

PRESENTING

INTERNATIONAL
TICKETING YEARBOOK

2  17

The **third edition** of the annual guide to the global ticketing market, published by IQ Magazine.

PUBLISHED AUGUST 2017



WHAT IS THE INTERNATIONAL TICKETING YEARBOOK?

The international Ticketing Yearbook (ITY) was first published by IQ Magazine in 2015 and is the only global guide to the live entertainment ticketing market.

The yearbook features in-depth profiles of the top 40+ live entertainment markets around the world, as well as breakout reports on sectors including innovation and white label services..

The third edition of the ITY will be published in late summer 2017, and build on the research and success of the first two editions.

The International Ticketing Yearbook report will be divided into two main sections...

40 IN-DEPTH
COUNTRY
PROFILES

3 KEY
BREAKOUT
ARTICLES



WHO READS IT?

The ITY is designed as a reference tool for anyone with an interest in live event ticketing, on both a national and international level. From ticketing companies, promoters and festivals, to finance institutions and tech start ups investigating the space.



ABOUT THE INTERNATIONAL TICKETING YEARBOOK

COUNTRY PROFILES

To present the most accurate information, each country profile within the ITY contains original research, all available data on that market, and original comment from leading ticketing and live event professionals.

Areas covered in each profile include:

PRIMARY TICKETING

A comprehensive outline of the structure and key companies in each market, including artist ticketing services and startups in each territory.

DISTRIBUTION OF SALES

A breakdown of sales across the market by ticket type (box office, walk up, mobile, online etc.)

VALUE OF MARKET

Using various sources (local industry bodies, PRS equivalent, private research) we place an estimated value of the ticketing industry in each market, where possible.

SECONDARY

An outline of secondary market activity and any relevant existing, inbound or proposed legislation.

INTERNATIONAL/DOMESTIC SPLITS AND GENRES

Analysis of ticket type by genre and local/international performance artistes, where possible.

CULTURAL ANALYSIS

Any unique aspects to the market or specific cultural conditions that affect the ticketing process.

TAXES AND CHARGES

A breakdown of all local market sales taxes, typical booking fees and other charges.





ABOUT THE INTERNATIONAL TICKETING YEARBOOK — BREAKOUTS

The 2017 edition of the International Ticketing Yearbook will feature three dedicated breakout reports on standalone sectors of the global ticketing business including:

THE INNOVATORS

Ticketing technology is advancing apace, and the ITY will analyse the key innovations and emerging concepts in the ticketing space, and profile the most exciting start-ups.

- Mobile ticketing solutions
- Smart tickets
- Location-based services
- Ticket domains and fraud detection
- Social media round up

WHITE LABEL SERVICES

With many venues and events now operating their own box office or ticketing system, there are myriad DIY options available. Leaving the consumer facing ticketing brands behind, we look at the key systems powering the ticketing world, and some of the more agile new faces in this space.

- Latest trends in the white label space
- Main players and emerging start ups
- Inbound functionality & integration
- Cost and feature comparisons





WHY ADVERTISE?

The International Ticketing Yearbook is the go-to document for companies and individuals requiring deep insight into the global ticketing industry. Advertising within the book will put you in front of not just the ticketing industry but also every arm of the live music industry.

DISTRIBUTION

Print copies of ITY 2016 were distributed with IQ Magazine (to 4,000 live music professionals globally) and at events including Ticketing Professionals Conference, Eurosonic Noorderslag (Netherlands), Reeperbahn (Germany), the Great Escape (UK), the UK Festival Conference, and the International Live Music Conference (UK).

Digital copies of the ITY 2016 were sent to the entire mailing lists of Intix, the Ticketing Professionals Conference, IQ Magazine, ILMC, and Reeperbahn.

The 2017 edition of ITY will be increasing distribution through partnerships with relevant events and organisations, giving advertisers unprecedented reach into the global ticketing market.

STATS 2016

Print circulation

18,000
READERS

Online email distribution

20,400

Unique digital reads

4,025

Average digital read time

10 MINUTES





ADVERTISING RATES & SIZES

STANDARD RATES

PAGE	£3045
DPS	£5250
HALF	£1890
QUARTER STRIP	£998

SPECIAL POSITIONS

BACK COVER	£4410
INSIDE FRONT	£3675
INSIDE BACK	£3675

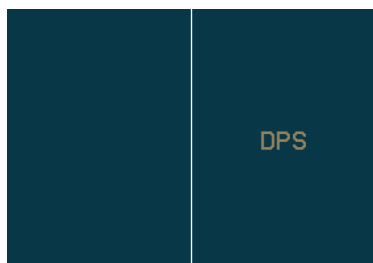
GENERAL INFORMATION

- Special positions: By arrangement
- Loose inserts, per 1,000: £250 (Minimum insertion: 2,000)
- Guaranteed RHP/FM +20% VAT payable in addition at 20% on all quoted rates

CANCELLATION NOTICE

- One month prior to publication date

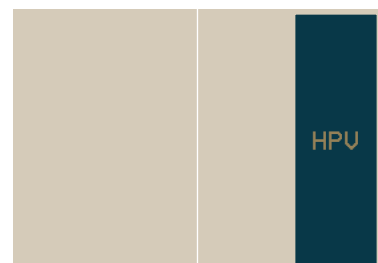
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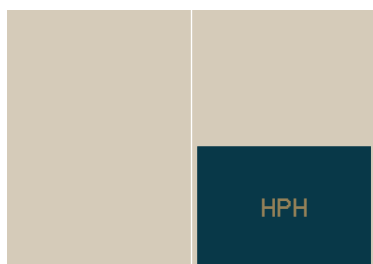
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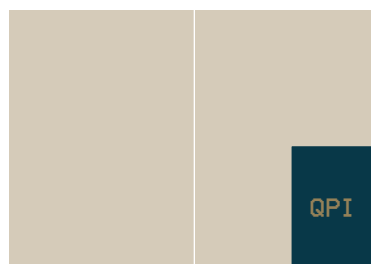
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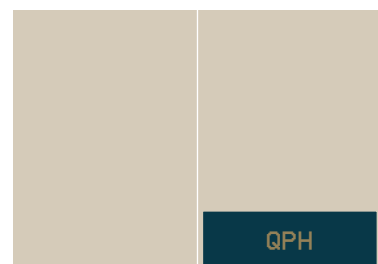
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