



2018 Media Kit & Rate Card



www.sportsvenuebusiness.com



Sports Venue Business

Sports Venue Business (SVB) is the only platform dedicated to providing an access-all-areas pass to the sector's key influencers and decision-makers, with information delivered via media-rich formats, from videos and case studies to beautifully illustrated featured articles and in-depth interviews.

The portal acts as a gateway to sector-driven news and views, from procurement opportunities and details on the latest venue developments, to the trending issues and best practices. Thanks to **SVB's** high quality content, the website achieves 3.9K-plus unique user visits a month and 11.9K-plus page views.

The platform is further complemented by our Weekly e-News Report, which delivers industry interviews, featured articles, videos and the latest news directly to some 11,150+ high level executives.

SVB also benefits from unrivalled exposure across Social Media, with the '**Sports Venue Business**' group page on **LinkedIn** boasting 1,730+ members, the SVB **Facebook** page benefitting from 5,000+ followers, and company Founder & CEO, Katie McIntyre's Twitter feed (**@KatieMc123**) having some c.2,000 followers.

The offering is rounded off with the **SVB Directory**, which enables sports architecture & design practices, engineering firms & contractors, producers & suppliers, and conference & trade show organisers to showcase their services and signature projects. In addition, the venues themselves can highlight their key amenities and upcoming developments.

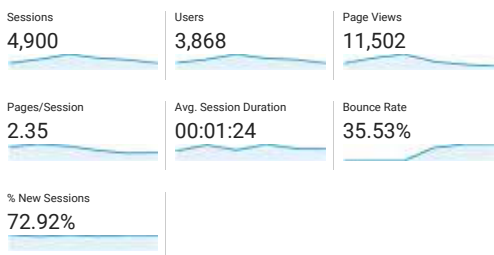
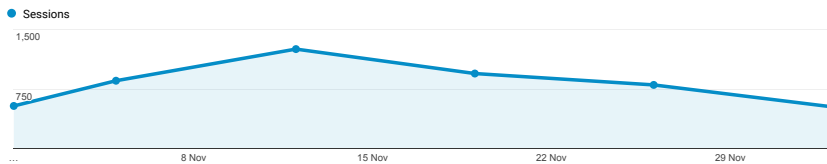
In total, the SVB platform – and therefore those securing advertising and editorial within it – are assured of exposure to 20,150+ industry professionals.

Rate-Card

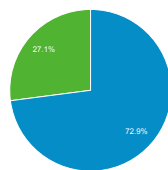
Banner Advertising	Button Advertising	Directory Listings
<p>Homepage: €1,450 per annum</p> <p>Influencers' page: €1,150 per annum</p> <p>Features' page: €1,150 per annum</p> <p>Events' page: €1,150 per annum</p> <p>News page: €1,150 per annum</p> <p>Directory page: €1,450 per annum</p> <p>Weekly Newsletter: €1,325 per annum</p>	<p>Homepage: €1,025 per annum</p> <p>Influencers' page: €850 per annum</p> <p>Features' page: €850 per annum</p> <p>Events' page: €850 per annum</p> <p>News page: €850 per annum</p> <p>Directory page: €1,025 per annum</p>	<p>Basic listing: €240 per annum</p> <p>Enhanced listing: €1,450 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.</p>

Statistics

Overview



■ New Visitor ■ Returning Visitor



◀ SportsVenueBusiness.com

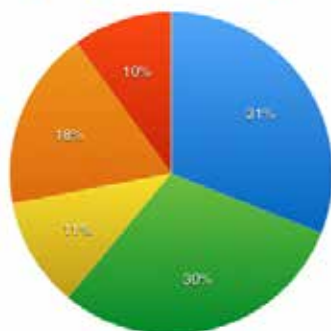
Google analytics overview on traffic to sportsvenuebusiness.com



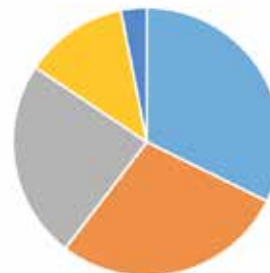
"Great Forum!"
Roger Hooker,
Head of Production,
FIA Formula E

Geographical Breakdown

■ Americas ■ Europe ■ Africa ■ Asia & Oceania ■ Middle & Far East



Readership % by Job Title



* CEO/President/Principal * Stadium/Facility Director * Manager/Vice President
 * Head Groundsman * Other mid-level management

Specifications

Banner Ads



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

Directory Listing



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

Weekly Email Report



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



4K, Broadcast Quality Video Production

SVB also benefits from its own in-house video production facilities, with our own interviewer/reporter, cameraman, 4K broadcast-quality video & camera equipment, microphones, lighting, etc., which means we can produce video interviews and the like for our clients. This service is charged at €1,000. per day/per video + expenses.



What the industry says...



"Sports Venue Business is a terrific group to join, share industry insight and expertise"

James A. DeMeo, M.S., Security Expert



"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**