



## SOUND & VISION MEDIA KIT



## MEDIA KIT

### MISSION STATEMENT

*Sound & Vision* is the place where technology becomes entertainment. From movies to music, and streaming shows to video games to live sports, people today have a vast array of home entertainment options. We provide consumers at all budget levels with expert product recommendations to find what's best for their needs, and offer readers help integrating these products and technologies into their daily lives. *Sound & Vision* is where enthusiasts and everyday shoppers alike find advice on making the most of an ever-changing entertainment landscape.

MARK HENNINGER, EDITOR



# OUR MAGAZINE

FREQUENCY <b>6X</b>	PRINT AUDIENCE <b>55K</b>	MALE TO FEMALE DEMOGRAPHIC <b>92/8%</b>
MEDIAN AGE <b>42</b>	24-54 YEARS OLD <b>84%</b>	MARRIED <b>70%</b>
COLLEGE EDUCATED / PROFESSIONAL <b>86%</b>	MEDIAN HHI <b>\$119K</b>	



# 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%



# INTELLIGENT INTEGRATION:

## CONNECTING *YOUR* COMPANY TO *YOUR* CUSTOMER

The trusted reviewers who make up the heart and soul of AvTech Media deliver truthful in-depth reviews

TRUSTED  
AUTHORITIES

**Stereophile** and **Sound & Vision** have 157,000 readers globally

PRINT

Reach your customers through traditional postal mail or our enhanced list options

DIRECT  
MAIL

The AvTech Digital Network reaches over 2.3 million AV enthusiasts monthly

DIGITAL

300,000 opt in subscriber emails/newsletters monthly

EMAIL  
MARKETING

# RATE CARD

## 4 COLOR

	1x	3x	6x
Full Page	6,000	5,000	4,000
1/2 Page	4,000	3,000	2,000
1/3 Page	3,000	2,000	1,000

## PREMIUM POSITIONS

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



# PRINT SPECIFICATIONS

## BLEED AND NON-BLEED AD CONFIGURATIONS



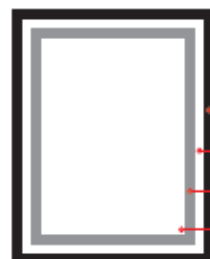
	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZONTAL	1/3 VERTICAL
<b>BLEED</b>	16.5 X 10.5	16.5 X 5.25	8.375 X 10.5	8.375 X 5.25	3 X 10.5
<b>TRIM</b>	16.25 X 10.25	16.25 X 5	8.125 X 10.25	8.125 X 5	2.75 X 10.25
<b>SAFETY</b>	15.75 X 9.75	15.75 X 4.75	7.625 X 9.75	7.625 X 4.75	2.5 X 9.75
<b>NON-BLEED</b>	15.75 X 9.75	15.75 X 4.75	7.625 X 9.75	7.625 X 4.75	2.5 X 9.75
BLEED MARGIN ADDS .125" TO ALL OUTSIDE EDGES, AND SHOULD NOT CONTAIN CRITICAL ELEMENTS.					

## ISLAND AD CONFIGURATIONS

ALL ISLAND ADS ARE NON-BLEED.

NON-BLEED ADS FLOAT WITHIN FULL-PAGE SAFETY AREA, .25" FROM TRIM.

	1/3 SQUARE	1/4 ISLAND
<b>SIZE</b>	4.875 X 4.75	3.375 X 4.375



## UNDERSTANDING MEASUREMENTS (LARGEST TO SMALLEST)

- **BLEED** An additional .125" amount on artwork to make the image extend all the way to the outside edges of the page.
- **TRIM** The size of the page; useful for gauging size and placement of live elements.
- **NON-BLEED** A term indicating that the ad fits in an inset box, fully contained on the page and surrounded by space.
- **SAFETY** The .25" guideline inside trim measurement used to position live elements.

# DISTRIBUTION & PRODUCTION SCHEDULE

## FEBRUARY/MARCH 2024

Ad Close:  
**12/15/23**  
Materials Due:  
**12/18/23**  
On Sale:  
**02/06/24**

## APRIL/MAY 2024

Ad Close:  
**02/13/24**  
Materials Due:  
**02/19/24**  
On Sale:  
**04/09/24**

## JUNE/JULY 2024

Ad Close:  
**04/09/24**  
Materials Due:  
**04/15/24**  
On Sale:  
**06/04/24**

## AUGUST/SEPTEMBER 2024

Bonus Distribution

**CEDIA**

Ad Close:  
**06/11/24**  
Materials Due:  
**06/17/24**  
On Sale:  
**08/06/24**

## OCTOBER/NOVEMBER 2024

Ad Close  
**08/13/24**  
Materials Due:  
**08/19/24**  
On Sale:  
**10/08/24**

## DECEMBER/JANUARY 2025

Ad Close:  
**10/08/24**  
Materials Due:  
**10/14/24**  
On Sale:  
**12/03/24**

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