

Connecting Event Rights Holders, Cities, Organisers and Suppliers

# HOSTCITY

## MEDIA KIT 2016

GENERATE NEW BUSINESS AROUND CITY-BASED EVENTS

**Host City in Brief**  
**Readership Profile**  
**Editorial Outlook 2016**  
**Ad Rates and Specs**  
**References**

Official Media Partner of:



Subscribe at [www.hostcity.com](http://www.hostcity.com)

Join our online community:



CAVENDISH GROUP

# Leading the World of Major Events

Now in its tenth year of publication, HOST CITY has become the magazine of choice for sports federations, organising committees, bidders and suppliers in their quest for best practice on how to host and deliver sports, business and cultural events.

HOST CITY was first published in 2003 for the organising committee of the 2008 Beijing Olympics. Since then, the publication has expanded to reach the international community of stakeholders in all major events, from the 2016 Rio Olympics and the 2022 World Cup in Qatar to smaller championships, exhibitions and festivals.

HOST CITY is widely regarded as the top opinion former in the world of major events.

Our annual conference and exhibition is established as the leading meeting of cities and sports, business and cultural events.

HOST CITY helps you to keep ahead of the game.

#### Key Facts:

**Circulation:** 4 x per year

**Format:** Print & e-magazine

**Length:** 64-84 pages

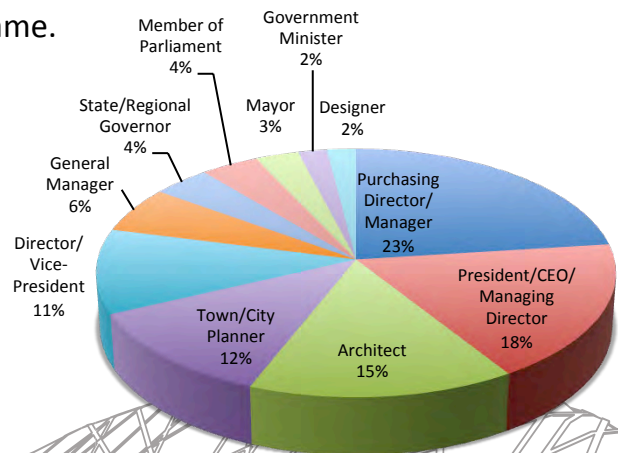
**Distribution:** Controlled circulation

**Readership:** 10,000 globally

**Key readership groups:**

- 1) Event Owners & Promoters
- 2) Bidding & Hosting countries and cities
- 3) Key suppliers and support services
- 4) International Federations
- 5) Venue owners, directors and managers

**E-magazine:** [www.hostcity.net](http://www.hostcity.net)



Subscribe at [www.hostcity.net](http://www.hostcity.net)

Join our online community:

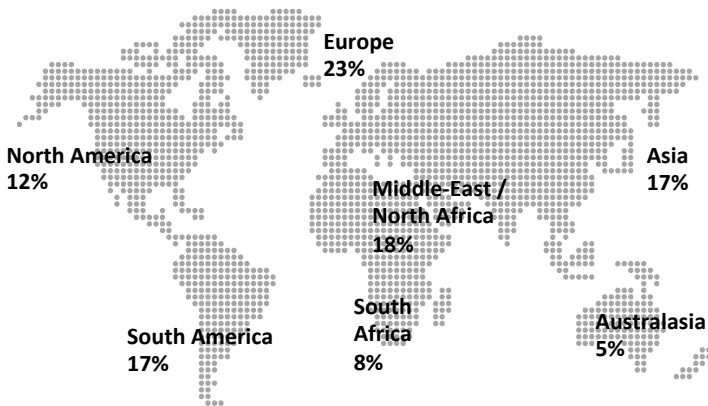


# HOSTCITY

*"I find Host City very interesting and well written.  
It is of great value to people because information is king."*

– Sir Craig Reedie, Vice President, IOC

# Readership



## SUBSCRIBER BASE:

Every issue of **HOST CITY** has a regular distribution of 10,000 copies per issue, plus bonus distribution at all major industry events.

## Readership Profile:

**HOST CITY** unites the readership needs of three key groups:

**I. Event Owners:** Individuals within the international associations who determine which countries and cities win key bids.

**II. Bidding Countries and Cities:** Key individuals at national or local government and organising committee level who seek to secure a winning bid and – when awarded the right to host - have the purchasing power to subsequently authorise billions of dollars of investment capital.

**III. Key Suppliers and Support Services:** Those businesses which have the capability of fulfilling the infrastructure and organisational challenges placed by successful host cities around the globe.

78% of readers are at director level or equivalent decision making capacity  
82% of readers have budgetary responsibility  
85% of subscribers have been reading **HOST CITY** for more than one year  
Our editorial is rated as 'excellent' or 'good' by 94% of subscribers



*HOST CITY Readership Survey 2011*

Official Media Partner of:



# Editorial Outlook 2016

## Forward Features for 2016:

<b>Issue 54 (WINTER: Jan-Feb-Mar)</b>  <b>BID PAGES:</b> Olympic Games 2024: Two-horse or dark horse race?  <b>VENUES:</b> Agenda 2020 and the Companies Enabling the Revolution in Event Infrastructure  <b>EVENTS:</b> The Impact of Innovative Multi-City Formats on the Major Events Industry, from European Sports Championship 2018 to EURO 2020  <b>CITIES:</b> How Cities Engage People in Events	<b>Issue 55 (SPRING: April-May-June)</b>  <b>BID PAGES:</b> World Expo 2025: Bidding City Focus  <b>VENUES:</b> Best Arena Designs for Live Entertainment and Indoor Sports  <b>EVENTS:</b> How Sports can achieve Good Governance, from FIFA to Athletics  <b>CITIES:</b> How Cities Promote Themselves as Business Event Destinations
<b>Issue 56 (SUMMER: July-August-September)</b>  <b>BID PAGES:</b> Continental Games Candidates Reviewed  <b>VENUES:</b> The Role of Lighting in Boosting Brand and Reach  <b>EVENTS:</b> The Suppliers that Make Festivals Happen  <b>CITIES:</b> Development through European Capitals of Culture	<b>Issue 56 (AUTUMN: October-November-December)</b> <b>HOST CITY 2016 PREVIEW SPECIAL ISSUE</b>  <b>BID PAGES:</b> How to Attract a Wide Portfolio of Events  <b>VENUES:</b> Advances in Sports Surfaces that Increase Versatility  <b>EVENTS:</b> Should Major Events Play a Role in Human Rights Development?  <b>CITIES:</b> Beijing’s Olympic Legacy Reviewed, from 2008 to 2022
<b>Issue 57 (WINTER: October-November-December)</b> <b>HOST CITY 2016 REVIEW SPECIAL ISSUE</b>  <b>BID PAGES:</b> 2026 Winter Olympic Games: Potential Candidates Reviewed  <b>VENUES:</b> Boosting Fan Experiences with Technology  <b>EVENTS:</b> How Can Events ever be Safe from Terror Threats?  <b>CITIES:</b> How Durban is Using the 2022 Commonwealth Games as a Development Catalyst	

*This list is provisional and is subject to change at the editor’s discretion*

For editorial queries, please contact:

Ben Avison, Editorial Director | T: +44 203 077 8715 | E: [ben.avison@hostcity.net](mailto:ben.avison@hostcity.net)



# Ad Rates & Specifications

## Rate Card 2014 (in GBP):

Full Page	Half Page	Outside Back Cover	Inside Front Cover	Inside Back Cover	DPS
GBP 5,950	GBP 3,950	GBP 7,250	GBP 6,950	GBP 6,550	GBP 8,250

Series Booking Discount	2 Issues	3 Issues	4 Issues
	10%	12.50%	15%

## Our Competitive Package includes:

Full colour presentation in the relevant editorial section

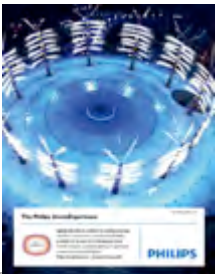
Direct access to a targeted audience with a respected and high profile platform

Formidable exposure to decision makers in the global sports / mega events industry

Bonus distribution at all major regional sport events, conferences, trades shows and seminars

## Copy Requirements:

<p>Half-page (horizontal) 4 colour CMYK Trim:212mmx142mm/ 8.34inx5.6in Text:186mmx116mm/ 7.32inx4.5in Bleed:218mmx148mm(3mm)/ 8.6inx5.8in (0.118in)</p>	<p>Half-page (vertical) 4 colour CMYK Trim:104mmx286mm/ 4.10inx11.25in Text:85mmx258mm/ 3.35inx10.15in Bleed:110mmx292mm(3mm)/ 4.35inx11.5in (0.118in)</p>	<p>Full page 4 colour CMYK Trim:212mmx286mm/ 8.34inx11.25in Text:186mmx258mm/ 7.32inx10.15in Bleed:218mmx292mm(3mm)/ 8.6inx11.5in (0.118in)</p>	<p>DPS (Double Page Spread) 4 colour CMYK Trim:424mmx286mm/ 16.7inx11.25in Text:410mmx258mm/ 16.15inx10.15in Bleed:430mmx292mm(3mm)/ 16.9inx11.5in (0.118in)</p>
---	--	---	--



# References

*"Host City is an excellent magazine which provides a valuable orientation for the Sports Event Industry. As a supplier of event structures, it is a must read for us. Host City's quality and professionalism is outstanding."*

Karin Ruhland, Head of Marketing & Communications, NUSSLI (Switzerland) Ltd.

*"We have enjoyed an excellent relationship with Host City and its team for over 4 years. Host City is the ideal medium for us to communicate our strengths, experience and values, for the simple reason that it is read by the people that matter."*

Matthew Clarke, Head of DB Schenker sportsevents

*"Host City can help heighten cities' awareness. We share the same goals and it is important that we unite our efforts to help create a shared awareness among all the cities concerned."*

Daniel Brelaz, Mayor of Lausanne and President of the World Union of Olympic Cities

## HOST CITY advertisers include:

Arup  
Austrade  
Barco  
Birdair  
BT Security  
City of Lausanne  
Cooper Industries  
DB Schenker  
DeBoer  
DesignSport  
Event Scotland  
FIFA  
Football Australia  
GE  
GL Events  
Grundfos  
IAAF  
Infront Sports & Media  
LG  
Lighting Direction  
Losberger  
Nüssli  
Panasonic  
Philips Lighting  
Polytan  
Q-Free  
Siemens  
Singapore Sports Hub  
SportEvent Denmark  
Tarkett  
Tekla  
Wembey Stadium Cosultancy

## Reserve your space in the next issue of HOST CITY today!

### Key Contacts:

**William Aderele**— Business Development Manager  
Tel : +44 2037944581  
Email : [william.aderele@cavendishgroup.co.uk](mailto:william.aderele@cavendishgroup.co.uk)

**Ben Avison**- Editorial Director  
Tel: +44 203 077 8715  
Email: [ben.avison@hostcity.net](mailto:ben.avison@hostcity.net)

**HOST CITY is published by:**  
Cavendish Group International Ltd.  
[www.cavendishgroup.co.uk](http://www.cavendishgroup.co.uk)