



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	PRINT AUDIENCE	MALE TO FEMALE DEMOGRAPHIC
6X	75K	928%
MEDIAN AGE	24-54 YEARS OLD	MARRIED
42	84%	70%
COLLEGE EDUCATED / PROFESSIONAL	MEDIAN HHI	
86%	\$119K	



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
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
BLEED	16.5 X 10.5	16.5 X 5.25	8.375 X 10.5	8.375 X 5.25	3 X 10.5
TRIM	16.25 X 10.25	16.25 X 5	8.125 X 10.25	8.125 X 5	2.75 X 10.25
SAFETY	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
NON-BLEED	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.					

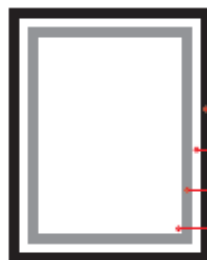
ISLAND AD CONFIGURATIONS

ALL ISLAND ADS ARE NON-BLEED.

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



	1/3 SQUARE	1/4 ISLAND
SIZE	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 2023

Ad Close:
12/13/22
 Materials Due:
12/19/22
 On Sale:
02/07/23

APRIL/MAY 2023

Ad Close:
02/14/23
 Materials Due:
02/20/23
 On Sale:
04/11/23

JUNE/JULY 2023

Ad Close:
04/11/23
 Materials Due:
04/17/23
 On Sale:
06/06/23

AUGUST/SEPTEMBER 2023

Bonus Distribution

CEDIA

Ad Close:
06/13/23
 Materials Due:
06/19/23
 On Sale:
08/08/23

OCTOBER/NOVEMBER 2023

Ad Close
08/15/23
 Materials Due:
08/21/23
 On Sale:
10/10/23

DECEMBER/JANUARY 2024

Ad Close:
10/10/23
 Materials Due:
10/16/23
 On Sale:
12/05/23

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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