

A photograph of a concert stage with blue lighting and spotlights. The stage is filled with equipment, including trusses and speakers. The lighting is dramatic, with beams of light illuminating the stage. The overall atmosphere is energetic and professional.

MIDDLE EAST
sound & stage

MEDIA INFORMATION 2009

Overview:

Sound & Stage Middle East is the region's leading information resource for the professional audio-visual, lighting design and live staging production industries.

Featuring a compelling mix of industry news, features, product showcases and technical installation profiles, *Sound & Stage Middle East* provides a comprehensive monthly round-up of the latest developments impacting these dynamic industry sectors.

Sound & Stage Middle East aims to provide industry professionals with an insight into the latest technological developments and market trends set to impact the way they do business in the Middle East.

The magazine is dedicated to ensuring the highest quality editorial content and providing the best possible news and information resource for key decision makers, along with technical analysis from experts in the field.

Sound & Stage Middle East also acts as a market barometer and information resource for international firms looking to expand their presence in the region.



Testimonials:

"As a supplier of professional audio gear and sound engineering services throughout the GCC, I rely on *Sound and Stage Middle East* to keep my finger on the industry's pulse. It serves as an essential guide for my business and helps me stay in touch with the latest technologies and industry developments."

- *Andy Jackson, director of Delta Sound Dubai.*

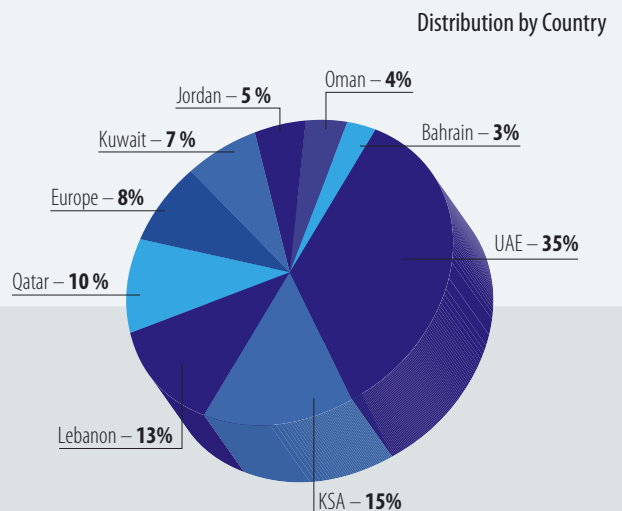
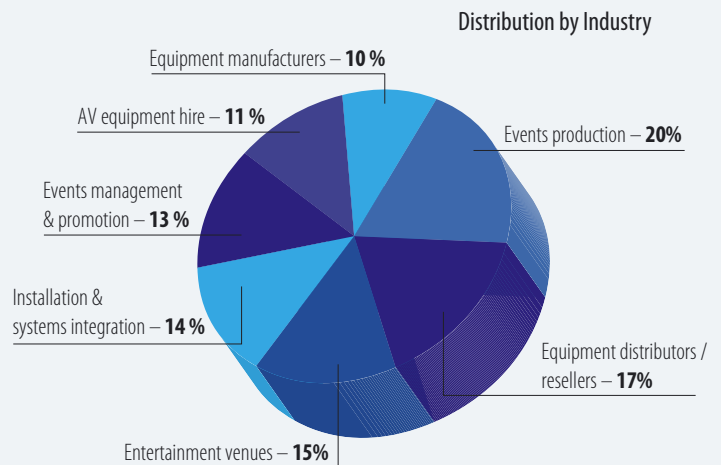
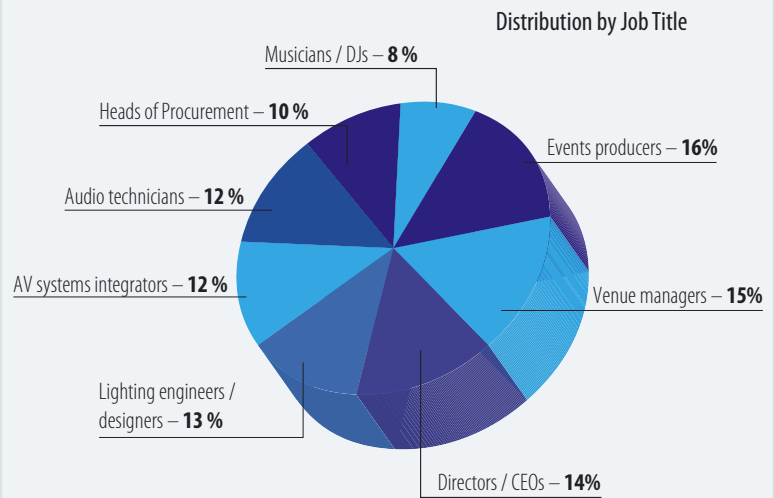
"*Sound and Stage Middle East* provides the live events sector with a platform in which to promote itself and plays an important role in supporting the industry's development and longevity."

- *Steve Miranda, sales and marketing manager of Lighthouse Productions.*

"As the Middle East live events production industry grows and becomes increasingly sophisticated, *Sound & Stage* will continue to prove its worth as a vital resource for industry professionals looking to stake their claim in the local market."

- *Thomas Ovesen, managing director of AEG Live Middle East.*

Readership:



Total circulation per month: 6000 copies
21,000 readers per month

ITP Business Reader Survey November 2007

2009 Editorial Calendar:

January

Industry focus: The year ahead

Product focus: Architectural lighting

February

Industry focus: Prolight + Sound 2009 preview

Product focus: Rigging hardware

March

Industry focus: UAE live production special

Product focus: LED presentation technology

April

Industry focus: S&S Awards preview

Light Middle East preview

Product focus: Videoconferencing technology

May

Industry focus: Middle East club installation

Product focus: DJ equipment

June

Industry focus: Lighting design innovation special

S&S Awards wrap-up

Product focus: Lighting control technology

July

Industry focus: Industry training special

Touring logistics

Product focus: AV display technologies

August

Industry focus: UK summer festivals audio special

PLASA 2009 preview

Product focus: Touring accessories

September

Industry focus: Sustainable entertainment venues

Product focus: Loudspeaker technology

October

Industry focus: PLASA 2009 wrap-up

New industry technologies

Product focus: Entertainment lighting fixtures

November

Industry focus: UAE summer productions

Product focus: Live performance microphones

December

Industry focus: A review of 2009

Product focus: Digital recording software



ITP Business publishes more trade titles than any company in the Middle East, and produces a wide range of respected titles and award programmes for key vertical markets, including information technology, construction, hospitality, transport, healthcare, energy and broadcast and communication. In addition, ITP Business organises seminars, roadshows and conferences, as well as providing tailored event management services for corporate clients.

Advertising rates and sizes:

RATES	AD SIZE (mm)	SINGLE ISSUE	SIX SERIES (price per insertion)	TWELVE SERIES (price per insertion)
Inside Front Cover	205 x 275	AED 28,458	AED 25,612	AED 24,187
Back Cover	205 x 275	AED 26,622	AED 23,959	AED 22,626
Inside Back Cover	205 x 275	AED 25,520	AED 25,483	AED 21,690
DPS	410 x 275	AED 38,556	AED 34,700	AED 32,772
Full Page	205 x 275	AED 22,950	AED 20,655	AED 19,505
1/2 Page Vertical	88.5 x 225	AED 15,606	AED 14,045	AED 13,263
1/2 Page Horizontal	181 x 110	AED 15,606	AED 14,045	AED 13,263
1/4 Page Vertical	58 x 225	AED 10,832	AED 8,361	AED 7,894
1/4 Page Horizontal	181 x 55	AED 10,832	AED 8,361	AED 7,894

Other options such as Belly Bands, CDs and Inserts to be discussed individually.
*All prices are net and not inclusive of any agency discount

Mechanical data:

MECHANICAL DATA	TRIM SIZE W x H (mm)	TYPE AREA W x H (mm)	BLEED SIZE W x H (mm)
DPS	410 x 285	395 x 260	420 x 285
Full Page	205 x 275	190 x 260	215 x 285
1/2 Page Vertical	88.5 x 225	n/a	n/a
1/2 Page Horizontal	181 x 110	n/a	n/a
1/4 Vertical	58 x 225	n/a	n/a
1/4 Horizontal	181 x 55	n/a	n/a

Other options such as Belly Bands, CDs and Inserts given on request.

E-newsletter:

NAME	FORMAT	DIMENSIONS	FILE SIZE	1 x INSERT	6 x INSERT (per insertion)	12 x INSERT (per insertion)
Sponsorship Banner	GIF, JPEG	645px X 200px	50 KB	AED 11,016	AED 9,500	AED 8,000
Marquee Banner	GIF, JPEG	340px X 60px	20 KB	AED 3,672	AED 3,100	AED 2,800
Vertical Banner	GIF, JPEG	120px X 240px	20 KB	AED 5,508	AED 3,100	AED 2,800
Square Button	GIF, JPEG	120px X 120px	15 KB	AED 3,672	AED 1,500	AED 1,350

Dedicated E-marketing:

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE
Emailshots	GIF, JPEG, HTML, Text	width can be reduced or increased (up to 750px)	100 KB	AED 991 CPM

Standard online advertising:

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE
Leaderboard Banner	GIF, JPEG, Flash	728px X 90px	50 KB	AED 293 CPM
Skyscraper Banner	GIF, JPEG, Flash	120px X 600px	35 KB	AED 201 CPM
Top Banner	GIF, JPEG, Flash	468px X 60px	20 KB	AED 165 CPM

For more information, please click on: www.itp.com/online

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