2021 MEDIA KIT

LIVE SOUND

INTERNATIONAL

Church Sound

30 years
LIVE SOUND INTERNATIONAL MISSION STATEMENT

Live Sound International and ProSoundWeb.com provide the most comprehensive, and in-depth information for audio professionals designed to inform, educate and identify trends in the sound reinforcement industry including installations and live performances.

We are written for the professional audio industry by the experts and practitioners who work in the industry to share knowledge and improve audio reinforcement. We exist to educate and help our readers do their jobs better.

LIVE SOUND INTERNATIONAL CELEBRATES 30 YEARS!

In celebrating the 30th anniversary of Live Sound International (and the 22nd anniversary of ProSoundWeb), we continue to adhere to our founding principles of consistently presenting information and viewpoints that educate and enlighten a global audience of aspiring and accomplished audio practitioners about the science and art of professional sound reinforcement.

EXPAND YOUR REACH IN 2021

Live Sound International Expands Digital Audience:
♦ The digital edition of Live Sound is delivered to 34K audio professionals -- the largest digital circulation of any professional audio sound reinforcement magazine.
♦ Each digital issues serves an average of 57K page views.
♦ Advertisers have the option of providing digital advertising content (video etc...) to run in their advertising space to increase digital engagement.

Church Sound Is Delivered to the inboxes of Worship Audio Buyers:
♦ Now distributed digitally, 6x a year, Church Sound magazine puts a spotlight on this market and those that buy for it.
♦ Church Sound is delivered to more than 80K church pastors, audio tech team directors, audio/video volunteers and worship leaders, including subscribers to Live Sound, the Church Sound newsletter and individuals that have attended Church Sound University -- which is the educations arm of Church Sound.
♦ Target this market with print and explore the opportunities digital magazines offer.

81% of Live Sound readers are engaged in installed sound (and always have been):
♦ Reach audio professionals that work in live sound and installed applications day in and day out.
♦ New dedicated editorial content for conferencing and streaming will join the already robust editorial line-up that includes performing arts, corporate AV, church, clubs, schools & stadiums.

LIVE SOUND INTERNATIONAL & CHURCH SOUND

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Michael Lawrence  
Technical Editor  
michael@precisionaudioservices.com  
Michael has been involved in event production since the seventh grade, when he was frequently pulled from classes to run his school’s sound console. He provides FOH mixing and sound system optimization for a number of clients. He is currently at work on a new book, “The Live Sound Companion: A Complete Guide to the World of Live Sound Reinforcement.”

Bruce Bartlett  
Consulting Editor  
Bruce has worked in pro audio for more than 30 years as a live sound and recording engineer, audio journalist, and microphone design engineer. A widely published author on pro audio topics, his latest books are Practical Recording Techniques 7th Edition and Recording Music On Location 2nd Edition.

Pat Brown  
Pat is a graduate of the University of Louisville with a degree in electrical engineering technology, with a background as a musician, sound technician, retail music store owner, contractor and consultant. For more than 25 years, Pat and his wife Brenda have owned and operated SynAudCon, recognized as an industry leader in audio education worldwide.

Mike Sokol  
Mike has been involved with sound reinforcement for more than 50 years as a mix engineer and sound system designer. In addition, he’s a noted audio instructor as well as the writer of hundreds of published articles on audio and electrical power. He also moderates the AC Power & Grounding Forum on ProSoundWeb.

James Stoffo  
James has worked in pro audio for more than 25 years, and is noted as a wireless product designer in addition to his wireless and frequency coordination work with countless high-profile performances, events and venues such as the Super Bowl, Broadway theatre, World Cup, NBA All-Star Weekend, the Radio City Rockettes and many others.

Jim Yakabuski  
Jim has spent more than 35 years as a live sound engineer, working with artists such as Van Halen, Journey, Avril Lavigne, Peter Frampton, and many others. He’s also the author of “Professional Sound Reinforcement Techniques,” which provides a collection of tips and techniques for mix engineers.

Serving Audio Pros Since 1991

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com
EXPAND YOUR REACH AND INCREASE YOUR EFFICIENCY WITH OUR SOCIAL MEDIA PROGRAM

ProSoundWeb's social media channels have more than 47K+ organic followers. You can reach this targeted audience of audio professionals through regular Facebook campaigns. Extend your message to these professionals by adding 2-week Facebook campaigns to your existing PSW advertising programs.

UTILIZE PROSOUNDWEB'S FACEBOOK CHANNEL. REACH A CUSTOM TARGETED AUDIENCE MADE UP OF PSW VISITORS

CUSTOM CONTENT | DIRECT TO SITE TRAFFIC
EVENT REGISTRATION | LEAD GENERATION
WEBINAR PROMOTION | NEW PRODUCT ROLL-OUTS

PROSOUNDWEB'S 2021 FACEBOOK CAMPAIGN RESULTS:
TOTAL IMPRESSIONS: 2,470,636
TOTAL REACH: 1,245,235
AVG CTR: 1.2%
MANY CAMPAIGNS ACHIEVED MORE THAN 4% CTR

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com
IF SUBSCRIBERS COULD CHOOSE JUST ONE PUBLICATION, LIVE SOUND INTERNATIONAL IS THE ONE³

MOST READ PUBLICATIONS³

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Sound International</td>
<td>84%</td>
</tr>
<tr>
<td>Pro Sound News</td>
<td>66%</td>
</tr>
<tr>
<td>Front Of House</td>
<td>44%</td>
</tr>
<tr>
<td>Church Sound</td>
<td>26%</td>
</tr>
<tr>
<td>Sound &amp; Video Contractor</td>
<td>18%</td>
</tr>
<tr>
<td>Systems Contractor News</td>
<td>15%</td>
</tr>
<tr>
<td>Sound &amp; Communications</td>
<td>13%</td>
</tr>
<tr>
<td>Church Production</td>
<td>10%</td>
</tr>
</tbody>
</table>

95% OF LSI & PSW AUDIENCE ARE INVOLVED IN THE PURCHASING PROCESS²

- 53% Have FINAL PURCHASING AUTHORITY for products and services¹
- 25% Have authority to SPECIFY products for purchase by the final decision maker¹
- 17% RECOMMEND products and vendors for consideration¹

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com

¹ NOVEMBER 2020 LSI/PSW READER SURVEY
² NOVEMBER 2020 LSI/PSW MEDIA SURVEY
³ NOVEMBER 2020 LSI/PSW READER SURVEY
"APPLYING THE LAW OF DIMINISHING RETURNS" ENHANCES EFFICIENT MEDIA BUYING

According to the Law of Diminishing Returns in marketing, media programs are optimized when the largest audience is utilized with full frequency (12 issues of LSI and a 12-month program in PSW) before adding a second, less productive, smaller reach advertising vehicle.

The Law of Diminishing Returns

A great majority of the readers of five business-to-business magazines can actually be reached by advertising in just one or two of the leading magazines - reaching the readers at a fraction of the cost of using all five.¹

Cumulative Unduplicated Coverage
(100% = Total readers reached with five magazines.)

Cumulative Cost
(100% = Cost of using five publications - 12 or 13 times black and white page rate according to Standard Rate and Data, April 24, 1988)

¹McGraw-Hill Research 1988 analysis of 12 readership surveys
LIVE SOUND INTERNATIONAL SUBSCRIBER PROFILE

Business Segments Live Sound International Subscribers Are Involved In¹

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music Venue/night Club/Bar/Pub</td>
<td>53%</td>
</tr>
<tr>
<td>Entertainment/Theatre venues</td>
<td>53%</td>
</tr>
<tr>
<td>Concerts/Touring/Production companies</td>
<td>51%</td>
</tr>
<tr>
<td>Corporate/Industrial Events</td>
<td>46%</td>
</tr>
<tr>
<td>Houses of Worship</td>
<td>41%</td>
</tr>
<tr>
<td>Live Recording</td>
<td>41%</td>
</tr>
<tr>
<td>School/Universities</td>
<td>34%</td>
</tr>
<tr>
<td>Studios (Recording/Production)</td>
<td>31%</td>
</tr>
<tr>
<td>Sporting Venues/Events</td>
<td>20%</td>
</tr>
<tr>
<td>Hotels/Resorts</td>
<td>19%</td>
</tr>
<tr>
<td>Government</td>
<td>15%</td>
</tr>
<tr>
<td>Broadcast Companies</td>
<td>14%</td>
</tr>
<tr>
<td>Theme Parks</td>
<td>8%</td>
</tr>
</tbody>
</table>

Live Sound International Subscribers Expect To Purchase The Following Categories Of Pro Audio Products And Systems In 2021¹

- Wired Microphones: 76%
- Wireless Microphones: 76%
- Digital Mixing Console: 74%
- Cases & Racks: 73%
- Subwoofers: 67%
- Amplifiers: 65%
- Electrical Power Components: 64%
- Direct Boxes (DI): 63%
- Monitor Wedges: 63%
- Portable PA: 60%
- Audio Transport Systems/Digital Snakes: 60%
- In-Ear Monitoring Systems: 61%
- Power Conditioners: 59%
- Lighting: 57%
- 2-Way Loudspeakers: 57%
- Point Source Loudspeakers: 55%
- Plug-ins: 50%
- 3-Way Loudspeakers: 45%
- Medium Format Line Array Loudspeakers (8” - 12”): 45%
- Video Displays: 43%
- Rigging: 41%
- Mini Line Array Loudspeakers (under 8”): 40%
- Outboard EFX/Processors: 39%
- Staging: 37%
- Wireless Intercoms: 35%
- Analog Mixing Console: 35%
- Large Format Line Array Loudspeakers: 32%

81% Of Live Sound International Subscribers Are Involved In INSTALLED Systems¹

¹ NOVEMBER 2020 LSI/PSW READER SURVEY

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com
REAL WORLD GEAR: MONTHLY PRODUCT EDITORIAL SECTION

Stand Out In A Crowded Market When It Really Matters

Every month the editors of LSI/PSW highlight a product category that is vital to our reader’s success. A free basic listing is given to the major products in these categories. As a vendor in the category you can enhance your listing to show your product as the one most worthy of purchase consideration.

Enhance Your Print Product Listing:

> Stand out with a half page 4-color editorial write-up, including photographs, key specs, product information and a recent install
> Your product is guaranteed to grab the attention of a total of our 51,008 Live Sound International subscribers, PSW Live, Install & Church newsletters.
> Your enhanced listing will be featured on PSW, making it easily available to an average of 181,564 ProSoundWeb users per month.

Contact Jeff Turner for more information.

PSW RWG EXCLUSIVE MONTHLY ENEWSLETTER SPONSORSHIP

> Only one newsletter per market category -- first come first serve -- beat your competition.
> You own this branding opportunity
> Includes your product listing, top leaderboard and rectangle ads
> Linked to the full article, with your product listed first.
> Sent to 28,870 PSW subscribers

Contact Mark Shemet for pricing (mshemet@prosoundweb.com)

2021 REAL WORLD GEAR CALENDAR

January  Large-format installation loudspeakers
February Large-format consoles
March Medium-format line arrays (8 to 10-in)
April  Wireless microphone systems
May  Compact line arrays (under 8-in)
June  Small-format digital mixers (w/rack-mount)
July  Dynamic & condenser vocal microphones
August  Column loudspeakers
September  Large Format Line Arrays (12-in and above)
October  The latest subwoofers
November  Full-tange (2-way) loudspeakers
December Power Amplifiers
January 2021 Rack-Mount Digital Mixers

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundintl.com

1 JUNE 2019 - JUNE 2020 PUBLISHERS OWN DATA

RWG Spotlight Listing

NEXO STM | yamahaproaudio.com

Trench Communications team (Whitepeak) recently deployed a NEXO STM line array system in a full degree configuration to deliver coverage to more than 50,000 for the Prince’s Trust concert event at the O2. For this large venue, the Whitepeak team (Whitepeak) recently deployed a NEXO STM line array system in a full degree configuration to deliver coverage to more than 50,000 for the Prince’s Trust concert event at the O2. For this large venue, the Whitepeak team (Whitepeak) recently deployed a NEXO STM line array system in a full degree configuration to deliver coverage to more than 50,000 for the Prince’s Trust concert event at the O2.

STANDARD LISTING

ENHANCED LISTING

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LEAD GENERATION

DON'T MISS OUT ON THE BEST LEADS IN THE INDUSTRY

Each year Live Sound International shares thousands of leads with our advertising partners as part of their marketing investment. Inquiries about products lead to:

› Conversations
› New Customers
› Increased Sales

FREE WITH EACH PRINT ADVERTISING PROGRAM

REAL RESULTS THAT LEAD TO SALES!

EACH LIVE SOUND SUBSCRIBER RECEIVES A LEAD GENERATION EMAIL WITH YOUR PRODUCT LISTED

Our Audience Takes Action As A Result Of Reading Articles In Live Sound International Magazine And ProSoundWeb¹

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited A Company’s Website</td>
<td>85%</td>
</tr>
<tr>
<td>Discussed Articles With Others</td>
<td>60%</td>
</tr>
<tr>
<td>Solved A Technical Problem</td>
<td>59%</td>
</tr>
<tr>
<td>Purchased Product</td>
<td>47%</td>
</tr>
<tr>
<td>Contacted A Company For More Information</td>
<td>45%</td>
</tr>
<tr>
<td>Copied Specific Articles And Forwarded</td>
<td>41%</td>
</tr>
<tr>
<td>Visited A Company At A Trade Show</td>
<td>29%</td>
</tr>
<tr>
<td>Passed An Entire Issue Along To Others</td>
<td>33%</td>
</tr>
<tr>
<td>Requested Information Via E-Mail</td>
<td>25%</td>
</tr>
<tr>
<td>Visited Dealer For Product Demonstration</td>
<td>18%</td>
</tr>
<tr>
<td>Identified New Market Opportunities</td>
<td>18%</td>
</tr>
</tbody>
</table>

¹ PUBLISHER'S OWN DATA

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com
CHURCH SOUND MAGAZINE

Reach The Fastest Growing Audio Market Year Round

Church Sound is a 6x annual digital magazine that focuses on the applications, techniques, best practices, products and technologies that matter most to church sound practitioners and worship audio tech team members.

TOTAL DIGITAL DISTRIBUTION

- 18,438 Live Sound International Digital Subscribers
- 21,202 Church Sound enews Subscribers
- 32,782 Pastors & Tech Team Leaders

Church Sound is delivered to 72,422 people involved in church audio.

> 75% of Church Sound readers have been involved in audio at their church for more than 6 years.
> 24% have final purchasing authority
> 35% specify products for their church
> 34% recommend products for purchase
> 93% involved in purchasing for their church

Church Sound is promoted on ProSoundWeb.com with a total reach of 181,564 average monthly users.

65% Of Church Sound Readers are Tech Directors or members of the Church Audio Tech Team²

70% find reading Church Sound magazine helps them provide a better worship experience to their community²
SPECIFICATIONS: LIVE SOUND INTERNATIONAL & CHURCH SOUND MAGAZINE

Acceptable Digital Files: PDF (High-Resolution, Press-Ready)
.pdf files are the preferred format. Please call the Production Department for specific directions or questions if needed.

Acceptable Macintosh Files
Adobe InDesign (high-resolution, press-ready PDFs preferred, Adobe Illustrator, Adobe Photoshop)

Windows/PC Files
We cannot accept native Windows/PC files. Please submit your ads as press-ready PDF, TIFF or EPS files.

Digital File Requirements
› All images should be 300 dpi and CMYK. We do not accept RGB or spot color images. Do not save any images as JPGs or GIFs. They should be either EPS or TIFF files.
› If files need intervention, the advertiser will be billed at $150 per hour. A call will be placed to the advertiser if this occurs.
› The advertiser guarantees that all of the fonts and linked graphic files are supplied to ensure that final output will meet the advertiser’s specifications.

2021 PRINT & DIGITAL ADVERTISING SIZES

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>2 Page Spread*</td>
<td>15.75”w x 10.75”h (trim)</td>
</tr>
<tr>
<td></td>
<td>16”w x 11”h (bleed)</td>
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<tr>
<td>Full Page*</td>
<td>7.875”w x 10.75”h (trim)</td>
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<tr>
<td></td>
<td>8.125”w x 11”h (bleed)</td>
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<td>2/3 Vertical</td>
<td>4.5”w x 9.75”h</td>
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<td>1/2 Page Island</td>
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<td>1/3 Page Vertical</td>
<td>2.25”w x 9.75”h</td>
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<tr>
<td>1/3 Page Horizontal</td>
<td>6.75”w x 3.25”h</td>
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<tr>
<td>1/3 Page Square</td>
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</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.3125”w x 4.75”h</td>
</tr>
</tbody>
</table>

* Note For Full Pages & Spreads: Please allow .375” for gutter on each side. Please keep live matter .375” from trim size. Bleed requires .125” added to all sides for trim.

TERMS & CONDITIONS The publisher reserves the right to decline or discontinue without explanation any advertising deemed unsuitable. Advertisers and advertising agencies assume complete liability for all content of advertisements printed and agree to indemnify and defend the publisher from all claims, accusations or expenses, including legal fees, rising from ads placed in Live Sound International, ProSoundWeb.com, or EH Publishing Internet sites.

CANCELLATIONS Cancellations must be received in writing by space closing date. Cancellations after that date will be invoiced for the full amount. Preferred position orders are non-cancellable within 60 days of scheduled closing dates.

FOR QUESTIONS ABOUT SUMITTING MATERIALS...

Jason Litchfield
508-663-1530
jlitchfield@ehpub.com

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com