



# AV Integrated Systems™

DISPLAY • PROJECTION • INTEGRATION • INTELLIGENT AUDIO • BROADBAND NETWORKING

AV Integrated Systems  
Expo magazine



**MEDIA KIT 2018-19**

*Motivating the market; putting technology in place*

## AN INTRODUCTION

**AV Integrated Systems** is a bi-monthly magazine with focus on Audiovisual equipment, technology & solutions. The magazine will act as a bridge between the AV equipment manufacturers / distributors and the AV consultants, systems integrators and end-users. The magazine caters to Audiovisual industry in India and will reach out to readers engaged in all segments of AV – manufacturing, integration & installation, operations, and consulting. AV Magazine will provide a local perspective encompassing insights of industry professionals across the region.

The magazine provides responsible, expeditious and factual company business news, product & technology updates, features & interviews, market reports, industry analysis and more. The magazine addresses all segments of the AV industry with stories of AV integration projects, including auditoria, stadia, conference room class room, control room, digital signage and OTT broadcast studios.

## EDITORIAL PROFILE

The magazine provides responsible, expeditious and factual company business news, product & technology updates, features & interviews, market reports, industry analysis and more. The magazine will address all segments of the AV industry. Stories will include all AV integration domains, including auditoria, stadia, conference room class room, control room, digital signage and OTT broadcast studios.

We would love to hear about your latest projects and products. If you have a story or press release that would be of interest to the Audiovisual industry in India, you can send in your articles and write-ups to **Smita Rai** at [srai@palmexpo.in](mailto:srai@palmexpo.in). If you do not have a PR team, please contact us with leads to stories and we will write the articles for you.

## EXHIBITION PARTNER

The magazine is the official media of the AV Integrated Systems expo.

*Your access to the audio visual and systems integration industry in India*



# PUBLICATION SCHEDULE

Special issues on:

STADIA

AUDITORIA

CONFERENCE ROOM

CLASSROOM

CONTROL ROOM

MULTIPLEX-MALL

**SEP – OCT**  
Content Deadline:  
5<sup>th</sup> August  
Advertising Deadline:  
29<sup>th</sup> August

**NOV – DEC**

Content Deadline:  
5<sup>th</sup> October  
Advertising Deadline:  
29<sup>th</sup> October

**JAN – FEB**  
Content Deadline:  
5<sup>th</sup> December  
Advertising Deadline:  
28<sup>th</sup> December

**JUL – AUG**  
Content Deadline:  
5<sup>th</sup> June  
Advertising Deadline:  
28<sup>th</sup> June

**MAR – APR**  
Content Deadline:  
5<sup>th</sup> February  
Advertising Deadline:  
28<sup>th</sup> February

**MAY – JUN**

Content Deadline:  
5<sup>th</sup> April  
Advertising Deadline:  
29<sup>th</sup> April

*Dates are subject to change*



# READERSHIP & CIRCULATION

Wide Coverage: AV Magazine is mailed free of charge to the region's AV industry professionals across all segments.

## READERSHIP PROFILE

AV professionals, AV Consultants, Systems Integrators, Engineers, Technicians, Rentals, Manufacturers, Distributors & Dealers

**Readership Segments:** Hospitality, Education, Corporate, Houses of Worship, Entertainment venues (pubs /lounges / nightclubs) Government, Stadia, Broadcast Studios

**Print:** 6000 copies per issue

**Digital Copies:** to over 1,00,000 recipients per issue

**E-News:** Monthly to over 1,00,000 recipients

**Online edition:** Bi-Monthly



# ADVERTISING RATES

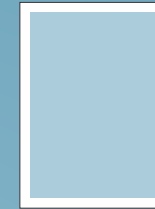
Full Page	₹ 25,000
Half Page Horizontal / Vertical	₹ 14,375
Quarter Page	₹ 7,500
Double Page Centre Spread	₹ 45,000
Double Half Page Centre Spread	₹ 25,875
Back Cover	₹ 37,500
Inside Front Cover	₹ 35,000

# MECHANICAL DATA

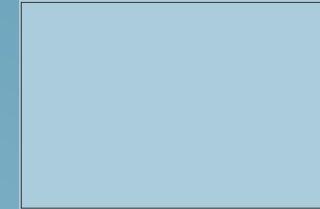
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Size: 19(W) x 27(H) cm



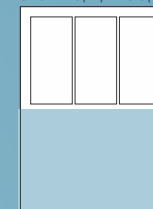
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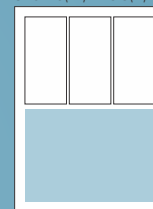
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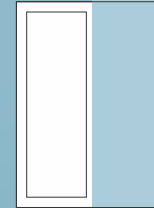
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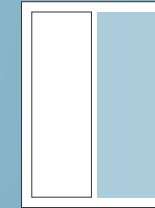
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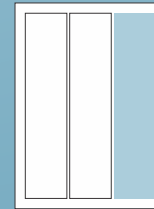
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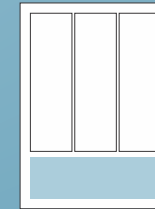
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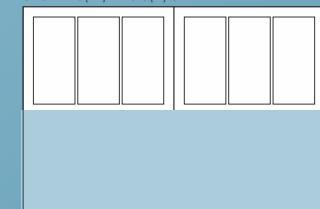
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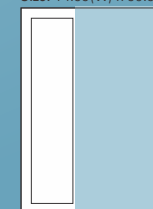
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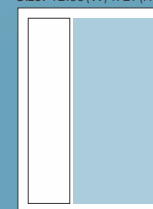
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Bleed: Double Column  
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Type: Double Column  
Size: 12.53(W) x 27(H) cm



## AD MATERIAL REQUIREMENTS

- Digital files such as PDF, EPS, AI (adobe illustrator cs5), INDD (adobe indesign cs5) & Corel Draw X6, are accepted (Bitmap images need to be set at a print resolution of 300 dpi, in CMYK colour mode).
- Fonts involved within the artwork must be supplied or converted to curves/outlined).
- All bleed pages must have a 3mm bleed on all sides.
- Type and important subject matter should be kept within the 'Type' area.
- You should allow 8mm between Double Page Spread adverts for binding.
- Please call for more information.







## Contact Us

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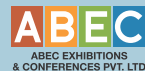
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