



TEN THE ENTHUSIAST NETWORK™



2017 MEDIA KIT



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.”

– ROB SABIN, EDITOR-IN-CHIEF



OUR MAGAZINE

FREQUENCY
10x

CIRCULATION
90K*

MALE TO FEMALE
DEMOGRAPHIC
92/8%

MEDIAN AGE
42

25-54
YEARS OLD
84%

MARRIED
70%

COLLEGE
EDUCATED/PROF
SSIONAL
86%

MEDIAN HHI
\$109K

* AAM/ABC Audited



AUDIENCE

» KNOWLEDGE & INFLUENCE

Read only <i>Sound & Vision</i> Magazine	90%+
Have found <i>Sound & Vision</i> to be their leading source of new product information	93%
Have purchased equipment they have read about in <i>Sound & Vision</i>	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%

2017 EDITORIAL CALENDAR & PRODUCTION SCHEDULE

JANUARY

Issue Focus

HDTV

Ad Close:

10/19/16

Materials Due:

10/24/16

On Sale:

12/09/16

FEBRUARY/MARCH

Issue Focus

2016 TOP PICKS OF THE YEAR, CES

Ad Close:

11/14/16

Materials Due:

11/16/16

On Sale:

01/06/17

APRIL

Issue Focus

HI RES AUDIO

Ad Close:

01/03/17

Materials Due:

01/06/17

On Sale:

02/24/17

MAY

Issue Focus

FRONT PROJECTION & SCREENS

Ad Close:

02/07/17

Materials Due:

02/09/17

On Sale:

03/31/17

JUNE

Issue Focus

WIRELESS MULTI-ROOM

Ad Close:

03/15/17

Materials Due:

03/17/17

On Sale:

05/05/17

JULY/AUGUST

Issue Focus

HEADPHONE SPECIAL, OUTDOOR A/V

Ad Close:

04/19/17

Materials Due:

04/21/17

On Sale:

06/09/17

SEPTEMBER

Issue Focus

SPEAKERS & SOUNDBARS

Ad Close:

06/06/17

Materials Due:

06/08/17

On Sale:

07/28/17

OCTOBER

CEDIA ISSUE

Issue Focus
CUSTOM/SMARTHOME/ FURNITURE & MOUNTS

Ad Close:

07/12/17

Materials Due:

07/14/17

On Sale:

09/01/17

NOVEMBER

Issue Focus

A/V RECEIVERS

Ad Close:

08/15/17

Materials Due:

08/17/17

On Sale:

10/06/17

DECEMBER

Issue Focus

HOLIDAY GIFT GUIDE

Ad Close:

09/20/17

Materials Due:

09/22/17

On Sale:

11/10/17

2017 RATE CARD

GROSS RATES*

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
1/2 Page	13,225	11,910	11,910	10,585
1/3 Page	11,765	10,590	10,000	9,425

BLACK & WHITE

	1X	3X	6X	10X
Full Page	13,945	12,550	11,845	11,165
2/3 Page	11,195	10,080	9,530	8,960
1/2 Page	8,725	7,820	7,410	6,970
1/3 Page	6,875	6,180	5,845	5,500

PREMIUM POSITIONS

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

* Effective January 2017 Issue, All Rates are Gross



AD MATERIAL SPECS

	<u>WIDTH</u>	<u>HEIGHT</u>
2 PAGE SPREAD/BLEED	16.5"	11.125"
Trims to	16.25"	10.875"
Non-Bleed (Live Area)	15.25"	9.875"
FULL PAGE/BLEED	8.375"	11.125"
Trims to	8.125"	10.875"
Non-Bleed	7.125"	9.875"
1/2 PAGE HORIZONTAL SPREAD/BLEED	16.5"	5.375"
Trims to	16.25"	5.125"
Non-Bleed	15.25"	4.625"
2/3 PAGE VERTICAL/BLEED	5.375"	11.125"
Trims to	5.125"	10.875"
Non-Bleed	4.75"	9.875"
1/2 PAGE HORIZONTAL/BLEED	8.375"	5.25"
Trims to	8.125"	5.125"
Non-Bleed	7.125"	4.8175"
1/2 PAGE VERTICAL/BLEED	4.3125"	11.125"
Trims to	4.0625"	10.875"
Non-Bleed	3.5"	10"
1/2 PAGE ISLAND/NON-BLEED	4"	7"
1/3 PAGE VERTICAL/BLEED	2.375"	11.125"
Trims to	2.5"	10.875"
Non-Bleed	2.25"	9.875"
1/3 PAGE SQUARE	4.875"	4.625"
1/4 PAGE SQUARE	3.5"	4.625"
1/6 PAGE VERTICAL/NON-BLEED*		2.25"
	4.8125"	

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.

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