



# 2025 MEDIA KIT & RATE CARD



[www.sportsvenuebusiness.com](http://www.sportsvenuebusiness.com)

THE LEADING PLATFORM FOR SECTOR NEWS, VIEWS & DEVELOPMENTS WORLDWIDE



## SPORTS VENUE BUSINESS

### About the SVB Platform

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 32,500+ high level executives.

SVB benefits from unrivalled exposure across Social Media, with the 'Sports Venue Business' group on LinkedIn boasting 10,500+ members.

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

Since its launch back in 2016, **Sports Venue Business (SVB)** has become the leading platform for sector news, views and developments on a global scale, regularly delivering in-depth

interviews, comprehensive case studies and articles on the trending topics, in addition to the latest information on innovative products, services and solutions, to 32,500+ industry executive readers worldwide.

### SVB Global Report

As SVB continues to grow and evolve, an exciting new addition was added in 2024 in the form of the **SVB Global Report**, an in-depth, subscription-only, online publication, providing an overview as to the new builds, redevelopments and major refurbishments underway and in the planning stages within the sports and entertainment sector around the world.



The Subscription-only SVB Global Report provides up-to-the-minute data on New Builds, Renovations & Major Refurbs

### SVB LIVE

Another exciting addition is the **SVB LIVE** series of events, which include Global Networking Events, a Webinar Series and the annual **SVB LIVE Conference & Exhibition**, all supported by the year-round **SVB LIVE Business Club** app, providing an unmatched, year-round community.

The key focus of SVB LIVE is to elevate the live experience through **Architecture & Design, Customer Journey, Fan & VIP Experience, Hospitality, Interiors & Fit-Out, Premium Sales & Service, Sustainability, Technology and Venue/Event Commercialisation.**

The **SVB LIVE Advisory Board** - which features C-suite execs from entities including the **European Arenas Association, Everton, first direct Arena, Football Australia, Horse Racing Ireland, LALIGA, More Than Equal, Newcastle United, Principality Stadium Experience/Welsh Rugby Union and Real Sociedad** - helps shape the content.



The pinnacle of the SVB live series of events is the Annual SVB LIVE Conference & Exhibition.

## 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; a mission statement or 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.**

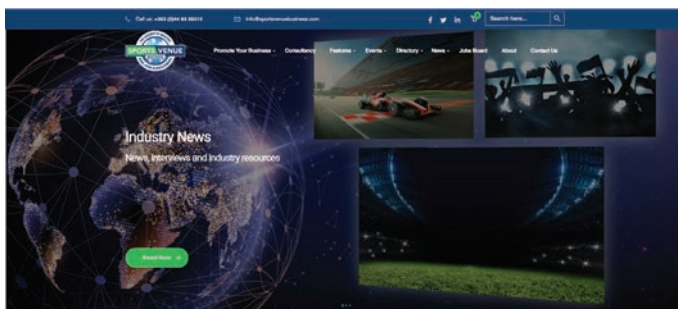
**NB:** Premium Advertiser, VIP Sponsor and VIP Sponsor Plus clients are eligible for complimentary access to the SVB Global Report for the duration of their contract, in addition to preferential rates for participation at SVB LIVE and other SVB Networking Events throughout the year.

**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.

### **DISCOUNTS:**

Sports Venue Business advertisers and sponsors are eligible for a 5% discount off exhibitor and sponsor packages for SVB LIVE events.

## WEBSITE



### Sports Venue Business (SVB)

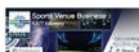


Sports Venue Business (SVB) is the only platform dedicated to delivering an essential insight into the world's largest stadium and arena businesses. It is the only place to find the latest news and critical analysis and opinion pieces from the most authoritative sources in the business, along with content by subject matter experts, which has resulted in a growing reputation for its leading insights.

The platform is contributed to by our industry's finest experts, which include operators, builders and the wider arena industry for the likes of some 30,000+ industry professionals, and is regularly checked across multiple events using the latest technology. In addition, the Sports Venue Business group of brands regularly engage with some 8,000+ industry associations.

Sports Venue Business has been recognised for its leadership and industry expertise, and is a leading provider of stadium and arena solutions for the world's best clubs.

Consultancy, membership & advertising  
 Featuring all the offering and SVB's advertising solutions, allowing you to see all the possibilities in terms of advertising in our industry. Contact us for more information, all rights reserved. © 2023 - Industry professionals use our SVB content for reference.

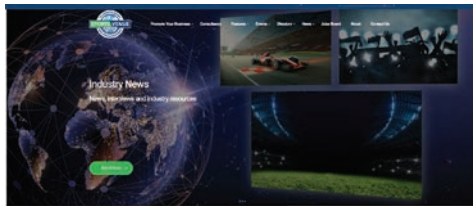


Tweets from @SportsVenueBiz

## E-NEWS



## Banner Ads

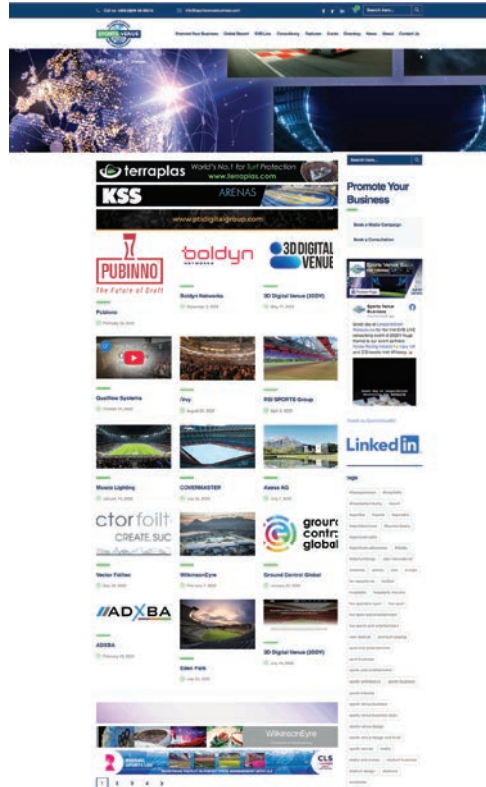


### Sports Venue Business (SVB)



**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:

## AWARD-WINNING VIDEO PRODUCTION

SVB benefits from its own in-house video production facilities, with broadcast-quality, multi-award winning, video & camera equipment, microphones, lighting, etc., which means we can produce:

**Promotional videos**

**Corporate/Company videos**

**Informative videos**

**Video interviews etc.**

**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: \_\_\_\_\_

Contact name: \_\_\_\_\_ Email : \_\_\_\_\_

Invoice address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

County/State: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

**Method of payment:**

**Bank wire transfer or cheque:** \_\_\_\_\_