



SOUND & VISION MEDIA KIT



MEDIA KIT

MISSION STATEMENT

The love of movies and music is universal, but where and how we experience our favorite content is ever evolving. At *Sound & Vision*, we provide consumers at all budget levels with the expert recommendations they seek for their digital entertainment needs, and deliver accessible instructions to enthusiasts and everyday shoppers alike to help them integrate these exciting products in their lives. In so many ways, *Sound & Vision* truly is the place “Where Technology Becomes Entertainment.”



OUR MAGAZINE

FREQUENCY	PRINT AUDIENCE	MALE TO FEMALE DEMOGRAPHIC
10X	90K*	92/8%
MEDIAN AGE	24-54 YEARS OLD	MARRIED
42	84%	70%
COLLEGE EDUCATED / PROFESSIONAL	MEDIAN HHI	
86%	\$109K	

*AAM/ABC Audited



AUDIENCE

» KNOWLEDGE & INFLUENCE

Read only *Sound & Vision* Magazine 90%+

Have found *Sound & Vision* to be their leading source of new product information 93%

Have purchased equipment they have read about in *Sound & Vision* 87%

Recommended or advised someone else on the purchase of a home theater product in the past 12 months 87%

Have been reading 3 years or more 81%

» INVESTMENT & PURCHASING

Average value of their home theater system \$17,000

Invested more than \$10,000 in their home theater system 66%

Plan to upgrade their home theater system within the next 12 months 93.6%

Amount expected to spend in the next 12 months \$3,243

Will spend more than \$7,000 in the next 12 months 40%

Have purchased equipment from a specialty audio/video retailer 90%



RATE CARD

4 COLOR

	1x	3x	6x	10x
Full Page	18,360	16,520	15,600	14,695
2/3 Page	16,795	14,885	14,070	13,235
½ Page	13,225	11,910	11,910	10,585
1/3 Page	11,765	10,590	10,000	9,425

PREMIUM POSITIONS

Cover 3	10%
Cover 2 / Page 1	15%
Cover 4	20%

* Effective January 2019 Issue, All Rates are Gross



EDITORIAL CALENDAR & PRODUCTION SCHEDULE

FEBRUARY/MARCH 2019

Issue Focus

Projectors/Screens

Ad Close:

12/18/18

Materials Due:

12/20/18

On Sale:

02/12/19

APRIL/MAY 2019

Issue Focus

**Speakers, Subwoofers,
and Soundbars**

Ad Close:

02/19/19

Materials Due:

02/21/19

On Sale:

04/16/19

JUNE/JULY 2019

Issue Focus

**Outdoor AV, Portables,
Headphones**

Ad Close:

04/16/19

Materials Due:

04/18/19

On Sale:

06/11/19

AUGUST/SEPTEMBER 2019

Bonus Distribution

CEDIA

Issue Focus

Ultra HDTVs

Ad Close:

06/18/19

Materials Due:

06/20/19

On Sale:

08/13/19

OCTOBER/NOVEMBER 2019

Issue Focus

**AV Receivers, Integrated
Amps**

Ad Close:

08/20/19

Materials Due:

08/22/19

On Sale:

10/15/19

DECEMBER/JANUARY 2020

Issue Focus

A/V Gifts, Wireless Speakers

Ad Close:

10/15/19

Materials Due:

10/17/19

On Sale:

12/10/19

AD MATERIAL SPECS



	<u>WIDTH</u>	<u>HEIGHT</u>
2 PAGE SPREAD/BLEED	15.25"	10.5"
Trims to	15"	10.25"
Non-Bleed (Live Area)	14"	9"
FULL PAGE/BLEED	7.75"	10.5"
Trims to	7.5"	10.25"
Non-Bleed	6.5"	9"
1/2 PAGE HORIZONTAL SPREAD/BLEED	15.25"	5.25"
Trims to	15"	5"
Non-Bleed	14"	4.375"
1/2 PAGE HORIZONTAL/NON-BLEED	6.5"	4.375"
1/3 PAGE VERTICAL/BLEED	2.8125"	10.5"
Trims to	2.5625"	10.25"
Non-Bleed	2.0625"	9"
1/3 PAGE SQUARE/HORIZONTAL	4.25"	4.375"
1/4 PAGE SQUARE	3.125"	4.375"

Special Note: Bleed ad specifications include a 1/8" safety on all bleed sizes. Keep all live matter at least 3/8" from the head, foot, trim and gutter. Spreads that have crossover type should allow at least a 1/4" pullout from gutter on both pages of the spread. Publication's trim size is 7.5" x 10.25". Printed web offset and perfect bound. Four color process. No spot colors. Line Screen: 133. Magazine jogs to the foot.

CONTACT US

KEITH PRAY

GENERAL MANAGER

kpray@avtechmediausa.com

ED DI BENEDETTO

ASSOCIATE PUBLISHER

EDibenedetto@avtechmedisusa.com

ROSEMARIE TORCIVIA

For ad information and to submit your
ad materials, please contact:

DIGITAL SALES COORDINATOR

RTorcivia@avtechmediausa.com



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