

SOUND & VISION

THE AUDIO & VIDEO AUTHORITY



2013 MEDIA KIT

BONNIER

BONNIER is a family-owned, international multimedia entity that operates 175 companies in more than 21 countries.

In the U.S., BONNIER is the leading developer of passionate enthusiast audiences, with 50+ special-interest brands and related multimedia projects and events.

Bonnier was named 2011 Publishing Innovator of the Year by *Publishing Executive* magazine.



HOLDINGS
INCLUDE: Digital,
TV Networks,
Music, Gaming,
Publishing

175
Companies
in 21
Countries

2011
Publishing
Innovator of
the Year*

\$5 Billion
Annual
Revenue

BRAND OVERVIEW

Sound+Vision is the first destination for early adopters and taste makers looking for authoritative information, reviews, and analysis of what's next in technology. Our editorial experts share the best ways that gear, movies, and music come together for an immersive home-entertainment experience.

ON THE WEB:

1,041,500
AVG. MONTHLY
PAGE VIEWS

302,500
AVG. MONTHLY
UNIQUE VISITORS

98,000
CUSTOM EBLAST
SUBSCRIBERS

34,000
EDITORIAL
NEWSLETTER
SUBSCRIBERS



 @soundnvision

 Sound + Vision Magazine

 soundandvisionmag.com



ON TABLETS

38,224
DIGITAL DISTRIBUTION



IN PRINT:

125,000
DISTRIBUTION

8x
FREQUENCY

Sources: Omniture Site Catalyst 11/12 - 01/13; Silverpop 10/12

AUDIENCE OVERVIEW

Sound + Vision readers are truly passionate for gear and gadgets. They are affluent, educated, and early adopters of new products. Our readers know we can be counted on to deliver the expert information they need and most will make a purchase within the next year.

DEMOGRAPHICS

Male/Female	90%/10%
Median Age	41
Median HHI	\$82,591

PURCHASING HABITS

Plan to Purchase Speakers in the Next 12 Months	40%
Bought a Flat Screen TV in the Last 12 months	42%
AVG. Amount Spent on TVs in the Last 12 Months	\$1,664
Plan to Purchase New Gadgets and Gear in the Next 12 Months	80%
AVG. Amount Spent on Gadgets and Gear in the Last 12 Months	\$952
Plan to Purchase Home Entertainment and AV Technology in the Next 12 Months	80.2%
AVG. Amount Spent on Entertainment and AV Technology in the Last 12 Months	\$1,115

SOUND + VISION MAGAZINE READER PROFILE

Have Been Reading <i>Sound + Vision</i> for 5 or More Years	75%
Average Time Spent Reading an Issue Of <i>Sound + Vision</i>	74 Minutes

Sources: MRI DB 2011, 2012 *Sound + Vision* Reader Survey Walker Communications

ACTIONS TAKEN AS A RESULT OF READING *SOUND + VISION*

Went to an Advertiser's Website	56%
Visited a Retail Store	46%
Bought any Consumer Electronic Products	42%
Went to SOUNDANDVISIONMAG.com	41%
AVG. Amount Spent on Gadgets and Gear in the Last 12 Months	\$952

AN AUDIENCE OF INFLUENCERS

Are Asked for Advice when People are Looking to Buy Technology or Electronics Products	79%
Spend Time Researching Products and Services Before Purchasing	95%



**SOUND
& VISION**
THE AUDIO & VIDEO AUTHORITY

SOUNDANDVISIONMAG.com gets under the hood of the world's best audio and video gear and goes behind the scenes on the music and movies that make the tech worth owning. From the latest mobile devices to high performance home theater rigs, SOUNDANDVISIONMAG.com is your guide to enjoying all media with the best gear possible, whatever your budget or interests. Homepage, Channel and Run of site (ROS) placements available.

The screenshot shows the homepage layout with several key areas highlighted for advertising:

- 728 x 90:** A large banner at the top right, above the navigation menu.
- 300 x 250:** A rectangular banner in the top right corner, below the 728 x 90 banner.
- 300 x 600:** A large vertical banner on the right side of the page.
- FEATURED PRODUCT:** A section on the left side of the main content area, labeled "Gear Channel ONLY".
- LATEST GEAR:** A section in the center of the page featuring article teasers.
- Stay Connected:** A newsletter sign-up section at the bottom right.

SITE SKIN

HOMEPAGE BRAND BLOCKING

Gives your brand the ultimate share of voice and gripping interaction on soundandvisionmag.com's most highly trafficked page. **Includes:** One week of 728 x 90 Leaderboard (Top), 300 x 250 Rectangle (Top Right) Banner Ads

SITE SKIN

HOMEPAGE BRAND BLOCKING WITH SITE SKIN

Skins are an excellent way to raise awareness about your brand and promotions. Combined with brand blocking, the homepage skin amounts to a virtual takeover of the soundandvisionmag.com homepage.

FEATURED PRODUCT

Highlight your product on the Gear Channel of SoundandVision.com for heightened visibility and awareness within the website's most popular sections. Includes headline, image, description and landing page.

EMAIL MARKETING

Our eNewsletters reach a digital audience of engaged readers who have asked to receive information from *Sound + Vision* and our marketing partners

CUSTOM EMAIL

SOUNDVISION
The home entertainment authority

FROM OUR SPONSORS

CES THE GLOBAL EVENT FOR BUSINESS

TUESDAY, JANUARY 8-FRIDAY, JANUARY 13, 2013 | LAS VEGAS, NEVADA | CESWEB.ORG

THERE'S ONE EVENT WHERE INDUSTRY LEADERS AREN'T JUST ON STAGE — THEY'RE IN THE AUDIENCE.
No event attracts more of the world's technology innovators, power players and trendsetters than the 2013 International CES®. And no event offers more chances to boost your bottom line.

IT ALL ADDS UP
See CES by the numbers and find out what the show can do for you: >

20 THEMED TECHZONES, INCLUDING RETURNING FAVORITES

ALL-NEW SPEAKERS AND MAJOR KEYNOTE ADDRESSES

MUST-SEE EVENTS AND AWARDS LIKE IAWTV AND INNOVATIONS

FIRST-TIMER RESOURCES
LEARN MORE

2013 International CES PRODUCED BY CEA. Connect to global business opportunities. REGISTER NOW. USE PRIORITY CODE B2

Connect with us: f, t, in, +, ce

Official CES venues: Las Vegas Convention and World Trade Center (LVCC)/the LVH and The Venetian

REGISTRATION ASSISTANCE
Inside U.S.: 866-233-7868 CESreg@CE.org
Outside U.S.: +01 301-694-5243 Internationalreg@CE.org

CEA®
Consumer Electronics Association (CEA)®
1919 South Eads Street
Arlington, VA 22202
866-858-1555
CESupdate@CESweb.org

UFI Approved Event

97,000
SUBSCRIBERS

EDITORIAL EMAIL

SOUNDVISION
Quality Entertainment. Everywhere.

728 x 90

Tests & Reviews | Features | Entertainment | Forums | Custom Installations | Blogs | Subscriptions

To ensure you receive your SoundandVisionMag.com emails, please add newsletter@email.soundandvisionmag.com to your address book.

SOUNDVISION
The Audio + Video Authority

Soundbar Standard
GOLDENIAR'S SUPERBONEMA 3D ARRAY SOUNDBAR TAKES PERFORMANCE TO THE NEXT LEVEL.

PAT METHENY
THE ORCHESTRON PROJECT

Giveaway: Pat Metheny's The Orchestron Project on Blu-ray
Get up close with the man and his machines — in 3D, 7.1, and 96k upsampling — all for the price of a comment.

Rocky Mountain Audio Fest 2012: CanJam
The latest and greatest headphones and headphone amps, straight from the year's biggest personal audio showcase

Rocky Mountain Audio Fest 2012: Speakers
From \$349 to \$17,000, the hottest new transducers and best-sounding rooms we saw at the Denver show.

Rocky Mountain Audio Fest 2012: Electronics and Turntables
Desktop audio, record players, tube amps and more, rounding out this year's RMAF coverage.

Follow Us On Twitter
Everyday updates on what we're listening to, watching, and just plain excited by, from gear rumors to new releases.

Find us on Facebook
The latest from *Sound + Vision*, plus even more of what we're excited by in music, movies, gear, and tech. Like us and never miss a beat.

Our November print issue is on newsstands — and online — this week.

As usual, the November issue of *Sound+Vision* covers the gamut of entertainment technology options. Whether you're looking to find an app solution to your home automation problems, get a better viewing experience, pump up the low end in your listening room, we've got the reviews that'll point you in the right direction.

On the wireless front, we've got everything a host of new universal remote apps for your iPhone to Sony's latest wireless-enabled receiver.

On the speaker front, you'll find everything from GoldenIar's awesome 3D Array soundbar to KIEP's consumer-friendly R-series surround speakers (if you're looking to build a new system) to the SVS PC-13 Ultra supersub (if you need more kick from the high-end gear you've already got).

Add to that reviews of LG's new (and very smart) 50PM9700 3D plasma and Samsung's value-priced UNS51H6000 LCD TV — plus reviews of the best Blu-rays and CDs of the month, and you're well on your way to a better winter.

32,000 SUBSCRIBERS

300 x 250

SOUND+VISION VIDEOS

Sound + Vision's experienced creative team produce videos that tie the content our readers are most hungry for to your brand message. Elevate your position in the market with these authoritative and engaging 60 second videos that put the latest and greatest products and equipment in front of Sound + Vision's passionate consumers of high-end electronics.

:60 TECH TALK PROGRAM DETAILS:

- » Video highlights the benefits and features of your product
- » Expert product video shown twice
- » Emailed to 97,000 opt-in eNewsletter subscribers at the launch of your video
- » One additional email sent to 97,000 opt-in eNewsletter subscribers within the next 12 months (date subject to availability)
- » Hosted for 12 months on SoundandVisionMag.com's Gear Channel
- » Turnkey Video Creation Process: Client provides the product and Sound + Vision team provides client approved script creation, video production with voice over and editing.
- » Video includes usage rights, and can be used in other marketing efforts (your website, social media sites, etc.)

SOUNDVISION the home entertainment authority **:60 Tech Talk** f t w e / SUBSCRIBE

Pro-Ject Debut Carbon Turntable
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
[READ MORE >>](#)

Libratone Zipp Wireless Speaker
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
[READ MORE >>](#)

Phiaton Bluetooth Noise-Canceling Headphones
Lorem dolor sit amet, consectetur adipiscing elit.
[READ MORE >>](#)

Amazon Kindle Fire HD 7-inch
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
[READ MORE >>](#)

01:46 02:28
PAUSE email get link get code MENU

EDITORIAL DEPARTMENTS

TRACK ONE

High-rez musings and high-def declarations from Editor-In-Chief Mike Mettler.

NEW GEAR

New products, new toys, and new tech, all hot off the conveyor belt.

OPENING RIFF

Concert reviews focusing on live audio and video quality, plus interviews with musicians, sound engineers, and video supervisors.

SIGNALS

Deep thoughts from A/V professor Ken C. Pohlmann.

Q&A

Our readers' technical Qs answered by technical editor Al Griffin.

THE CONNECTED LIFE

Connectivity in the 21st century, from ace custom installer John Sciacca.

GADGET GARY

For the love of gadgetry, by Gary Dell'Abate (a.k.a. "Baba Boeey," the executive producer of The Howard Stern Show).

TECH-2

Daily opinion and product testing from top tech gurus Brent Butterworth and Geoffrey Morrison.

GRACE NOTES

Insider's view of today's media, by audio engineer Leslie Shapiro.

ROAD GEAR

Doug Newcomb on the high-end of A/V connectivity for your ride.

THE S+V INTERVIEW

In-depth, exclusive discussions with musicians and producers about how they make great sounds and recordings, their love of vinyl and surround sound, and more showing that, yes, they're just as obsessive as we are.

TEST REPORTS

The hallmark of the brand: Expertise-driven reviews of HDTVs, projectors, speakers, A/V receivers, headphones, turntables, media servers, and other gear to make your system even better.

BLU-RAYS + DVDs

Reference-standard reviews of movies, TV series, concert films, and other genres on disc for maximum A/V performance of your HDTV system.

DISCS + LPs

Reference-standard reviews of CDs, LPs, 5.1 surround-sound discs, downloads, and more in all music genres.

GAMES

High-def videogame reviews, plus interviews with top game designers.

TIME SIGNATURE

Mike Mettler surveys S+V throughout the ages, from 1958 to present.



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EDITORIAL CALENDAR

JANUARY 2013

Annual Editors' Choice Awards: Our Editorial Team Anoints Over 20 Winning Certified & Recommended Video and Audio Products, Including the Overall Product Of the Year; Best Of 2012: We Select the Top Blu-Rays, Cds, Lps, and Surround Sound Mixes; **Bonus Distribution** at CES

PLUS The S+V Interview: Jeff Lynne (Elo) On Re-Recording History; Sidebars with Joe Walsh on Being a Tried-and-True Analog Man and Tom Petty On Great, Wide-Open Sound.

WEB: Ces Day-Of Show Coverage and Tech Analysis

SPACE CLOSE: 11/14/12 **ON SALE:** 12/25/12

FEBRUARY/MARCH 2013

Focus On: Projectors — 3D and 4K Projectors Roundup Test, Plus a Projector Tech Primer;

PLUS The S+V Interview: Graham Nash on His Love of Vinyl and Surround Sound

WEB: Super Bowl HDTV Ideas (February); Pocket Projectors and Projection Screens (February and March)

SPACE CLOSE: 12/11/12 **ON SALE:** 01/22/13

APRIL/MAY 2013

Tech Trends 2013 — Analysis of All the New Goodies Seen and Heard at Ces, and What to Expect in the Months Ahead in The World of Consumer Electronics; **Bonus Distribution** at NY Audio Show

PLUS The S+V Interview: Donovan on Why His Vintage Recordings Sound Great Today

WEB: Extended New Tech Coverage (April); Summer Blockbusters Preview (May)

SPACE CLOSE: 02/06/13 **ON SALE:** 03/19/13

JUNE/JULY/AUGUST 2013

Portable Gear Special — The Gear That Will Help You Make the Most of Your Backyard, Deck, Car, Bike, and Beach Adventures;

PLUS Vacation A/V Checklist, Building Your System at Various Price Points, 50 Years of Bob Dylan and the Beatles — Mutual Masters of Analog

WEB: Dads and Grads Gift Guide (June); E3 and T.H.E Show Coverage (June); Travel/Outdoor Gear Roundups (July); Headphones and Portable Gear Roundup (August)

SPACE CLOSE: 04/24/13 **ON SALE:** 06/04/13

SEPTEMBER 2013

Speaker Special — Soundbar Roundup Test, Speaker Setup Tips, The S+V Interview; **Bonus Distribution** at CEDIA

WEB: Back to School: Desktop Speakers and System Roundups, Wireless Speakers, Cedia Expo Day-Of Coverage

SPACE CLOSE: 07/10/13 **ON SALE:** 08/20/13

OCTOBER 2013

The Future of Sound — State of the Union for Stereo And Surround Sound, Including Interviews With Musicians and Designers Continuing to Push the Aural Boundaries; **Bonus Distribution** at RMAF

PLUS Turntables Roundup Test, the Best-Sounding and Coolest-Looking LPs

WEB: Rocky Mountain Audio Fest and Can Jam High-End Show Coverage

SPACE CLOSE: 08/07/13 **ON SALE:** 09/17/13

NOVEMBER 2013

The Connected Life — Best A/V Streaming Apps, Remote Control App Roundup;

WEB: Wireless Audio Roundup, New Routers, Getting The Best Entertainment Experience from a Computer and Network Setup

SPACE CLOSE: 09/04/13 **ON SALE:** 10/15/13

DECEMBER 2013

HDTV Special — Smart TV Primer;

PLUS Our 15Th Annual Experts' Guide to Great Gifts, With Every Recommended Product Tested Hands-On

WEB: Holiday Gift Guides, From Blu-Rays to Box Sets to Gear

SPACE CLOSE: 10/09/13 **ON SALE:** 11/19/13

**Sound + Vision reserves the right to make any changes and/or additions. The editorial calendar is updated as needed.*

2013 PRINT ADVERTISING RATES

GENERAL DISPLAY (FOUR-COLOR)	1x
Full Page	\$29,860
2/3 Page	\$24,895
1/2 Page	\$22,395
1/3 Page	\$17,700
GENERAL DISPLAY (BLACK & WHITE)	1x
Full Page	\$21,350
2/3 Page	\$17,800
1/2 Page	\$16,010
1/3 Page	\$12,655
COVERS	1x
2nd	\$35,830
3rd	\$34,340
4th	\$37,325

FOR MORE INFO CONTACT:

Scott Constantine at scott.constantine@gmail.com or 609-275-9594

Bob Meth at bmeth@rmmediasales.com or 310-663-6853



FREQUENCY: Frequency

RATES EFFECTIVE: January 2013

DISTRIBUTION: 125,000

DEMOGRAPHICS:

Male/Female 90%/10%

Median Age 41

Median HHI \$82,591

- 40% Plan to Purchase Speakers in the Next 12 Months
- 34% Plan to Purchase 3D Technology in the Next 12 Months
- 80% Plan to Purchase New Gadgets and Gear in the Next 12 Months
- 80.2% Plan to Purchase Home Entertainment and AV Technology in the Next 12 Months

Source: MRI DB 2011

2013 PRINT ADVERTISING TERMS + CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
5. Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under delivery not asserted within one year of insertion is waived.
7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Orange County, Florida shall be exclusive venue for resolution of any disputes hereunder.
8. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
9. Creative work produced by Publisher remains the sole property of Publisher.
10. Until credit is approved, Advertisements are run on a prepaid basis only.

BOOK SPECIFICATIONS

NEW Trim Size: 7.875" x 10.5" **Bleed Size:** 8.125" x 10.75"

No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

Binding: Saddle Stitch **Jog:** to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT: PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD

ELECTRONIC TRANSMISSIONS:

Ad files should be uploaded as a PDF and jpeg format to the Bonnier Ad Portal at adportal.bonniercorp.com. If a jpeg proof is not provided, a confirmation PDF will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads. Additional charge(s) may apply.

INSERTS: Productions, design and prepress services are available. Please consult with your advertising representative.

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES:

PHOTOS : Color scans should be 300 dpi in CMYK. B/W scans should be 300 dpi grayscale.

LOGOS: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

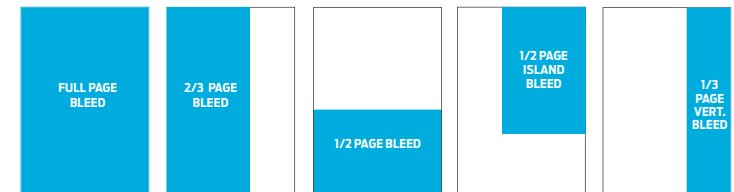
Final Ad Materials (ready to print) or photos, copy, logos, materials, etc. for ad design services at Sound+Vision ship to:

BONNIER CORPORATION
SOUND+VISION MAGAZINE
 Attn: Susan Peterson
 460 North Orlando Avenue, Suite 200
 Winter Park, FL 32789
 Phone 407-571-4513
 E-mail susan.peterson@bonniercorp.com

New Ad Specs as of Feb/March 2013 Issue

SIZE OF AD	WIDTH	HEIGHT
Full Page Bleed	8.125"	10.75"
Trims to	7.875"	10.5"
Spread Bleed	16"	10.75"
Trims to	15.75"	10.5"
2/3 Vertical Bleed	5.0833"	10.75"
Trims to	4.8333"	10.5"
1/2 Page Horizontal Bleed	8.125"	5.125"
Trims to	7.875"	5"
1/2 Page Island Bleed	5.0833"	7.8441"
Trims to	4.8333"	7.4583"
1/2 Page Spread Bleed	16"	5.125"
Trims to	15.75"	5"
1/3 Vertical Bleed	2.9097"	10.75"
Trims to	2.6597"	10.5"

*Hold live matter 1/4" from trim on all sides of spreads and full page ads.
 ** Please supply spread files as a single spread document.



2013 CLOSING DATES*

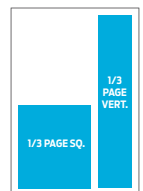
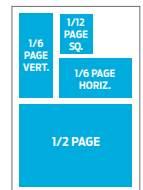
ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE PRINT	AVAILABLE ON TABLET	AVAILABLE ON IPAD
January	11/14/12	11/16/12	12/25/12	12/15/12	12/17/12
February/March	12/6/12	12/7/12	1/22/13	1/12/13	1/14/13
April/May	2/6/13	2/8/13	3/19/13	3/9/13	3/11/13
June/July/August	4/24/13	4/26/13	6/4/13	5/25/13	5/27/13
September	7/10/13	7/12/13	8/20/13	8/10/13	8/12/13
October	8/7/13	8/9/13	9/17/13	9/7/13	9/9/13
November	9/4/13	9/6/13	10/15/13	10/5/13	10/7/13
December	10/9/13	10/11/13	11/19/13	11/9/13	11/11/13
January '14	11/13/13	11/15/13	12/24/13	12/14/13	12/16/13

*Subject to change

MARKETPLACE SIZES

New sizes as of April/May 2013 issue

1/2 Page Horizontal	6.75"	4.5"
1/3 Vertical	2"	9.25"
1/3 Square	4.375"	4.5"
1/6 Vertical	2"	4.5"
1/6 Horizontal	4.375"	2.125"
1/12 Square	2"	2.125"



*If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline will be charged late fees, unless an ad extension is arranged with Ad Services prior to the deadline. There is a \$75 fee for sending in revised materials after original ad material has been processed. This also applies if revised material is sent in after instructions have been given to pick up an ad.

2013 DIGITAL ADVERTISING RATES

EMAIL	RATE	INFO
Custom eBlast	\$100 CPM	Your exclusive message. Price is per email.
Editorial eNewsletter Display Ad	\$650	728x90 OR 300x250. Price is per email.
DISPLAY ADS	RATE	INFO
728 x 90 Leaderboard (Top)	\$30 CPM	Run of Site
300 x 250 Medium Rectangle (Top Right)	\$33 CPM	Run of Site
Homepage Prestitial	\$85 CPM	
Homepage Skin	\$20,000	
Megabanner	\$5,250	980x50 > 980x250. Price is per month, 25% SOV
Homepage Roadblock	\$15,000	Includes exclusive sponsorship of 3 homepage ad units for one month — one 728 x 90 Leaderboards and two 300 x 250 Medium Rectangles and Megabanner position.
ADDITIONAL ADVERTISING	RATE	INFO
Featured Product	\$3,500	Includes promotion: 1X Custom eBlast sent to brand database; 1X Editorial eNewsletter promotion; 100,000 (below the fold) ROS impressions; Database of opt-in leads
:60 TECH TALK	RATE	INFO
1 – 3 Videos	\$3,000	Price is per Video.
4 – 6 Videos	\$2,500	Price is per Video.
7 – 9 Videos	\$2,000	Price is per Video.
10+ Videos	\$1,500	Price is per Video.

FOR MORE INFO CONTACT:

Scott Constantine at scott.constantine@gmail.com or 609-275-9594
 Bob Meth at bmeth@rmmediasales.com or 310-663-6853



SOUNDANDVISIONMAG.COM

789,700
AVG. MONTHLY
PAGE VIEWS

190,600
AVG. MONTHLY UNIQUE
VISITORS

97,000
CUSTOM EBlast
SUBSCRIBERS

32,000
EDITORIAL
ENEWSLETTER
SUBSCRIBERS

Sources: Omniture Site Catalyst
 October 2012; Silverpop October 2012

2013 DIGITAL ADVERTISING SPECS

BANNERS:	Initial Load	Polite Load	Complete Download
728x90	40k	80k	120K
300x250	40k	80k	120K
300x600	40k	80k	120K
88x31	7k	n/a	n/a

E-NEWSLETTERS (sponsored editorial content):

728x90 and 300x250

Restrictions:

File size cannot exceed 40k

Standard gif or jpg only. No swf or rich media will be accepted

Click-tracking URL's ONLY for tracking purposes

CUSTOM E-BLASTS:

- Max pixel width 725. Size recommend as standard is 650-700
- All images are jpeg and gif format with layered files or removable text
- Max small file 50k including images
- Require: subject line, seed list, click-tracking URL

DROP DOWN CHANNEL/

MENU SPONSORSHIPS (88x31):

- Creative must not exceed 7k, gif or jpg only (no swf/ rich media)
- 1x1 tracking pixel and click thru URL accepted
- No looping or animation

ROS (RUN OF SITE) ADS:

- 3 loops + 15 second animation (i.e. 3x/15 seconds)
- Rich media- flash (swf.)
- Video, static (.gif, .jpg)
- Separate video specs for BrightCove are available

INTER/PRESITIAL:

- 640x480 (gif, jpg, html, or flash), 70K max weight
- Length cannot exceed 10 seconds (15 seconds case by case)

OPA PUSH DOWNS FILE SIZES:

- 950x50 (non-expanded)- 40k
- 950x250 (expanded)- 80k

CONTROLS:

- Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse of

GIFT GUIDE LISTING:

- 120x40 company logo (static gif or jpg)
- Gif, jpg imagery (up to 4 images)
- Copy limited to 15 words/ listing
- Cannot exceed 4k
- Click thru URL must be provided; 1x1 tracking pixels are accepted

SHOWCASE LISTING, BEST OF WHAT'S NEW:

- 120x40 company logo (static gif or jpeg)
- Gif, jpg imagery (up to 4 images)
- Copy limited to 15 words/ listing
- Cannot exceed 4k
- Click thru URL must be provided; 1x1 tracking pixels are accepted

FEATURED PRODUCT (300x250):

- Bold Headline: 20 characters max with spaces
- Copy: 100 - 105 characters with spaces, text will wrap naturally
- Click thru URL must be provided; 1x1 tracking pixels accepted
- 120x100 product image (gif or jpg), 4k max file size with white backgrd
- 100x65 company logo (gif or jpg), 4k max file size with white background

FOR MORE INFO, OR TO ADVERTISE, CONTACT:

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