



# 2019 Media Kit & Rate Card



[www.sportsvenuebusiness.com](http://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 6.6K-plus unique user visits and 22K-plus page views per month.

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 24,550+ high level executives.

SVB also benefits from unrivalled exposure across Social Media, with the '**Sports Venue Business**' group page on **LinkedIn** boasting 3,000+ members, the SVB **Facebook** page benefitting from 5,000+ followers, and company Founder & CEO, Katie McIntyre's Twitter feed (**@KatieMc123**) having some c.2,250 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 24,500+ industry professionals.

## Rate-Card

**PREMIUM PACKAGE:** Enhanced Directory listing and editorial exposure throughout the year

Within this package, advertisers receive an Enhanced SVB Directory listing (to include: company name; full contact details; a signature projects showcase, including imagery; and then either a mission statement or a statement from a company principal), editorial exposure (i.e. 1x Featured Article, 1x Interview and 1x Case Study), as well as having press releases and news stories regularly appearing within the SVB Weekly e-News Report and across the SVB platform (i.e. website, LinkedIn Group page, Facebook, Twitter, etc).

**The specially-reduced price for this package is €1,550 for a total of 12 months exposure.**

**VIP SPONSOR PACKAGE:** Exclusivity for your industry niche, banner adverts on the website & e-News, an Enhanced Directory listing, regular Featured Articles, Interviews & Case Studies and videos

Within this package, VIP clients are recognised as the EXCLUSIVE sponsor for their industry niche, with their banner adverts appearing on our homepage, Directory pages and within the Weekly e-News Report for the duration of the contract, i.e. 12 months. They also receive an Enhanced SVB Directory listing (to include: company name; full contact details; a signature projects showcase, including imagery; and then either a mission statement or a statement from a company principal), in addition to optimised editorial exposure (i.e. up to 3x Featured Articles, 3x Interviews and 3x Case Studies), as well as having their press releases, videos and news stories appearing within the SVB Weekly e-News Report and across the platform for the duration of the contract.

**The specially-reduced price for this package is €2,750 for a total of 12 months exposure.**

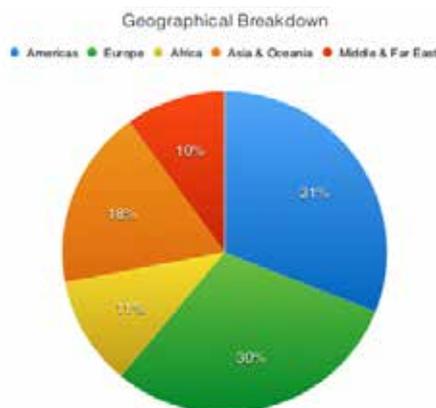
## Statistics



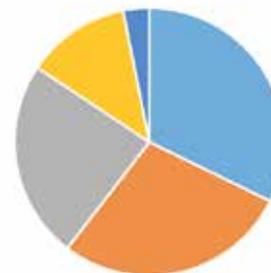
◀ **SportsVenueBusiness.com**  
Google analytics  
overview on traffic to  
[sportsvenuebusiness.com](http://sportsvenuebusiness.com)



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



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...



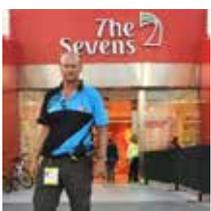
*"Sports Venue Business has been a great platform to showcase KSS and our latest sports projects. We continue to have fantastic exposure across a variety of channels, including two videos on our National Indoor Arena in Dublin. We like the cross platform, video rich format of Sports Venue Business for all the latest news and developments in the sports industry."* - **KSS Director, Andy Simons**



*"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**