

# HOST CITY

Connecting Event Owners, Bidders, Organisers and Suppliers

## MEDIA KIT 2011

GENERATE NEW BUSINESS AROUND CITY-BASED MEGA EVENTS

Host City in Brief  
Readership Profile  
Editorial Outlook 2011  
Ad Rates and Specs  
References

Booking Hotline: +44 203 077 8753  
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www.hostcity.net

## HOST CITY in Brief

**D**elivering highly successful international sporting events and exhibitions is a huge and complex challenge for any host city or country. It also represents a unique opportunity for the host to secure its place on the global investment map, and for suppliers to win sizeable project business around the required event infrastructure.

The consistently growing number of bids reflect the rising importance and value that cities in emerging markets and developed nations attribute to hosting such mega-events. The opportunities for business surrounding these events are plentiful. Bids often bring billions of dollars in contracts for upgrading the urban infrastructure and building venues, years ahead of the actual event.

**HOST CITY** reviews the organisation and infrastructure behind the successful hosting of such events. The publication examines the experiences of many countries and cities in hosting events like Olympic Games, Football World Cups or World Expos. Case studies, interviews with industry experts, news and analyses deliver best-practice in all stages of the event: from preparation of bids, successful bidding to infrastructure development, city planning, event management through to successful delivery and legacy.

**HOST CITY** was first published in 2003 for the Chinese Government to channel best-practice on Western technologies, products and services for the preparation of the hugely successful Beijing 2008 Olympics. The publication has long since expanded its remit to an international circulation, now reaching the key stakeholders in upcoming city-based mega-events on a bimonthly basis.

*“I find Host City very interesting, well written and it covers a large part of my sporting interest. I think it is a very interesting exercise. It should be of great value to people who are thinking of these things because the economic situation is so important. Information is king.”*

**Sir Craig Reddie, IOC Executive Board Member**

# HOST CITY



### Key Facts:

Circulation: 6 x per year

Format: Print & e-magazine

Length: 60-84 pages

Distribution: Controlled circulation

Subscribers: 10,000 in 52 countries

Key readership groups:

- 1) Event Owners
- 2) Bidding countries and cities
- 3) Key suppliers and support services

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

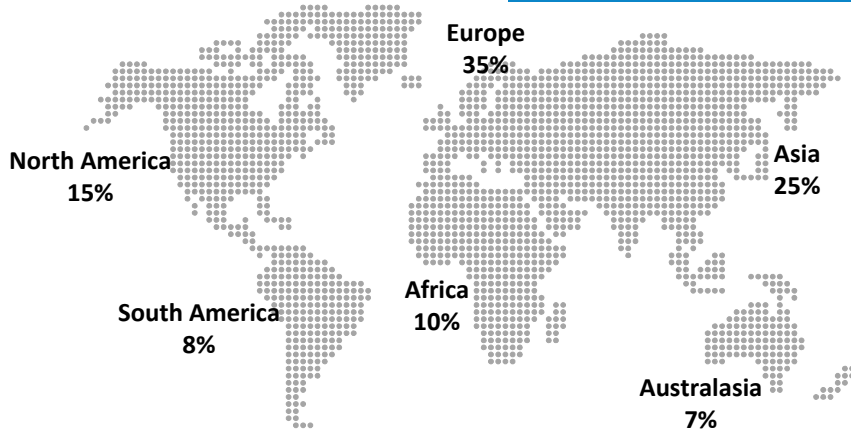


# Readership

# HOST CITY

## Subscriber Base:

Every issue of **HOST CITY** reaches **10,000** subscribers in **138** countries

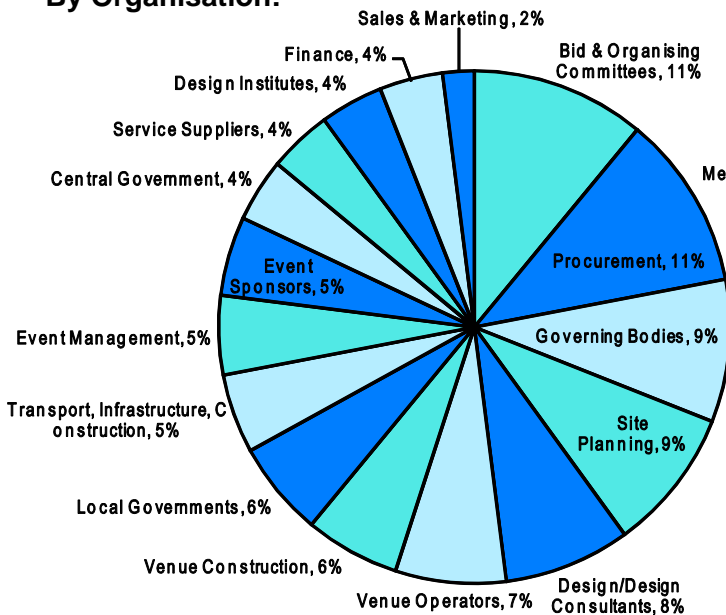


## Readership Profile:

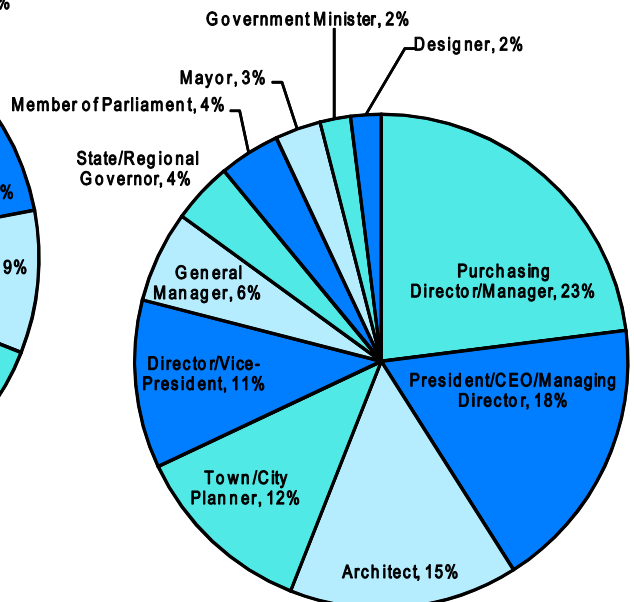
**HOST CITY** unites the readership needs of three key groups:

- 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.

## By Organisation:



## By Job Function:



76% of readers are at director level or equivalent high net worth individuals  
 81% of readers are primary decision makers with budgetary responsibility  
 83% of subscribers have been reading **HOST CITY** for more than one year  
 Average of **4** readers per copy  
 Our editorial is rated as 'excellent' or 'good' by **94%** of subscribers  
*HOST CITY Readership Survey 2009*

To fully support the world's fastest growing mega-event markets, HOST CITY is extending its range of bilingual editions.

The first English/Russian edition will be published in 2011, in addition to our English/Portuguese and English/Chinese editions. These editions are partnered with the most important industry events in these countries. For timings please check the forward features list below.

## Content (sections):

**SPECIAL REPORT (S):** Featuring a specific event on the international radar

**BID PAGES (B):** Profiling of current bids and winning factors

**VENUES (V):** News and case studies on technology innovations and construction trends

**EVENTS (E):** Examining best practice in the operations of mega-events

**CITIES (C):** Urban infrastructure developments from host cities around the globe

**REGULARS:** Expert interviews, Symposium, outlook on key industry events

## Forward Features:

<p><b>No.23 FEB 2011</b></p> <p><b>English</b></p>	<p>(S): UEFA 2012 Preview – will Ukraine make the grade?                      (B): Preview of bids Asian Games 2019 – Hanoi, Taipei, Manila...                      (V): Modular construction to create multiple possible futures for your venue                      (E): 1. Managing the relationship with sponsors – how to supersize revenue without ending up with a McGames deal; 2. Broadcast rights management in a mobile connected world                      (C): 1. Spotlight on London – as Sport Accord comes to the Olympic host city, we survey the city's progress; 2. Sustainable intercity transport for big host countries and joint bids</p>
<p><b>No.24 APR 2011</b></p> <p><b>English</b></p>	<p>(S): City branding – finding a niche for your city in the sports event world                      (B): 2018 Winter Olympics – bids profiled                      (V): Reusable sports infrastructure – the grandstands that tour the world                      (E): Social media: mega-events and micro-technology                      (C): 1. Natal – hosting in paradise; 2. Hanoi – a tiger emerges. How does its hosting vision fit with development plans?</p>
<p><b>No.25 JUN 2011</b></p> <p><b>English / Russian</b></p>	<p>(S): SportAccord 2011 – Host City reports on the biggest event in the industry's calendar                      (B): 2020 Summer Olympic Games – preview of potential bidders                      (V): Sustainable materials                      (E): Football events in Asia                      (C): 1. Durban; 2. Doha</p>
<p><b>No.26 AUG 2011</b></p> <p><b>English / Portuguese</b></p>	<p>(S): Passing on the torch – how current hosts can learn from past expertise                      (B): Commonwealth Games 2018: Gold Coast vs Hambantota. Can David slay Goliath?                      (V): Rugby's drive forward into South America (focus on artificial surfaces)                      (E): 1. Crowd management without a heavy police presence; 2. Preview of NZ 2011                      (C): 1. Hosting and health – does hosting a major event improve public health?; 2. Moscow</p>
<p><b>No.27 OCT 2011</b></p> <p><b>English / Chinese</b></p>	<p>(S): City branding – finding a niche for your city in the sports event world                      (B): Preview of bids Asian Games 2019 – Hanoi, Taipei, Manila...                      (V): Stadium management                      (E): Ticketing technology                      (C): 1. Rio de Janeiro; 2. How to transform an industrial powerhouse into a sports mecca (eg London, Barcelona, Manchester)</p>
<p><b>No.28 DEC/JAN</b></p> <p><b>English / Portuguese</b></p>	<p>(S): The multi-sports events of the future                      (B): 2020 Summer Olympics                      (V): Russia's World Cup Stadiums profiled                      (E): Broadcast rights management                      (C): 1. Recife; 2. Hanoi – a tiger emerges. How does its hosting vision fit with development plans?</p>

For editorial queries, please contact:

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# Ad Rates & Specs

## Rate Card 2011 (in GBP):

Full Page	Half Page	Outside Back Cover	Inside Front Cover	Inside Back Cover	DPS
GBP 4,250	GBP 2,950	GBP 7,250	GBP 6,950	GBP 6,550	GBP 8,250
Series Booking Discount	2 Issues	3 Issues	4 Issues		
	10%	12.5%	15%		

## Editorial Calendar:

Issue No. Date	No.23 FEB 2010	No.24 APR 2011	No.25 JUN 2011	No.26 AUG 2011	No.27 OCT 2011	No.28 DEC 2011
Editorial and insertion orders	31-Dec-10	01-Apr-11	20-May-11	15-Jul-11	02-Sep-11	04-Nov-11
<b>Ad bookings deadline</b>	<b>14-Feb-11</b>	<b>08-Feb-11</b>	<b>27-May-11</b>	<b>22-Jul-11</b>	<b>09-Sep-11</b>	<b>11-Nov-11</b>
Material deadline	21-Feb-11	15-Apr-11	03-Jun-11	29-Jul-11	16-Sep-11	18-Nov-11
Publication date	07-Mar-11	22-Apr-11	10-Jun-11	05-Aug-11	23-Sep-11	25-Nov-11

## Copy Requirements

### Half-page (horizontal)

4 colour CMYK  
 Trim:212mmx142mm/8.34inx5.6in  
 Text:186mmx116mm/7.32inx4.5in  
 Bleed:218mmx148mm(3mm)/8.6inx5.8in (0.118in)

### Half-page (vertical)

4 colour CMYK  
 Trim:104mmx286mm/4.10inx11.25in  
 Text:85mmx258mm/3.35inx10.15in  
 Bleed:110mmx292mm(3mm)/4.35inx11.5in (0.118in)

### Full page

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### DPS (Double Page Spread)

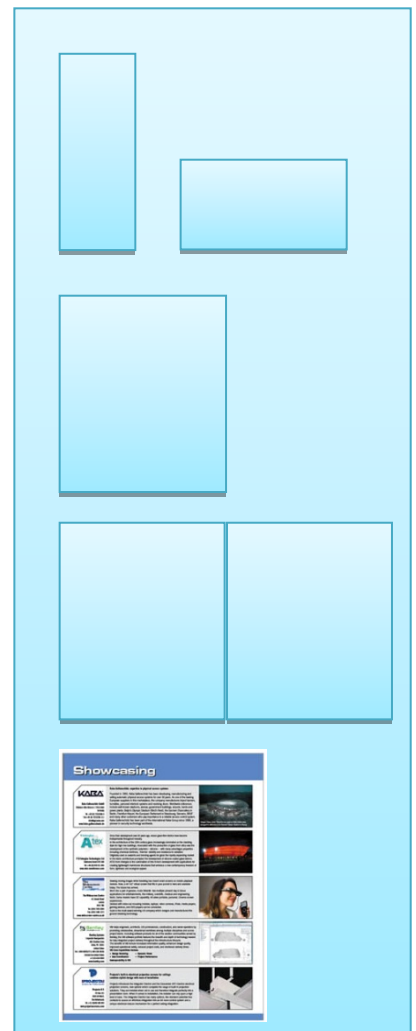
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 Bleed:430mmx292mm(3mm)/16.9inx11.5in (0.118in)

### Showcasing Section

1 Insertion in 1 Issue - GBP 750  
 1 Insertion in 6 Issues - GBP 3.000

### Requirements:

Corporate Logo  
 Contact Address Details  
 Between 50 to 100 Words  
 1 Picture



## References

# HOST CITY

*“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,  
NÜSSLI (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 Brélaz, Mayor of Lausanne and President of the  
World Union of Olympic Cities

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