

# **MEDIA KIT** **2017**

— *for* —



Lighting Audio Visual Asia

# EDITORIAL PROFILE

First published in 2013, Lighting Audio Visual Asia (LAVA) magazine is a quarterly publication that targets architects, audio engineers, AV specialists, designers, lighting / video programmers, installers / integrators, specifiers, manufacturers, distributors, rental & staging companies and venue owners in the lighting/staging and audio-visual industries. Coming 2016, LAVA incorporates ICT (Information & Communications Technology) as part of its editorial focus to cater the integration of InfoComm technology for professionals in this industry.

LAVA presents cover story and feature stories in Lighting/Staging, Audio, Visual and ICT in every issue together with articles on industry and technology updates, project stories, interview with industry players, trade show reports, latest product showcase and specifications. LAVA magazine is available in both print and digital format that serve more than 40,000 professional readers in Asia Pacific region.



## PRINT

The print version of LAVA reaches out to trade readers in the Lighting / Staging and AV industries such as Audio / Sound Engineers, Lighting Consultants, System Integrators, Dealers and Distributors, Production Companies, Rental and Staging Companies ever since its inauguration in 2013. With the introduction of ICT (Information and Communications Technology) editorial component in 2016, we are increasing our readership to include Architects, Designers, Multimedia specialists and other relevant target audience for the industry.

The print copies of LAVA can also be obtained at trade events such as Prolight + Sound, Integrated System Europe (ISE), KOBA, PALM China, and recently InfoComm China and InfoComm International shows.



## DIGITAL

Lighting Audio Visual Asia is also available on the digital platform so that our readers are always within reach.

- **Website** ([lava.tradelinkmedia.biz](http://lava.tradelinkmedia.biz))  
We offer square banners on Lighting Audio Visual Asia's website.
- **E-Newsletter**  
Free e-newsletter for lighting, audio and visual professionals on quarter-monthly basis.



## SOCIAL MEDIA

Lighting Audio Visual Asia is on Facebook! Thanks to our social media presence, we can now engage with our fans and followers and provide them the latest news, projects and events from the building and construction industry.

- **Facebook** ([www.facebook.com/lightingaudiovisualasia](http://www.facebook.com/lightingaudiovisualasia))  
The sharing of information and ideas has never been easier. "Like" us on Facebook and connect with us today!



## EXHIBITIONS / EVENTS

Lighting Audio Visual Asia is represented at many exhibitions and events around the world. It is also distributed at leading industry events and conferences worldwide. These are true indicators of the wide reach of the magazine.

# Editorial Calendar 2017

- More than **40,000** readership
- Published in English, quarter-monthly

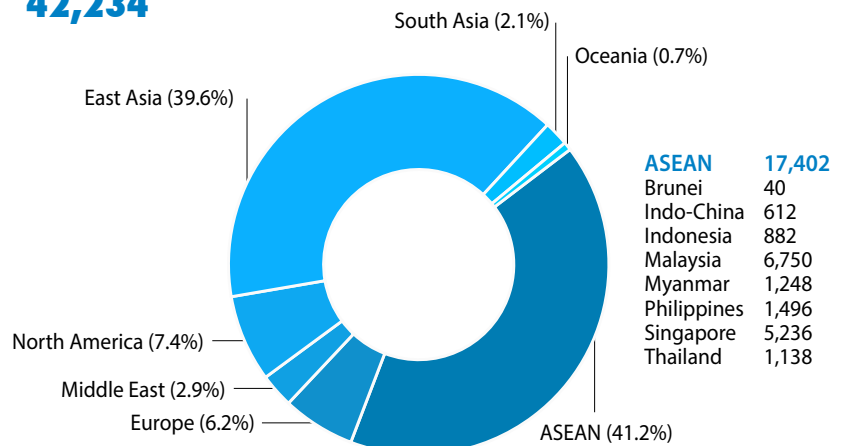
	COVER STORY	FEATURE STORIES					PRODUCT SHOWCASE
		LIGHTING & STAGING	AUDIO	VISUAL	BROADCASTING	INFOCOMM TECHNOLOGY	
<b>1 JAN – MAR</b> Editorial Deadline 07 November 2016 Advertisement Deadline 21 November 2016	Outdoor Concerts	Trussing & Rigging	Speakers & Amplifiers	Video Projectors	Camera & Accessories (Camera Systems, Lenses, Tripods)	Smart Offices / Homes	Amplifiers Audio Conferencing Equipment Audio Production Equipment AV Furniture AV Software Cables & Connectors Cameras Communication Devices Computer Components & Storage Conferencing Consoles Control Panels & Interfaces Displays & Monitors Headphones, Headsets & Earsets Intercom & IFB System Laser & Special Effects LED Technology Lighting Control Systems Loudspeakers Media Controls & Network Microphones Mixers Mounts & Riggings Moving Heads Power Distribution System Presentation Controls Projection Screens Projectors & Accessories Protective Cases Public Address (PA) System Racks Security Systems Signal Processing Systems Sound Equipment Truss Systems Video Conferencing Systems Video Walls Wireless Technology
<b>2 APR – JUN</b> Editorial Deadline 06 February 2017 Advertisement Deadline 20 February 2017	Theatres & Concert Halls	Lighting Controls	Mixing Consoles	Video Walls	Content Management & Systems (Servers, Processors, Storage, Switchers)	Subway / Metro Terminals	
<b>3 JUL – SEP</b> Editorial Deadline 15 May 2017 Advertisement Deadline 29 May 2017	Theme Parks & Attractions	Moving Heads	Audio Processors	Lasers	Distribution & Delivery Technology (Antennas, Transmitters, HDTV, IPTV)	Airports	
<b>4 OCT – DEC</b> Editorial Deadline 14 August 2017 Advertisement Deadline 28 August 2017	Houses of Worship	LED	Microphones, Headsets & Cabling	Media Servers	Post Production Technology (Editing Software, Format Conversion, Storage)	Shopping Malls	

## Readership by Job Function

- Architects / Designers 12.0%
- Associations 2.0%
- Audio / Sound Engineers 9.0%
- Consultants 5.0%
- Distributors / Dealers 18.0%
- Installers / Integrators 15.0%
- Lighting / Video Programmers 6.0%
- Manufacturers 19.0%
- Multimedia Professionals 5.0%
- Rental & Staging Companies 5.0%
- Venue Owners / Operators 3.0%
- Others 1.0%

## Readership by Region

**42,234**



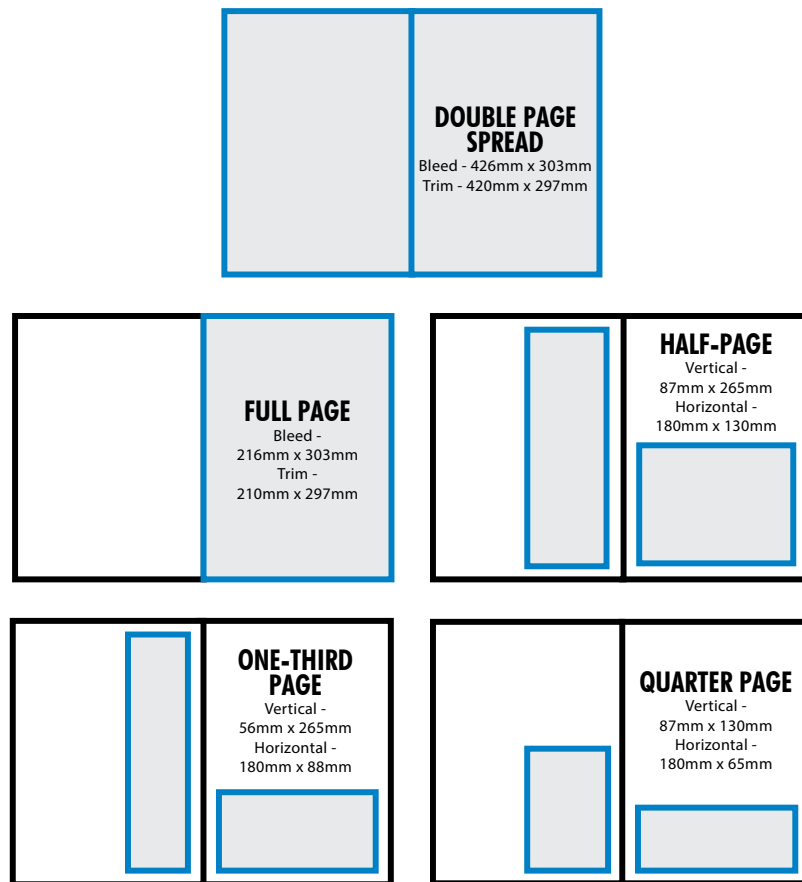
# 2017 EXHIBITION PARTICIPATION & DISTRIBUTION

\*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN – MAR	Integrated Systems Europe 2017	Amsterdam	Netherlands	7 – 10 February
	Prolight + Sound Guangzhou 2017	Guangzhou	China	22 – 25 February
	GET Show 2017	Guangzhou	China	27 February – 2 March
APR – JUN	*Prolight + Sound 2017	Frankfurt	Germany	4 – 7 April
	NAB Show 2017	Las Vegas	USA	24 – 27 April
	KOBA Show 2017	Seoul	South Korea	16 – 19 May
	Communic / Broadcast Asia 2017	Singapore	Singapore	23 – 25 May
	Live Entertainment Expo Tokyo 2017	Tokyo	Japan	31 May – 2 June
JUL – SEP	InfoComm 2017	Orlando	USA	14 – 16 June
	*IBC 2017	Amsterdam	Netherlands	14 – 18 September
	Pro AVL Asia 2017	Singapore	Singapore	20 – 21 July
	*PLASA 2017	London	United Kingdom	17 – 19 September
	*Prolight + Sound Shanghai 2017	Shanghai	China	11 – 14 October
OCT – DEC	*InterBee 2017	Tokyo	Japan	15 – 17 November



# PRINT ADVERTISING



## Terms & Conditions

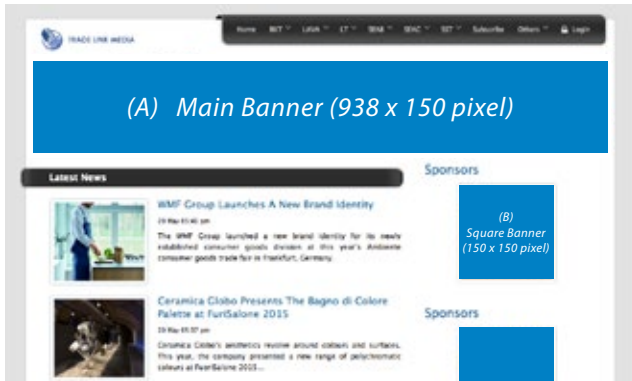
- Booking of premium positions are based on the available of space upon the confirmation of insertion order.
- All advertising materials are subject to the approval of the publisher, who reserves the right to decline the insertion of any material.
- Presented rates do not include advertising agency commission.
- Postponement of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 50% surcharge of the contracted rate will be imposed.
- Cancellation of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 100% surcharge of the contracted rate will be imposed.
- If the advertiser is unable to submit the artwork by the stipulated deadline, the Publisher reserves the right to insert the previously used artwork or publish a blank ad space entitled "Reserved for Advertiser" notice. The advertiser is still liable for the full cost of the reserved advertisement space.
- We accept advertisement artwork in PDF, TIFF, JPEG and EPS formats. The artwork must have a minimum resolution of 300 dpi in CMYK mode. Advertiser must notify us should the artwork is designed in special / pantone colours. There will be additional charge for special / pantone colour printing by our Printer.
- The Publisher owns the copyright of the artwork should the advertiser seeks the provision of graphic layout service from the Publisher. No reproduction of the same artwork should be made on another media without the written permission from the Publisher.
- Singapore registered companies may apply for Double Tax Deduction (DTD) for advertising on Lighting Audio Visual Asia. Do visit IE Singapore ([www.iesingapore.gov.sg](http://www.iesingapore.gov.sg)) for more information.
- The terms and conditions apply to respective permitted successors of both parties.
- Any legal dispute in relation to this contract shall be settled in accordance to the laws of the Republic of Singapore.



# DIGITAL ADVERTISING

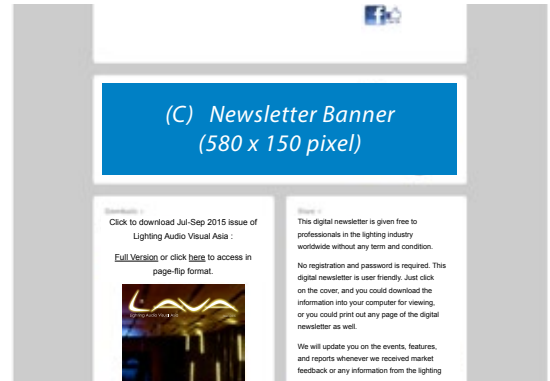
Lighting Audio Visual Asia provides online reach to professional readers on digital platform. We offer :

## Web Banners



- (A) Main Banner (938 x 150 pixel)  
USD1,000 per month / SGD1,400 per month
- (B) Square Banner (150 x 150 pixel)  
USD500 per month / SGD700 per month

## Newsletter Banner



- (C) Newsletter Banner (580 x 150 pixel)
    - Banner will be sent out to online subscribers on bimonthly basis (upon the publication of each issue online)
- USD1,000 per issue / SGD1,500 per issue



# SOCIAL MEDIA

600+ **LIKES**



**Webtorial:** We are pleased to offer webtorial (editorials on our website) for advertisers to submit 500 – 1000 words of product description with one (1) image in jpg format with minimum of 100 dpi resolution. The webtorial will be posted on our website (lava.tradelinkmedia.biz) and will be shared on Lighting Audio Visual Asia’s facebook. Please refer to rates on the last page.



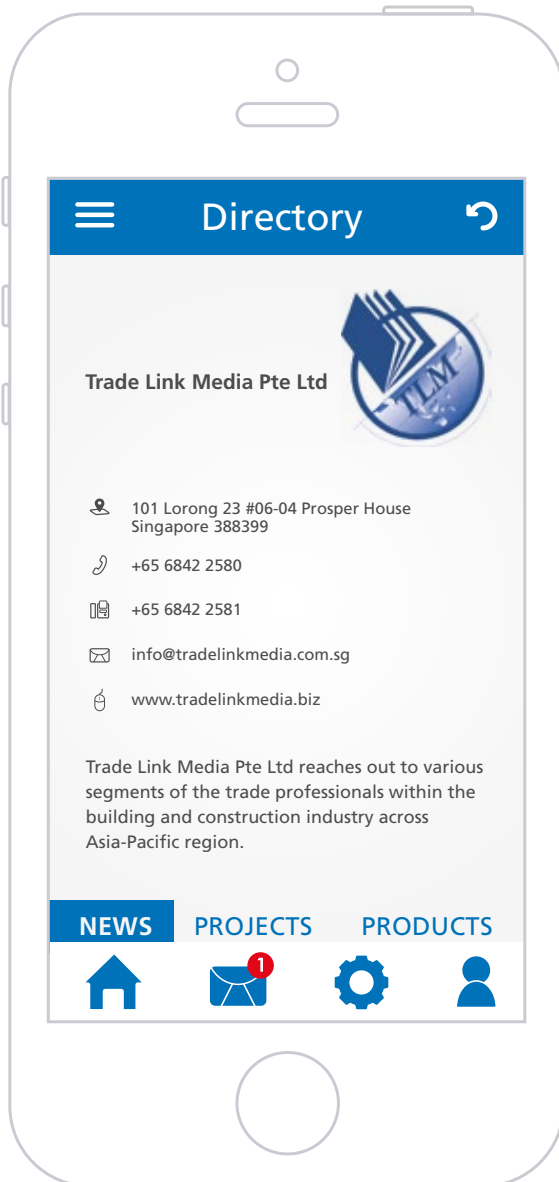
**Vidtorial:** Advertisers are welcome to share video demonstration on product and projects on YouTube with caption on Lighting Audio Visual Asia’s facebook or to our online subscribers. Please refer to rates on the last page.



# MOBILE APPLICATION

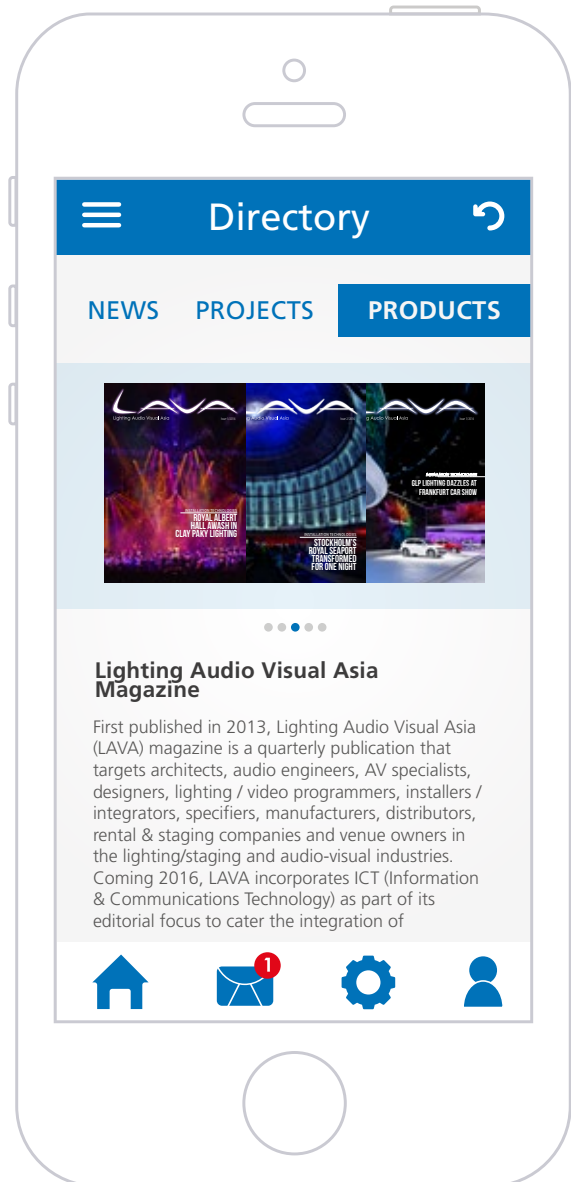
Lighting Audio Visual Asia also provides online reach to professional readers on mobile platform. We offer:

## Organisation Listing



(A) 1-Year Organisation Listing  
USD2,000 per year / SGD3,000 per year

## Organisation + Product Listing



(A) 1-Year Organisation + Product Listing  
USD4,000 per year / SGD6,000 per year

\* Disclaimer: Actual layout may change to phone type and future improvements to the application capability.

# ORDER FORM

Please tick  your choice below. US\$ - US Dollars, S\$ - Singapore Dollars



## ASK US FOR A FREE QUOTE!

To get a competitive quote for a Customised Package that meets your needs, contact us at [advertising@tradelinkmedia.com.sg](mailto:advertising@tradelinkmedia.com.sg) or call +65 6842 2580

MEDIA	AD SIZE	FREQUENCY & RATES		
<b>PRINT</b>	4-COLOUR	SINGLE INSERTION	FULL YEAR <small>(4 issues)</small>	<i>Issues(s) for advertisement placement:</i> '17 '18 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUN <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC <hr/> <i>Issues(s) for newsletter placement:</i> '17 '18 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUN <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00 <input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,400.00 x 4 <input type="checkbox"/> S\$3,200.00 x 4	
	<input type="checkbox"/> TWO THIRD PAGE	<input type="checkbox"/> US\$2,300.00 <input type="checkbox"/> S\$3,000.00	<input type="checkbox"/> US\$2,070.00 x 4 <input type="checkbox"/> S\$2,600.00 x 4	
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00 <input type="checkbox"/> S\$2,600.00	<input type="checkbox"/> US\$1,600.00 x 4 <input type="checkbox"/> S\$2,080.00 x 4	
	<input type="checkbox"/> ONE THIRD PAGE	<input type="checkbox"/> US\$1,600.00 <input type="checkbox"/> S\$2,080.00	<input type="checkbox"/> US\$1,280.00 x 4 <input type="checkbox"/> S\$1,664.00 x 4	
	<input type="checkbox"/> QUARTER PAGE	<input type="checkbox"/> US\$1,300.00 <input type="checkbox"/> S\$1,700.00	<input type="checkbox"/> US\$1,040.00 x 4 <input type="checkbox"/> S\$1,224.00 x 4	
<b>DIGITAL</b>	<input type="checkbox"/> NEWSLETTER BANNER <small>(580 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00	X _____ issue(s)	
	<input type="checkbox"/> MAIN BANNER <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00	X _____ mth(s)	<i>Preferred month(s):</i> <b>2017</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC <b>2018</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> SQUARE BANNER <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00	X _____ mth(s)	
<b>SOCIAL MEDIA</b> <small>(facebook)</small>	<input type="checkbox"/> WEBTORIAL <small>Editorial on website (500 - 1000 words + 1 image)</small>	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00	X _____ webtorial(s)	<i>Preferred month(s):</i> <b>2017</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC <b>2018</b> <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> VIDTORIAL <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00	X _____ vidtorial(s)	

SPECIAL INSTRUCTIONS:

**NEW!**

## MOBILE APP PLATFORM 2017 OFFER

	NET RATE
<input type="checkbox"/> 1-Year Organisation Listing	<input type="checkbox"/> US\$2,000 per year / S\$3,000 per year Promo Rate for 2017: US\$1,000 per year / S\$1,500 per year
<input type="checkbox"/> 1-Year Organisation Listing + 1-Year Product Listing	<input type="checkbox"/> US\$4,000 per year / S\$6,000 per year Promo Rate for 2017: US\$2,000 per year / S\$3,000 per year

\*Net rates presented are exclusive of 7% GST for Singapore-registered companies



# ORDER FORM

Please tick  your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

Please fax to (+65) 6842 2581 / 6745 9517 or email us at [advertising@tradelinkmedia.com.sg](mailto:advertising@tradelinkmedia.com.sg)



Lighting Audio Visual Asia

**NEW!**

## 2017 INTEGRATED PACKAGES OFFER

			NET RATE
<input type="checkbox"/> <b>Package A1</b> (Mobile + Print + Digital)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> <li>• 1 Year (4x) Full Page, 4-C advertisements</li> <li>• 1 Year (4x) Newsletter Banner</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Year Random Main Banner</li> <li>• 3 x Webtorials to be shared on social media (facebook)</li> </ul>	<input type="checkbox"/> US\$15,000.00 <input type="checkbox"/> S\$22,500.00*
<input type="checkbox"/> <b>Package A2</b> (Mobile + Print + Digital)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> <li>• 2x Full Page, 4-C advertisements</li> <li>• 2x Newsletter Banner</li> </ul>	<ul style="list-style-type: none"> <li>• 6 months Random Main Banner</li> <li>• 1 x Webtorial to be shared on social media (facebook)</li> </ul>	<input type="checkbox"/> US\$12,000.00 <input type="checkbox"/> S\$18,000.00*
<input type="checkbox"/> <b>Package A3</b> (Mobile + Print + Digital)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> <li>• 1 Year (4x) Half Page, 4-C advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Year (4x) Newsletter Banner</li> <li>• 1 Year Random Main Banner</li> </ul>	<input type="checkbox"/> US\$10,000.00 <input type="checkbox"/> S\$15,000.00*
<input type="checkbox"/> <b>Package A4</b> (Mobile + Print + Digital)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> <li>• 2x Half Page, 4-C advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• 2x Newsletter Banner</li> <li>• 6 months Random Main Banner</li> </ul>	<input type="checkbox"/> US\$8,000.00 <input type="checkbox"/> S\$12,000.00*
<input type="checkbox"/> <b>Package B</b> (Mobile + Digital)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Year (4x) Newsletter Banner</li> <li>• 1 Year Random Main Banner</li> </ul>	<input type="checkbox"/> US\$7,000.00 <input type="checkbox"/> S\$10,500.00*
<input type="checkbox"/> <b>Package C1</b> (Mobile + Print)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Year (4x) Full Page, 4-C advertisements</li> </ul>	<input type="checkbox"/> US\$7,200.00 <input type="checkbox"/> S\$10,800.00*
<input type="checkbox"/> <b>Package C2</b> (Mobile + Print)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Year (4x) Half Page, 4-C advertisements</li> </ul>	<input type="checkbox"/> US\$6,000.00 <input type="checkbox"/> S\$9,000.00*
<input type="checkbox"/> <b>Package C3</b> (Mobile + Print)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> </ul>	<ul style="list-style-type: none"> <li>• 2x Full Page, 4-C advertisements</li> </ul>	<input type="checkbox"/> US\$5,000.00 <input type="checkbox"/> S\$7,500.00*
<input type="checkbox"/> <b>Package C4</b> (Mobile + Print)	<ul style="list-style-type: none"> <li>• 1 Year Organisation Listing</li> <li>• 1 Year Product Category Listing</li> </ul>	<ul style="list-style-type: none"> <li>• 2x Half Page, 4-C advertisements</li> </ul>	<input type="checkbox"/> US\$3,500.00 <input type="checkbox"/> S\$5,250.00*

\*Net rates presented are exclusive of 7% GST for Singapore-registered companies

### MORE SAVINGS

Singapore-Registered Companies who advertise in Lighting Audio Visual Asia might be pleased to know your advertising investment is eligible for Double Tax Deduction (DTD) as Lighting Audio Visual Asia is designated as a DTD publication. **Visit IE Singapore website: [www.iesingapore.gov.sg](http://www.iesingapore.gov.sg) for more information.** 7% GST will be imposed on Singapore-Registered Companies.

We hereby confirm the above order for **LIGHTING AUDIO VISUAL ASIA**. Please bill us according to our particulars as below:

Name of Company:

Address:

Country:

Postal Code:

Tel:

Fax:

Email:

Website:

I have read the advertising contract and agree to the terms and conditions set forth on Page 5, and on this order form.

Name / Designation

Signature & Company Stamp / Date