

NEW LOOK!

Your mirror to the AV & Acoustics Industry



MEDIA KIT 2007



EDITORIAL

- **Products**- new products in the market - AV, acoustics, accessories, lighting, HVAC etc
- **Updates** - general news from acoustics and AV industries from around the world
- **Profiles**
Companies (manufacturers, dealers / distributors), consultant firms, system integrators and people (professionals)
- **Events** - tradeshows
- **Appointments**
- **First Person** - Interview with one industry professional every issue

AudiSolutions

- **Special feature** - A feature on unique auditoria from the global industry
- **Asian feature** - A feature on unique auditoria from the Asian industry
- **Technology** - Audi design Architecture, Acoustics & spatial design, AV systems, Lighting, Life Safety, Accessories (seating, carpets, fabrics etc.)
- **Live Projects** - A feature on ongoing audi project(s)
- **Installs** - Updates on various installs AV, Acoustics, Lighting, Systems integration and Life Safety

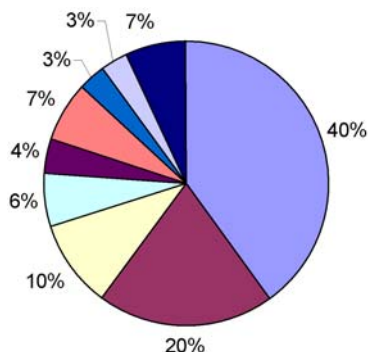
OfficeSolutions

- **Special feature** - A feature on unique office design from the global industry
- **Asian feature** - A feature on unique office design from the Asian industry
- **Technology** - office design Architecture, Acoustics & spatial design, AV/IT & Communications systems, Lighting, HVAC, Plumbing and Fit-outs (furniture, carpets, seating, glazing, doors)
- **Security and life-safety systems**
Access controls, alert systems and preventive mechanisms
- **Live Projects** - A feature on ongoing unique office project(s)
- **Installs** - Updates on various installs AV systems, Lighting, System integration, Security and life-safety systems

NEW SECTIONS

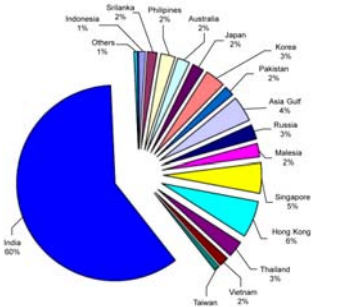


READERSHIP

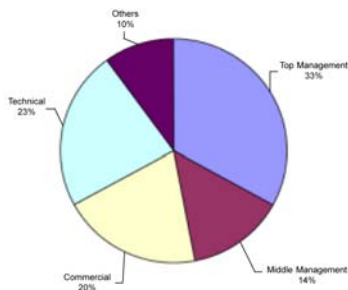


- Space Owner's/Operators
- Project Management Consultant
- Facility Manager/Brand Manager/ Purchase Manager
- Sound Engineer/Recordists
- Corporates and IT parks
- Equipment Manufacturers
- Vendors and Integrators
- Lighting Professionals
- Design Consultants-Architects/ Acousticians/Academician

CIRCULATION

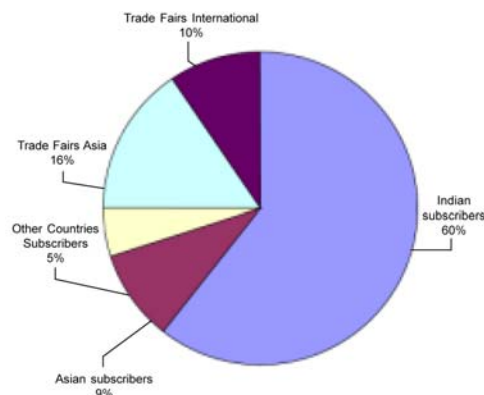


GEOGRAPHICAL



FUNCTIONAL

DISTRIBUTION



ADVERTISEMENT TARIFF

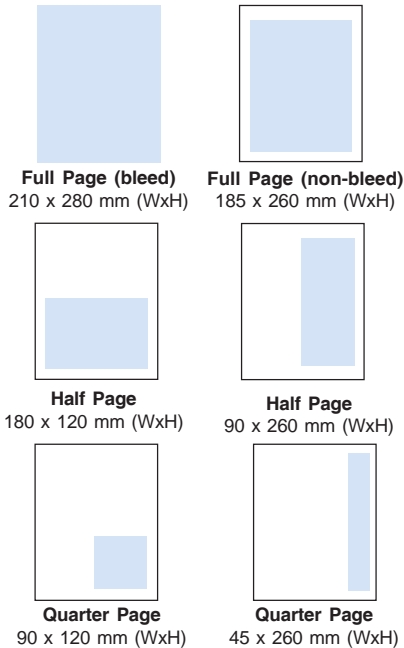
PREMIUM PAGES	INR
Back cover	90,000.00
Back & Front inside Cover	64,000.00

SPECIAL POSITION	
Opp. Front & Back Inside Cover	50,000.00
Opp. Content / Editors Page	42,500.00

INSIDE PAGES - COLOR	
Full Page	36,000.00*
Half Page	18,000.00*
Quarter Page	10,500.00
Double Spread	70,000.00

INSIDE PAGES - BLACK & WHITE	
Full Page	24,000.00*
Half Page	12,000.00*
Quarter Page	7,000.00

*Add 10% extra for Bleed Ad



MECHANICAL SPECS

Magazine trim size is 210 x 280 mm, give extra 3 mm all side for bleed advertisements and size for non-bleed advt is 185 x 260 mm.

Digitally sent advertisements has to be tiff / eps / jpeg / pdf / coreldraw format with 300dpi image resolution and CMYK colour mode. All advertisements should be accompanied with hardcopy proof prints (laser output). Advertising matter can be film positives with 133 screening.

OUR CLIENTELE

- Asona India
- Anutone Acoustics
- Bhayana Builders
- Bose Corporation India
- Bose Electro Acoustics
- Canara Lighting Industries
- Decibles India
- EVI Audio India
- GM Audio Technics
- India Gypsum
- Modi Digital
- Narain ProAudio Lighting
- Plus Business Machines
- Power Electronics
- Pratika Art Interiors
- R&S (I) Electronics
- Riviera International
- RK International
- Setron India
- Sonodyne Electronics
- Sonotone Electronics
- Sun Infonet
- UP Twiga Fiberglass
- Vikas Corporation
- Walltracts (India)
- Zoher and Company

PROMOTIONS

SS reaches subscribers across Asia and is promoted at major international events.

March



June



September



December



Publishers

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