

Lighting & Sound international

entertainment, presentation, installation

www.lsonline.co.uk



Media Kit 2012

Production Line-up:

The 2012 Schedule

Advertising:

Why LSi is your best option by far

Print, Online & Digital

Opportunities, Packages & Discounts

LSi Digital launches App:

FREE iPhone and iPad app now available

PLUS ...

LSi is 'Most Useful Magazine'

LSi rated TOP by industry research

LSi Digital: over 100 fully searchable archive issues

LSi Online: reaching people in over 170 countries worldwide



plasma media

LSi on the move - see page 6 more more details ...

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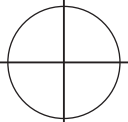
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Lighting&Sound^{international}

LSi - Over 25 Years as the industry's favourite magazine.

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.

Offered across a range of media platforms, LSi reaches more industry professionals than ever before, across the globe.





Be sure of your marketing spend in 2012

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 PLASA Show*, Earls Court, London, 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 LSi topped another magazine readership poll conducted during PLASA Focus: Leeds 2010. If you want your advertisement to be seen by the most people, LSi is your best choice.

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 over 8,700 print (ABC Audited) and nearly 8,000 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.

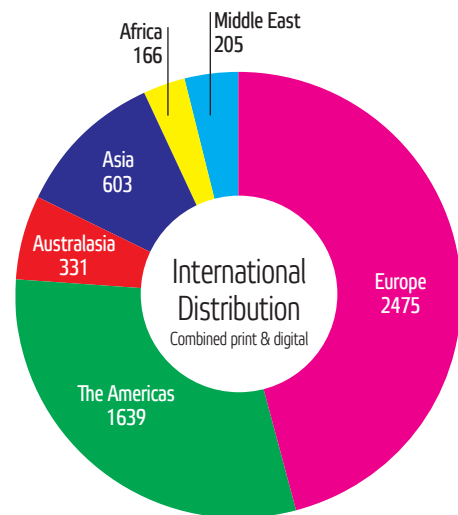
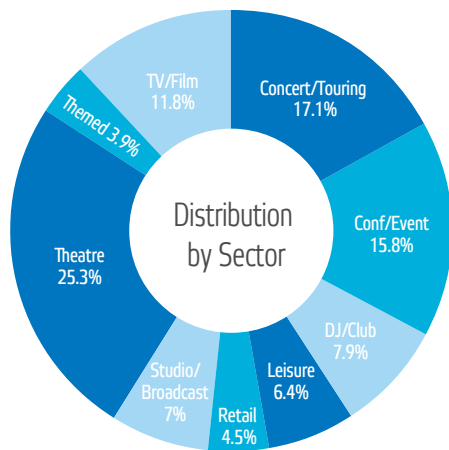
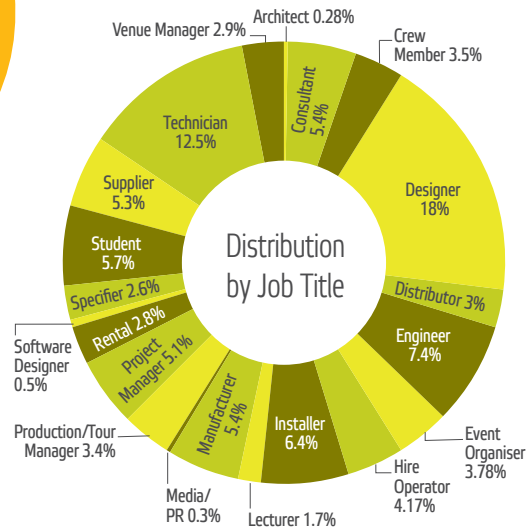
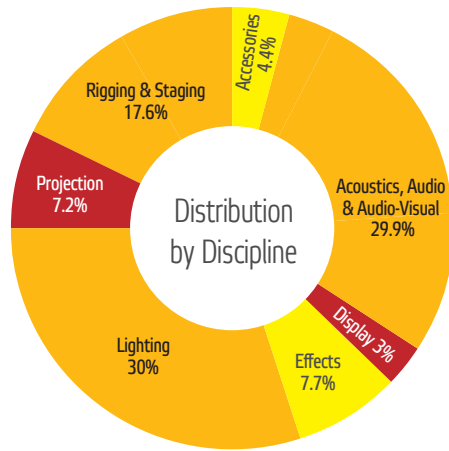
**Figures correct as of 31 May 2011.

why LSi?



Readership & Circulation

All distribution figures correct as at 31 May 2011



LSI Total circulation:

Print Edition:

8,725 subscribers (ABC audited)**
26,175 readers per month*
27% International

Digital Edition:

7938 registered readers**
46.5% 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.

**Figures correct as of 31 May 2011.

UK distribution: 11,125**
Worldwide distribution: 16,663**

LSi readership information

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 May 2011, LSi Digital had attracted nearly 8,000 readers from 111 countries worldwide - and our records show that around 85% of these are NEW to LSi, and almost half are International.

LSi Digital Edition now boasts more than 100 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.

NEW! LSi-View

To move with the times and maximise global access to LSi, we have created an app for LSi Digital. For use on iPhones and iPads, LSi-View has all the features of the web-based Digital Edition. The app makes LSi even more accessible for readers, who can download, save and share their favourite LSi issues and features, wherever they are.

Within just two months of launching, LSi-View had been downloaded by over 800 users in more than 50 countries worldwide and racked up over 55,000 page views, adding even more value to your LSi advertising package.



Enhanced Digital options



Bookmark:

Highlights your advert wherever the reader is within the edition

Weblink:

Flashing, one-click hyperlink direct to your website

Enhanced Advertisement:

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

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, animation, bookmarks, audio and video.

Contact us today to discuss any of these options.

T: +44 (0)1323 524120

E: advertise@lsionline.co.uk

LSi Digital:

- FREE worldwide access
- Immediate delivery!
- NEW FREE app for iPhone and iPad
- Searchable archive (July 2002 - present)
- FREE PDF downloads
- Interactive advertising opportunities
- Video, audio & animation enhancements
- Live weblinks & graphics
- Nearly 8,000 readers
- Read in 111 countries worldwide
- On average over 100 new readers every month!

www.lsonline.co.uk/digital

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 or Jane Cockburn on +44 (0)1323 524120**

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 (Enhancements)

(per issue)	£
Live web link	30.00
Animation	100.00
Video streaming with audio	200.00
Other options available	POA

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

5 - 7 insertions:
15% discount
(plus 15% off online rates)

8 - 10 insertions:
20% discount

11 insertions:
25% discount
(plus free Marketplace ad)

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
Direct Mailing

E: barry.howse@plasa.org
T: +44 (0)1323 524135

E: jane.cockburn@plasa.org
T: +44 (0)1323 524145



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 62mm x W 87mm (2.44" x 3.42")

1/4 Portrait

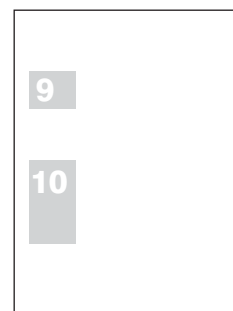
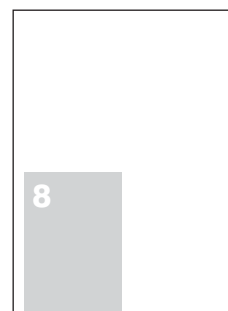
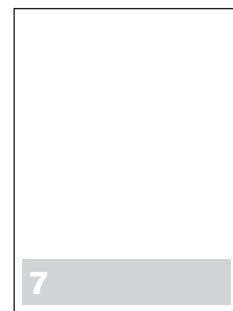
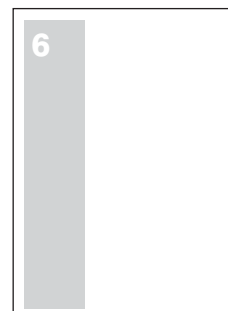
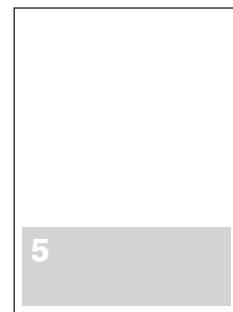
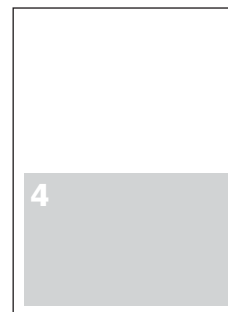
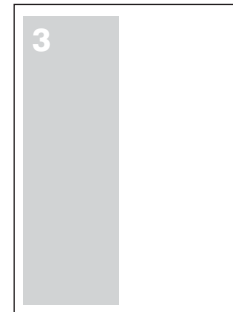
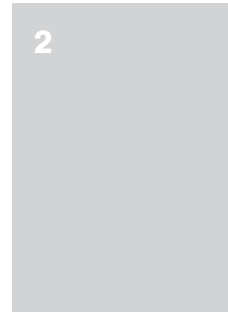
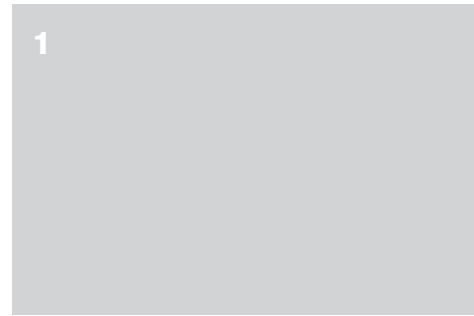
H 130mm x W 87mm (5.12" x 3.42")

1/2 Landscape

H 130mm x W 180mm (5.12" x 7.08")

1/2 Portrait

H 267mm x W 87mm (10.51" 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

January 2012

Advertising deadline:

Thursday, 5 January

Proposed mailing date:

Tuesday, 17 January

Bonus Distribution:

Siel, Paris
ISE, Amsterdam

February 2012

Advertising deadline:

Friday, 27 January

Proposed mailing date:

Wednesday, 15 February

Bonus Distribution:

PLASA Focus: Austin

March 2012

Advertising deadline:

Wednesday, 29 February

Proposed mailing date:

Monday, 12 March

Bonus Distribution:

PL+S, Frankfurt

April 2012

Advertising deadline:

Monday, 26 March

Proposed mailing date:

Thursday, 12 April

Bonus Distribution:

PLASA Focus, Leeds
Show-way, Italy

May 2012

Advertising deadline:

Wednesday, 25 April

Proposed mailing date:

Monday, 14 May

Bonus Distribution:

PALM Expo, Mumbai
ABTT, London
InfoComm, Las Vegas

June 2012

Advertising deadline:

Monday, 28 May

Proposed mailing date:

Friday, 15 June

Bonus Distribution:

TBC

July 2012

Advertising deadline:

Wednesday, 27 June

Proposed mailing date:

Monday, 16 July

Bonus Distribution:

PLASA, London

August-September 2012

Advertising deadline:

Monday, 13 August

Proposed mailing date:

Friday 31 August

Bonus Distribution:

PLASA, London

October 2012

Advertising deadline:

Wednesday 26 September

Proposed mailing date:

Monday 15, October

Bonus Distribution:

LDI, Las Vegas

November 2012

Advertising deadline:

Wednesday, 24 October

Proposed mailing date:

Monday 12 November

Bonus Distribution:

TBC

December 2012

Advertising deadline:

Monday, 26 November

Proposed mailing date:

Wednesday, 12 December

Bonus Distribution:

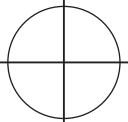
TBC

For information on upcoming editorial, please contact us and we will send you an up-to-date editorial calendar.

Please note:

Production Schedule is subject to change.





L&S ONLINE

entertainment - presentation - communication

www.lsonline.co.uk

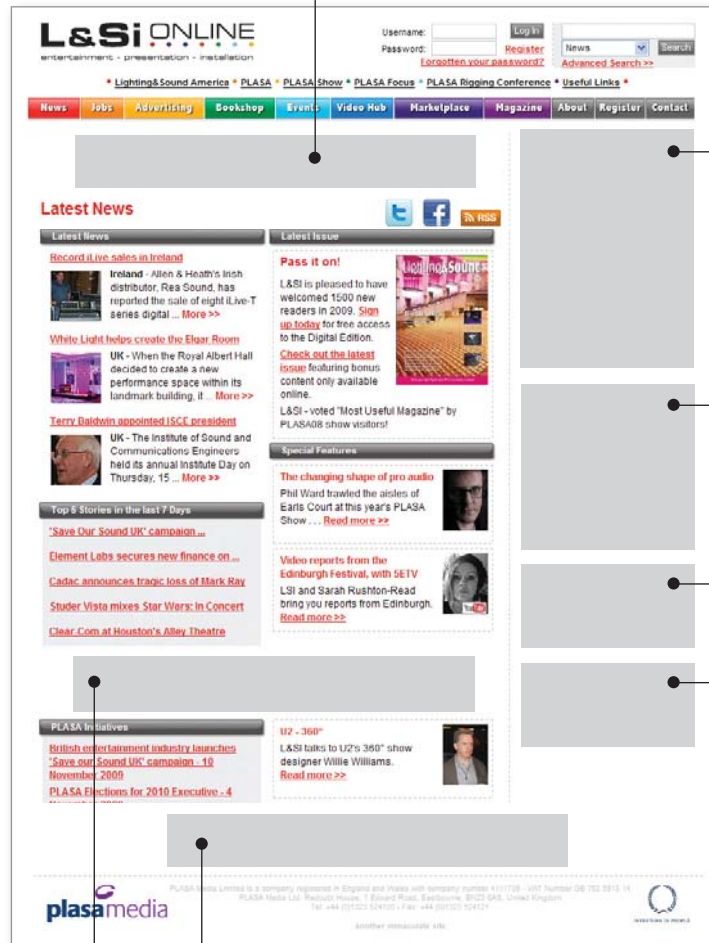
LSi Online is the home of PLASA Media's Daily News service and archive. With an extensive LSi magazine archive - including fully searchable digital editions back to 2002 - and a searchable Events database, this website is one of the most popular information resources in the entertainment technology industry. 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.

As a Marketplace advertiser you will also benefit from your ad rotating throughout both the News and Homepage section and any of your 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 your stories is viewed, your Marketplace ad will automatically appear adjacent to it.

LSi Online is visited by an average of 9,000 industry professionals every month in over 170 countries around the world.

Main banner slot (H 60px x W 468px)
£800 p.c.m. (max. 3 ads rotating)



Main display
 (H 281px x W 200px)
£750 p.c.m.
 (max. 3 ads rotating)

Secondary display
 (H 200px x W 200px)
£500 p.c.m.
 (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 p.c.m. (max. 3 ads rotating)

Secondary banner (H 60px x W 468px)
£600 p.c.m. (max. 3 ads rotating)

online advertising

LSi Video Hub

LSi Online's Video Hub 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 international audience - an average of 9,000 unique visitors every month.



Subscriptions

6 months	£425.00
12 months	£750.00

The video section also allows you to:

- Add up to 30 videos
- Add your logo and company profile
- 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

Video Hosting:

Videos can be hosted either by the advertiser's YouTube channel (or other web location), or if you don't have your videos uploaded on the web, please contact us and we will arrange an upload link for you and provide full technical details.

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.

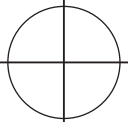
Statistics:

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

Tagging:

Each video will be associated with a number of categories and tags on our database, making them searchable to visitors.

**Setting up a video channel couldn't be easier:
Simply go to www.lsonline.co.uk/video/account**



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 over 3,700 weekly subscribers.



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

Recruitment

As well as appearing on the jobs section of www.lsionline.co.uk ads appear as part of the Weekly News Headlines mailing, making it extremely good value for money. See page 8 for details.

Direct e-shots

We offer targeted e-shots, placed within an LSi Online template, which can then be sent to specific sectors of our online subscriber list or to your own e-mail mailing list.

Contact us for more details and a customised competitive quote.



other online opportunities



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. With LSi now available online as a Digital Edition and viewable via iPhones and iPads, 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 an international trade show 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 were pleased with the response to our advertising in LSi and L&SA last year and as such, have decided to place our 2012 advertising exclusively with both magazines"

Paul-Henri Schyns, ArKaos s.a.
www.arkaos.net

"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, 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 34,000.**
4. LSi is read by industry professionals in over 115 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 advertising in LSi.
7. LSi is printed on paper approved by the Forest Stewardship Council (FSC).
8. LSi Online is viewed, on average, by 9,000 industry professionals every month.
9. LSi Online is visited by people from more than 170 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. Correct as of 31 May 2011.

Contact us . . .

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Tel: **+44 (0)1323 524133**

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Press contact:

Email: news@plasa.org

Lighting&Sound International

Published by

 **plasma media**

worldwide coverage of entertainment technology

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Website: www.lsonline.co.uk


www.plasa.org

