

Lighting & Sound international

entertainment, presentation, installation

www.lsonline.co.uk



Media Kit 2011

Editorial Line-up

The 2011 Schedule

Advertising:

Print, Online & Digital

Opportunities, Packages & Discounts

LSi Digital goes from strength to strength

Over 7,300 new readers across 111 countries

LSi Online expands

New online video section

PLUS...

LSi is 'Most Useful Magazine'

LSi rated TOP by industry research

LSi Digital: 96+ back issues in searchable archive

LSi Online: Over 2.8 million page views in 2010



LSi has gone digital, have you? See page 4 more more details...

Lighting&Sound^{international}

Published by leading industry body PLASA, LSi is widely respected throughout the entertainment, presentation and installation technology industries. It is one of the few magazines to genuinely cover the use of professional lighting, audio, audio-visual, staging, rigging and associated technologies and services across a wide range of market sectors. LSi includes reports on theatre, touring, night venue, corporate event, leisure, installation and presentation markets, plus profiles of key people and companies, commentary on the latest trends, respected technical features and all the latest industry news.

L&Si - Over 25 Years as the industry's favourite magazine.

Be sure of your marketing spend in 2011



More than 25 Years of Leadership

Since 1985, LSi has been the leading magazine for the broad range of the entertainment, events and installation technology industries.

Unrivalled Popularity

In research carried out at the PLASA08 exhibition*, when visitors were asked to rate the industry's "Most Useful Magazine", LSi was the clear winner, rated top by 30% of visitors and receiving more than 6 times as many votes as its 'competitors'. In addition to this L&Si topped another magazine readership poll conducted during PLASA Focus: Leeds 2010.

Audited Circulation

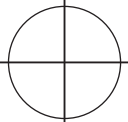
If you want to maintain your profile in these markets, and be sure you're spending your marketing budget wisely, then LSi can help you. With a circulation of 8,800 print (ABC Audited) and more than 7,300 digital edition readers, LSi reaches decision makers in 116 countries worldwide**.

Call LSi today +44 (0)1323 524120

*Vivid Interface market research & consultancy – www.vivid-interface.com - September 2008.

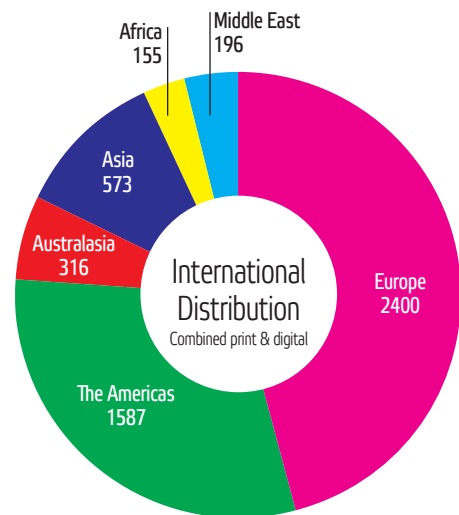
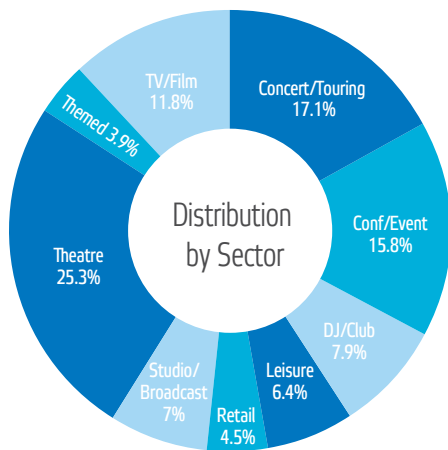
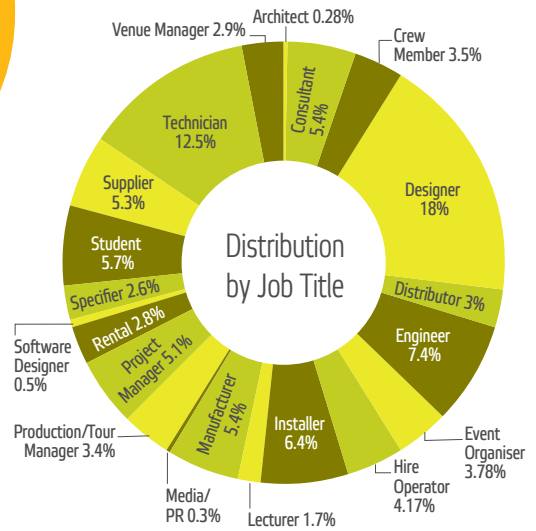
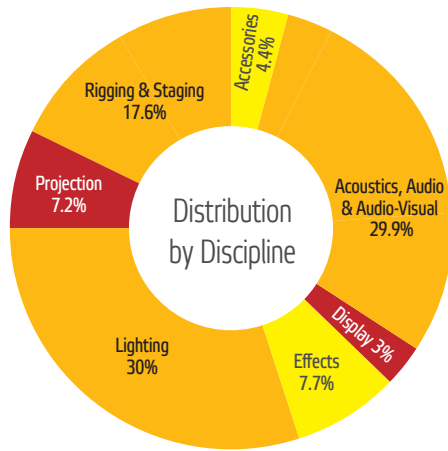
**Figures correct as of 31 December 2010.





Readership & Circulation

All distribution figures correct as at 31 December 2010



UK distribution: 10,841

LSI Total circulation:

Print Edition:

8,798 subscribers (ABC audited)
26,394 readers per month*
21% International

Digital Edition:

over 7,300 registrations**
47% International

Only 15% of our readers receive both print and digital editions

*According to the 2008 LSI Reader Survey, each issue is read by an average of 3 people.

**Correct as at 31 December 2010.

LSi readership information



Photo: Louise Stickland



Lighting&Sound^{international}

DIGITAL EDITION

Extending our global reach . . .

LSi Digital was introduced in 2007 to offer a FREE alternative to those who could not afford a subscription, or did not want to wait for the print edition of the magazine to arrive by post.

Availability is immediate: LSi can be read in Hong Kong or Melbourne while it's still on the printing presses in the UK.

As of December 2010, LSi Digital had attracted over 7,300 readers from 111 countries worldwide. Our records show that around 85% of these are NEW to LSi, and almost half are International.

L&Si Digital Edition now boasts more than 96 issues of LSi, dating back to July 2002. What's more, it is fully searchable by keyword or phrase - offering an unrivalled information resource, which is freely accessible - and freely searchable - for all.



Thumb-tab:

Highlights your advert wherever the reader is within the edition

Enhanced Advertisement:

Use Flash animation, video and even audio to get your message across

Weblink:

Flashing, one-click hyperlink direct to your website

LSi Digital now offers significant added value for advertisers. All print advertisements are repeated for our growing Digital audience. Various new options are available to maximise the impact of your advertisement – including live weblinks, Flash animation, thumb-tabs, audio and video.

Contact us today to discuss these options and how we can help you.

T: +44 (0)1323 524120

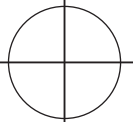
E: advertise@lsionline.co.uk

LSi Digital:

- FREE Worldwide Access
- Immediate Delivery!
- Searchable Archive (July 2002 - present)
- FREE PDF Downloads
- Interactive Advertising Opportunities
- Video, Audio & Animation Enhancements
- Live Weblinks & Graphics
- Over 7,300 Registered Readers
- Read in 111 Countries Worldwide
- Over 1,650 New Readers in 2010 alone!

www.lsonline.co.uk/digital





April 2011

Features:

PLASA Focus: Leeds 2011 – Preview; On Tour: The BRIT Awards 2011; *The Wizard of Oz* at the London Palladium.

Technical Focus:

Amplifier Technology update.

Bonus Distribution:

PLASA Focus: Leeds.

May 2011

Features:

On Tour: Enrique Iglesias; A Changing Light: Tungsten v LED.

Show Reviews:

PLASA Focus, Leeds; Prolight&Sound, Frankfurt.

Profile:

Prism Sound; Outline.

Technical Focus:

Luminaire Review

Bonus Distribution:

PALM Expo, Mumbai.

June 2011

Features:

On Tour: Eurovision, Germany; Green update: Sustainable Production?

Profile:

Electronic Theatre Controls.

Technical Focus:

Ears - Personal monitoring etc.

Bonus Distribution:

ABTT, London.

July 2011

Features:

PLASA 2011 Preview; *Shrek the Musical* at the Theatre Royal Drury Lane; On Tour: Take That.

Show Reviews:

PALM, Mumbai; ABTT, London.

Technical Focus:

Coemar Reflection LEDko

Bonus Distribution:

PLASA 2011, London.

August-September 2011

Features:

PLASA 2011 Preview; PLASA Awards for Innovation Preview; Light & Sound at the Prague Quadrennial; On Tour: Foo Fighters; *Spiderman* the Musical.

Profile:

d&b audiotechnik.

Technical Focus:

Wireless DMX.

Bonus Distribution:

PLASA 2011, London.

October 2011

Features:

On Tour (TBC).

Show Reviews:

PLASA 2011 Review

Technical Focus:

Luminaire Review

Bonus Distribution:

LDI, Orlando.

November 2011

Features:

On Tour (TBC); Helsinki Music Centre.

Show Reviews:

LDI Review.

Technical Focus:

Digital Radio Mics.

December 2011

Features:

Cirque du Soleil - Michael Jackson; On Tour (TBC).

Technical Focus:

Luminaire Review

Bonus Distribution:

ARC12, London

Please note: Editorial Calendar is subject to change.

Display Adverts

(per issue)	£
Quarter page	639.00
Quarter page landscape	798.00
Third page	887.00
Half page	1148.00
Full page	1860.00
Inside back cover	1869.00
Inside front cover	2034.00
Outside back cover	2195.00

For other options including double page spreads, please contact us

Marketplace

(6 months)	£
Lineage (up to 25 words)	157.00
Single box	247.00
Double box	488.00

Recruitment/Classifieds

(per issue)	£
Lineage (up to 50 words)	147.00
Eighth Page	265.00
Quarter page	511.00
Half page	918.00

Online Recruitment

(4 weeks)	£
Enhanced listing (with logo)	200.00
Text only listing	150.00

Digital Edition (Enhanced options)

(per issue)	£
Live web link	30.00
Animation (Flash)	100.00
Video streaming with audio	200.00

Online Video Section

	£
6 Month Subscription	425.00
12 Month Subscription	750.00

Charges

10% surcharge will be applied for guaranteed positions (ie right hand page).

Pre-payment is required from ALL first time advertisers.

A cancellation fee of up-to 100% will be charged on adverts cancelled within 7 days of the artwork deadline.

LSi Discounts

Single insertion:
rate card

2 - 5 insertions:
10% discount
(plus 10% off online rates)

6 - 8 insertions:
15% discount
(plus 15% off online rates)

9 - 11 insertions:
20% discount
(plus free Marketplace ad
for 12 months)

Joint bookings:
LSi and Lighting&Sound
America - an additional 5%

PLUS!
**PLASA Members also
receive the following
additional discounts:**

Standard Members: 10%
Premier Members: 20%

**Combined LSi and
PLASA Events show
guide ad bookings:**

LSi and PLASA Focus
Show Guide: 20% off
show guide rates

LSi and PLASA Focus
Show Guide and PLASA
2011 Show Catalogue:
30% discount off show
publication rates

Contact us for competitive
rates on:

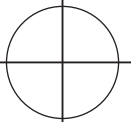
Inserts • Banner Wraps
CD-ROMs • Reprints
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E: jane.cockburn@plasa.org
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Display Adverts

1. DPS*

Trim:

H 297mm x W 420mm (11.7" x 16.54")

Bleed:

H 303mm x W 426mm (11.93" x 16.77")

Type area:

H 267mm x W 390mm (10.5" x 15.35")

*Please keep text at least 12mm (0.5") from inside margin/trim

2. Full page

Trim:

H 297mm x W 210mm (11.7" x 8.27")

Bleed:

H 303mm x W 216mm (11.93" x 8.5")

Type area:

H 267mm x W 180mm (10.5" x 7.1")

3. 1/2 Portrait

H 277mm x W 92mm (10.9" x 3.62")

4. 1/2 Landscape

H 136mm x W 190mm (5.35" x 7.48")

5. 1/3 Landscape

H 92mm x W 190mm (3.62" x 7.48")

6. 1/3 Portrait

H 277mm x W 59mm (10.9" x 2.32")

7. 1/4 Landscape

H 65mm x W 190mm (2.56" x 7.48")

8. 1/4 Portrait

H 136mm x W 92mm (5.35" x 3.62")

Marketplace

9. Single

H 35mm x W 44mm (1.38" x 1.73")

10. Double

H 75mm x 44mm (2.95" x 1.73")

Recruitment

1/8 Landscape

H 65mm x W 87mm (2.56" x 3.42")

1/4 Portrait

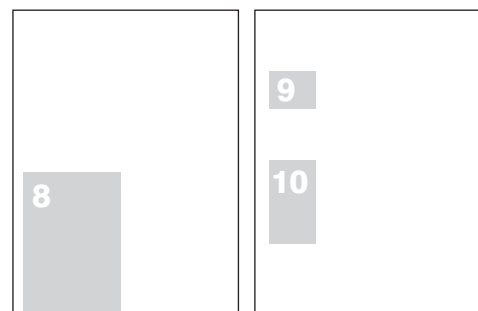
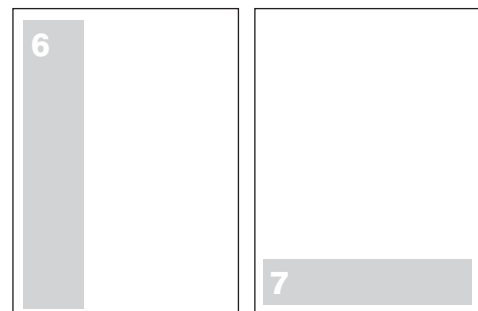
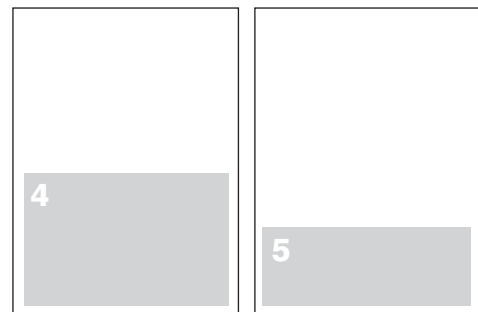
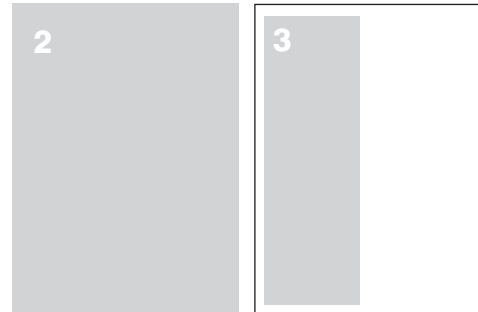
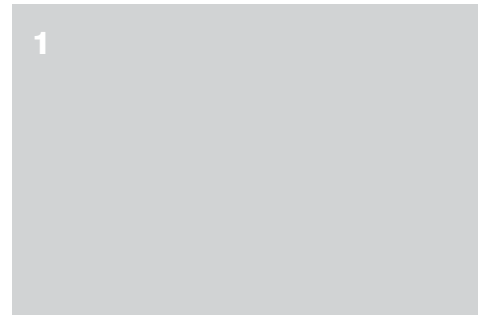
H 134mm x W 87mm (5.28" x 3.42")

1/2 Landscape

H 134mm x W 180mm (5.28" x 7.08")

1/2 Portrait

H 272mm x W 87mm (10.7" x 3.42")



Artwork should be supplied as a print-ready PDF (CMYK images and fonts embedded) or a high resolution CMYK EPS (with outlined fonts).

We also accept 300dpi CMYK Jpeg or Tiff files.

Email artwork to: artwork@plasa.org



www.lsonline.co.uk

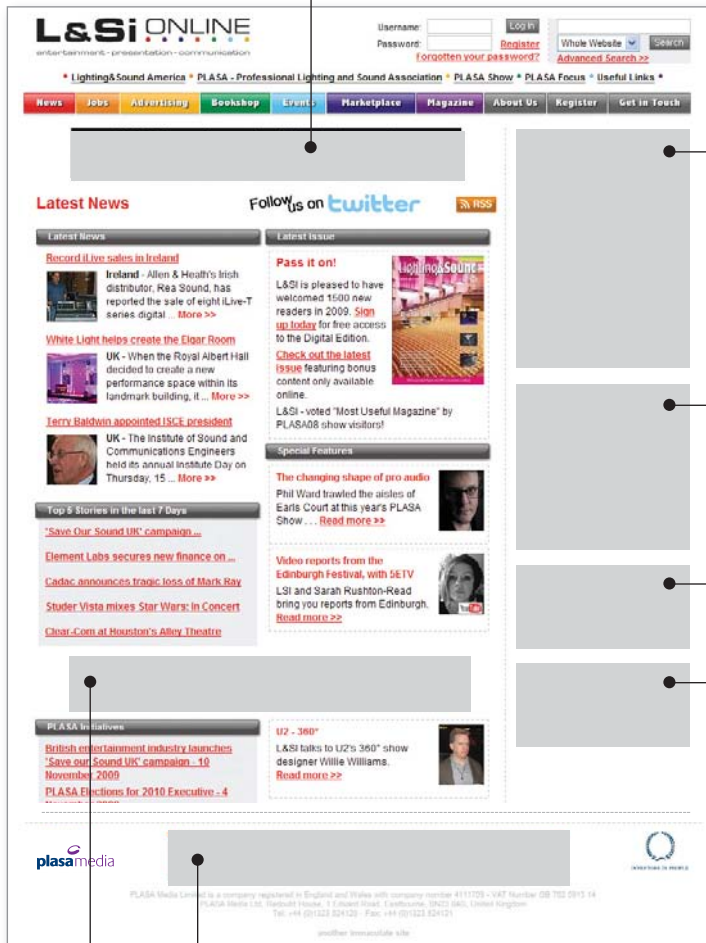
LSi Online is the home of PLASA Media's Daily News service and archive. With an extensive LSi magazine archive, searchable Events database and online Technical Book Service also drawing traffic, this website is one of the most popular information resources in the entertainment technology industry. Our unrivalled news archive features a searchable database of over 30,000 news stories stretching back to 1999.

The Marketplace is a great reference point for sourcing specific products and services. Easy navigation of this section allows visitors to find what they are looking for fast.

All Marketplace advertisers also benefit from their ad randomly appearing on both the News and Homepage section and any of their news stories that we publish online have a live web link included – a service ONLY available to our online advertisers. Additionally, each time one of their stories is viewed, their Marketplace ad automatically appears adjacent to it.

LSi Online is regularly visited by industry professionals in over 160 countries worldwide.

New main banner slot (H 60px x W 468px)
£800 per month (max. 3 ads rotating)



Main display
 (H 281px x W 200px)
£750 per month
 (max. 3 ads rotating)

Secondary display
 (H 200px x W 200px)
£500 per month
 (max. 3 ads rotating)

Marketplace ads
 (H 100px x W 200px)
£250 for 12 months
 (unlimited ads rotating)

Maximum file size: 50kb
Formats accepted:
 .jpg .gif
 .swf .png

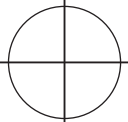
Animations:
 no longer than 10 secs

Footer Banner (H 60px x W 468px)
£400 per month (max. 3 ads rotating)

Secondary banner (H 60px x W 468px)
£600 per month (max. 3 ads rotating)

online advertising





Weekly News Headlines Mailing

LSi Online also produces a weekly news headlines bulletin e-mail – a comprehensive round-up of industry news from the previous seven days. A banner ad placement within this offers a unique opportunity to reach our worldwide audience of nearly 3,000 weekly subscribers.

Direct e-mail/e-shot

We offer targeted e-shots, placed within an LSi Online template, to specific sectors of our online subscriber list. **Contact us for more details.**



Main banner slots

(H 60px x W 468px)
£650 - total cost of 4 consecutive weekly mailings
 (max 3 ads per week)

Max File Size:

50kb

Format:

.jpg .gif .png

Animation not supported for News Headlines mailings

Other opportunities

Direct mail

Get your message in front of the right people - target the LSi readership by industry sector or geographical location with our various direct mail options.

Inserts

Loose or bound-in, with full or partial mailing options available. Target by country or even industry sector. Inserts can also appear as part of our Digital Edition.

High profile branding

From banner wraps, bookmarks, and cover mounts to reprints we offer a variety of high profile branding opportunities.

For more information on any of the above or to discuss your specific requirements, **contact Barry Howse, Maria Downs or Jane Cockburn on +44 (0)1323 524120**

advertising opportunities

New! LSi Video Resource

LSi Online's new video section provides a focused, database-driven resource of video material, bringing together the many and diverse pieces of content that have been produced for training & education purposes, product demonstrations & promotions, as well as interviews, show reviews, seminars, trade show reports and more.

By subscribing to your own video channel at LSi Online, you can bring your video content direct to our strong and regular international audience.



Display advertising:

**If you would like to advertise in the video section, please contact:
Barry Howse, Maria Downs or Jane Cockburn on +44 (0)1323 524120**

Video Hosting:

Videos can be hosted either by the advertiser's YouTube channel (or other web location), or can be supplied an uploaded to LSi Online's own YouTube channel.

For those hosting their own videos, we will provide a coded source link which will tell YouTube when a video has been viewed from our website.

Statistics:

Clients with their own YouTube channels can monitor their own stats to find how many video views came from LSi Online.

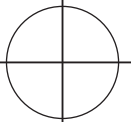
Those whose videos are uploaded to LSi Online will rely on PLASA Media for viewing stats.

Tagging:

Each video will be associated with a number of categories and tags on the database. You can specify the tags to use, or leave it to us to classify each video - the choice is yours.

The video section also allows you to:

- Add links to your social media channels (Facebook, Twitter, Flickr, LinkedIn)
- Add product images
- Add links to promote trade shows you will be exhibiting at
- Add a dedicated LSi news feed to your page, pulling in the most recent news stories for your company appearing on LSi Online



Technical details

Submitting your booking:

Setting up a video channel on LSi online is simple, please provide the following information to your LSi contact:

1. A list of videos you would like to appear on your channel. For each video please supply the following information:

Video title

Link to video (if already on YouTube)

Categories and tags which apply to the video

2. A copy of your logo (.jpg / .eps / .gif). Minimum size, width: 400px | height: 400px

3. A short profile text about your company (or we can write this for you)

4. Specify any additional features for your channel: [social media links](#), [product images](#), [tradeshows](#) [flashes](#).

Current list of video categories and tags:

Categories:	Tags:			
Conference/Seminar	AV	Headphones	Lighting	Accessories
Corporate/Promotional	Film & TV	Automation	IEM	Amplifier
Humorous	Sustainability	Installation	Live Sound	Networking
Music	Audio	LED Lighting	Low Energy	Tools
Interview	Monitoring	Connectivity	Show Control	Projection
Projects/Shows	Control	Software	Sound	Schools
Product	Wireless	DJ & Club	Rental	Pyrotechnics
Trade Shows/Events	Design	Systems	Recording	Scenic
Training/Education	Effects	Integration	Venue	Microphones
Vlog	Innovation	LED Screens	Architectural	Video
	Technical	Sound	DSP	Staging
	Processing	Contracting	Rigging	
	Loudspeaker	Theatre	Media Server	

There are two ways to supply video content for the LSi video section.

1. If your videos are on YouTube:

Please supply the link to the video and we'll take it from there.

2. If you have the original video files:

Please make sure the video is less than 15 minutes and smaller than 2GB in size. Once your video is ready, please let your LSi contact know and we'll send you a link to our ftp site.

We can accept the following video formats:

- WebM files (Vp8 video codec and Vorbis Audio codec)
- .MPEG4, 3GPP and MOV files - (typically supporting h264 and mpeg4 video codecs and AAC audio codec)
- .AVI (Many cameras output this format - typically the video codec is MJPEG and audio is PCM)
- .MPEGPS (Typically supporting MPEG2 video codec and MP2 audio)
- .WMV
- .FLV (Adobe - FLV1 video codec, MP3 audio)

How will LSi benefit you?

All the major manufacturers, distributors and service companies use LSi to inform and educate specifiers, installers, designers, consultants and end-users about their new products and services. And with LSi now available online as a Digital edition, our global circulation is growing faster than ever before.

This is backed up by our editorial coverage: product developments are included in our new technology section and we also review shows and report on installations where these products/initiatives have been used. We feature comparative surveys across the range of lighting, audio, staging and AV equipment. We also offer bonus distribution at most of the key UK and international trade shows.

Research conducted at PLASA08 in London clearly showed that LSi is considered by far the 'Most Useful Magazine' serving this broad industry.

But don't just take **OUR** word for it . . .

"Lighting&Sound International magazine is the one everyone in the industry reads so it is the one to be in if you want your name out there. Advertising is made easy. Staff are friendly and helpful and the support with artwork is invaluable to us."

Paul Bates, Rubber Box Co. Ltd.
www.rubberbox.co.uk

"Travelling extensively as I do for Philips in Europe and beyond, I find that LSi seems to be received by most people I meet. It does seem that it's the industry standard and right now that makes life easier for us as a manufacturer to get our message across to the customers."

Mike Goldberg, Philips Entertainment
www.seleconlight.com

"We were overwhelmed with the level of international interest we received within one week of LSi being posted out . . . for a business trying to have a global presence or international appeal, LSi has demonstrated itself as being a vital tool for product and brand awareness".

Matt Lloyd, Global Design Solutions (GDS)
www.gds.uk.com

"I am pleased and proud that ROBE and LSi have been such good partners for so many years and consider LSi Online to be an authoritative industry source for reporting on the latest innovations. Many of our customers worldwide are regular subscribers, and for them, LSi Online is not just a source of information, but also an inspiration. What more could we want from the leading experts of this industry! That's why we consider LSi Online such an important outlet for our news."

Jiri Baros, Robe Show Lighting
www.robe.cz



"With the growth of web traffic, White Light decided to move with the times and use online adverts for several months with LSi online which proved to be a success!"

**Fanny Baratto,
White Light
www.whitelight.ltd.uk**

"We have dealt with LSi for over 20 years and they've never let us down. The editorial standards are higher than ever, while advertising across all the media gives demonstrably good results. Everyone at PLASA is professional, helpful, friendly and fun to work with – what more could you ask for?"

**Lesley Harmer, Harmer PR
www.harmerpr.com**

"We conducted a readership poll during PLASA 2010 amongst visitors to our booth and LSi led the field amongst lighting readership"

**Steve Warren, Avolites
www.avolites.com**

Since appearing in LSi we have carried out jobs for companies in Denmark, Portugal, America and most recently a large company in India who are setting up a new lighting department. We would highly recommend advertising to LSi's large audience, and we will definitely be advertising again."

**Dave Whatley, GSL Power Distribution
www.gslpower.com**



Why advertise with LSi?

If you're still in doubt, remember these 10 LSi facts . . .

1. At the PLASA Show 2008, 30% of 1,000 research respondents voted LSi 'Most Useful Magazine'. The 2nd place title scored just 8%.*
2. In that same research, most of our "competitors" polled between 1% and 4%.
3. LSi now has a combined print and digital readership of over 33,500.**
4. LSi is now read by industry professionals in 116 countries worldwide.
5. LSi is one of the only industry magazines to invest in an ABC audited print circulation.
6. Premier PLASA members get an automatic 20% initial discount on display ads in LSi.
7. LSi is printed on paper approved by the Forest Stewardship Council (FSC).
8. During 2010, LSi Online delivered over 2,800,000 separate page views.
9. During 2010, LSi Online was visited by people from more than 160 countries worldwide.
10. In 2010, LSi celebrated 25 years as the industry's favourite magazine.

*Vivid Interface market research & consultancy – www.vivid-interface.com - September 2008.

**According to the 2008 LSi Reader Survey, each printed issue is read by an average of 3 people.

Contact us . . .

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Email: **news@plasa.org**

Lighting&Sound International

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worldwide coverage of entertainment technology

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Website: www.lsonline.co.uk

plasa
www.plasa.org

