Time on Site
3.01	Pages/Visit	72.01%	% New Visits

▼ Sports Venue Business Twitter Report

Tweet activity

Last 28 Days | Export data

Your Tweets earned 55.0K impressions over this 28 day period



YOUR TWEETS
 During this 28 day period, you earned 2.0K impressions per day.

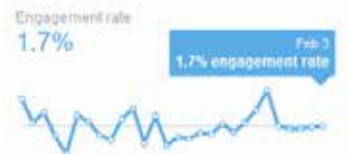
Tweets | Top Tweets | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate

Katie McIntyre @KateMc123 - Jan 13
 #SportsVenueBusiness - industry awards - congrats to all. SVB will be bringing you interviews with @paul_pburgess and @johnledwidge soon twitter.com/turbusiness/s...
 3,696 Impressions | 58 Engagements | 1.6% Engagement rate
 Promote

Katie McIntyre @KateMc123 - Jan 19
 #SportsVenueBusiness - time lapse video showing how @SpursOfficial new stadium is starting to take shape #SpursNewStadium @PopulousLondon twitter.com/spursofficial/...
 3,107 Impressions | 17 Engagements | 0.5% Engagement rate
 Promote

Engagements

Showing 28 days with daily frequency



Specifications

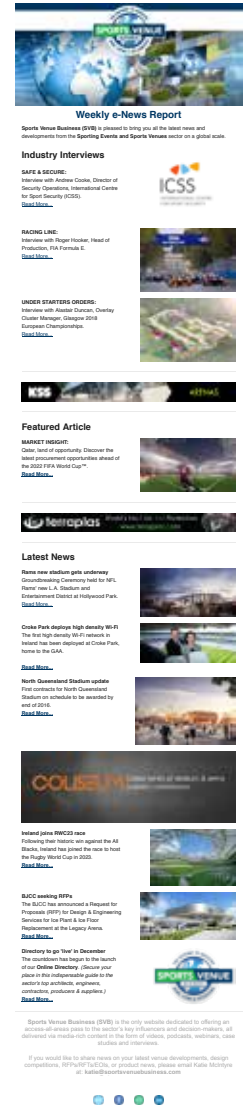
Banner Ads



Directory Listing



Weekly Email Report



Spec: 1140 X 100px (WxH)
JPG or GIF Format, Max File Size: 100kb

Spec: 600 X 200px (WxH)
JPG or GIF Format, Max File Size: 100kb

“Great Forum!” – Roger Hooker, Head of Production, FIA Formula E

“...thank you for the opportunity on the interview for Sports Venue Business. I have received lots of feedback from colleagues, friends and even found some new acquaintances...” – Alastair Duncan, Overlay Cluster Manager, Glasgow 2018 Commonwealth Games