



2021 Media Kit & Rate Card



www.sportsvenuebusiness.com

THE LEADING PLATFORM FOR SECTOR NEWS, VIEWS & DEVELOPMENTS WORLDWIDE

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.

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 32,000+ high level executives.

SVB also benefits from unrivalled exposure across Social Media, with the **'Sports Venue Business'** group page on **LinkedIn** boasting almost 5,000 members, the SVB **Facebook** page benefitting from 5,000+ followers, and our Twitter feed (@SportsVenueBiz) having c 3,000 followers. **THE WEBSITE HAS SECURED AN UNRIVALLED 5.9M TOTAL IMPRESSIONS IN THE LAST 12 MONTHS!**

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.

E: info@sportsvenuebusiness.com
Follow @SportsVenueBiz
Following 1,214
Like 5K

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A Conversation with Steve Sayer, The O2

THE BIG INTERVIEW: Steve Sayer, GM & VP, The O2 London

In this latest interview, we hear from industry stalwart, Steve Sayer, who was promoted to the position of VP & GM some 12 months ago, as Katie McIntyre reports..

LATEST NEWS

Seat Unique partners with Hampshire Cricket
June 10, 2020

Huddersfield Town confirms appointment of new Commercial Director
June 10, 2020

Polish football fans to return to stadiums from June 19
June 10, 2020

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Sports Venue Business

Liked 5K likes

Sports Venue Business

2 hours ago

Seat Unique partners with Hampshire Cricket

Fans can access VIP matchday and concert experiences at The Ageas Bowl, by securing official hospitality tickets and packages through Seat Unique's trusted online platform.

Seat Unique - a trusted online marketplace where fans can buy official hospitality packages and VIP tickets to live sports music

JOE OF THE WEEK

FIFA

Stadium Configuration Coordinator

THE WORLD OF SPORTS

ATC TV

ATC's world-c...

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 €1,750 / £1,575 / \$1,995 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 €2,950 / £2,645 / \$3,325 for a total of 12 months exposure.

VIP SPONSOR PLUS PACKAGE: This package offers everything included in the VIP Sponsor package, in addition to sponsorship of a webinar session, i.e. "Webinar Powered/Sponsored by..." with a company representative to be one of the panelists.

The specially-reduced price for this package is €3,495 / £3,180 / US\$4,195 for a total of 12 months exposure.

DIRECTORY LISTING: Secure a basic listing within the SVB Directory, to include your company logo, contact details, website/URL etc., for just €225 / £200 / \$255 for a total of 12 months exposure.

What the industry says...



"Sports Venue Business is a trusted sport media partner for KSS. We have an excellent personal service and gain great exposure through SVB's extensive network and regular posts. 2020 has been a challenge to maintain an active profile and we rely on Katie and the team to ensure we remain in the spotlight and gain valuable market insight and leads." - **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

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

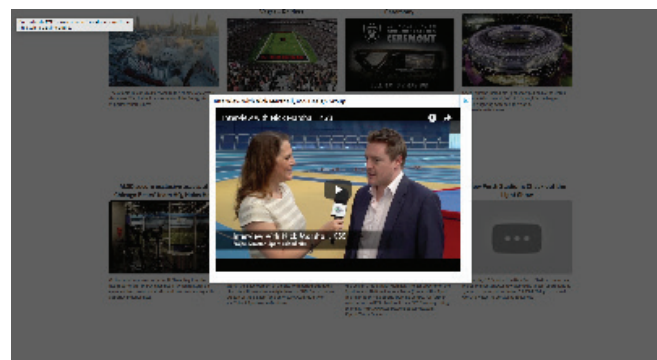
Weekly Email Report



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

6K, Broadcast Quality Video Production

SVB also benefits from its own in-house video production facilities, with our own interviewer/reporter, cameraman, 6K broadcast-quality in-house, multi-award winning video & camera equipment, microphones, lighting, etc., which means we can produce video interviews and the like for our clients. Contact us today for a quote!



BOOKING ORDER FORM

Service: _____

- Directory Listing ☐
- Premium Advertiser ☐
- VIP Sponsor ☐
- VIP Sponsor Plus ☐

[insert tick boxes at the side of each] Tick relevant box.

Payment

TOTAL: € _____ (£ _____ / US\$ _____)

VAT/Tax code: _____

Company name: _____

Invoice address: _____

City: _____

County/State: _____

Post/Zip Code: _____

Country: _____

Method of payment:

Bank wire transfer or cheque: _____

