

Entertainment technology asia



Entertainment Technology Asia (E-tech) magazine is a leading publication that specialises in serving the wide range of entertainment, hospitality and leisure industries throughout the Asia-Pacific regions. Published for ten years now, E-tech is published 6 times a year (bimonthly), with its editorial focus on Asia's growing install, event, and rental sectors.

OUR READERS

Recognised by thousands of sound, light & video professionals across Asia, E-tech is read by consultants, installers, designers, technicians, resellers, and end-users throughout Asia's entertainment, hospitality, and leisure markets. Being based in Singapore – "the informative hub of Asia" - we observably understand the pulse and idiosyncrasies of the lighting, audio, video, staging, and rigging industries of the fast-evolving Asian markets, and our positive editorials reflect that understanding.

REGULAR FEATURES

▶▶ NEWS

E-tech provides the highest quality of coverage about the industry, including exclusive Asian-centric stories to provide our readers with a leading information source.

▶▶ ENNOVATIONS

This segment covers the latest product releases and software upgrades for lighting, audio, video, staging, and rigging equipment.

▶▶ EXHIBITIONS

Our informative pre- and post-show reports highlight key exhibitions which influence the Asian pro sound and lighting communities.

▶▶ LIVE

Our coverage of various live events involve rental and production houses in Asia with special emphasis detailing on the products used, system specifications, networking, programming, etc.

▶▶ INSTALL

Each issue will feature installation projects around Asia with special emphasis detailing on the design, products, system specifications, networking, programming, etc.

▶▶ TECHNOLOGY & FOCUS

These special features are a collation of Technology, People, and Company Focus editorials to help familiarise our readers with product knowledge, interviews with key players, and companies within the industry.

▶▶ THEATRE STAGE

The significance of lighting, video and sound can seem to be the most understated aspect of the performance and theatre world; however it is when these disciplines synergise with set design and choreography, that we truly see the performance as a whole.

▶▶ ARCHITECTURAL EDGE

In the last few years, Architectural lighting has steadily grown to be an important discipline of the professional lighting world. In each issue, our readers are kept up to date with product advances and up-to-date lighting applications from the architectural aspect.

▶▶ INDIA 2 MIDDLE EAST

From South Asia to the Middle East, we cover the developing markets with across the board reports about the opportunities and trends of these regions.

EXHIBITION COVERAGE AND PRESENCE FOR 2010

Integrated Technologies Indonesia	Indonesia
Prolight+Sound Frankfurt	Germany
PALME Middle East	Dubai
PALM Expo	China
PALM India	India
Broadcast Asia	Singapore
PALME Asia & Install Asia	Vietnam
Sound Light Visual Expo (SLV)	Singapore
PALMM	Philippines
PLASA	U.K.

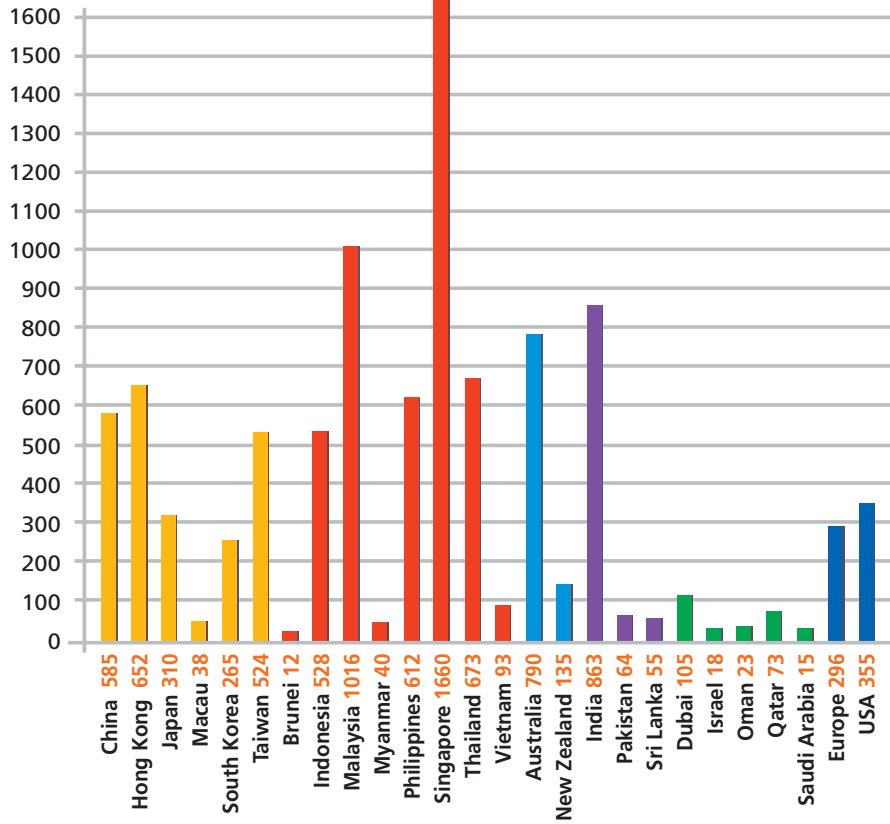
DIGITAL EDITION CIRCULATION

Distribution by email: 15,000*

* Figure is a combination of the printed magazine circulation which is approximately 65% with the other 35% coming from the collective databases or our other publications.

PRINTED MAGAZINE CIRCULATION

BY REGION AND COUNTRIES



North and East Asia 2,374 copies

South-East Asia 4,634 copies

Oceania 925 copies

South Asia

Middle East

International

982 copies

234 copies

651 copies

Total

9,800 copies

MAGAZINE / PRINTED CIRCULATION	
BY INDUSTRY	
Architectural Firms	380
Cinema Theatre Chains	91
Consultants	48
Corporations	710
Distributors and Dealers	1,080
Entertainment Venues (Owners)	1,026
Equipment Rental (Production)	787
Event Management Companies	388
Freelancers (Sound Engineers/ Lighting Designers/Production Managers)	32
Government Organisations	331
Hotels	795
Installation Companies	285
Interior Design Companies	190
Manufacturers	651
Mobile Disco Companies/ DJs	112
Performance Theatres	152
Performing Arts / Drama Companies	101
Property Developers	602
Shopping Malls	378
Theme Parks	115
TV Studios	519
Venues (Concert Halls/Stadiums/ Auditoriums/Exhibition Halls)	1,027
Total	9,800
BY JOB SCOPE	
Management	53%
Engineering/Technical	35%
Facilities/Operational Staff	16%
Project Managers	3%
Sales & Marketing	3%
Total	100%

ADVERTISEMENT DEADLINES		
Issue Date	Booking Deadline	Material Deadline
January	1 st December	by 15 th December
March	1 st February	by 15 th February
May	1 st April	by 15 th April
July	1 st June	by 15 th June
September	1 st August	by 15 th August
November	1 st October	by 15 th October

ADVERTISEMENT RATES (US\$)				
TYPE OF AD: 4C	1 ISUUE	1/2 YEAR	1 YEAR	SIZE H X W (mm)
Premium Positions	1 Issue	3 Issues	6 Issues	
Inside Front Cover	3,200	3,040	2,880	285 x 210 (trim)
Inside Back Cover	3,000	2,850	2,700	285 x 210 (trim)
Outside Back Cover	3,500	3,350	3,150	285 x 210 (trim)
Double-spread	4,600	4,370	4,140	285 x 420 (trim)
Centre-spread	5,000	4,750	4,500	285 x 420 (trim)
Ordinary Positions				
Full-page (ROP)	2,300	2,190	2,070	285 x 210 (trim)
Island	1,500	1,420	1,350	190 x 145 (vertical)
Half-page	1,300	1,230	1,170	140 x 206 (horizontal)
				285 x 105 (vertical)
One-third Column	750	715	615	285 x 75 (vertical)
				95 x 210 (horizontal)
One-quarter	600	570	525	140 x 105 (vertical)
<p>For full-page advertisement, text area should be within 265 x 190mm. Full page bleed-size advertisement is 290 x 215mm. For half-page (horizontal), we recommend additional bleed of 5mm on the left side.</p>				
SURCHARGE		AGENCY COMMISSION		
Guaranteed Position – Add 15%		15% to accredited advertising agency.		
Special Colour – Add 30% to Full Colour Rates				

OTHERS SERVICES				
<p>LOOSE INSERTS Postcard – US\$2,000 2-page A4 – US\$3,000 4-page A4 – US\$5,000 6-page A4 – US\$7,000 8-page A4 – US\$9,500</p> <p>Rates are based on 105 gsm paper. Printed copies to be supplied by client and sent to our mailing house. We will only accept a maximum of 2 inserts per issue.</p>			<p>ADVERTORIAL CHARGES 1-page A4 – US\$5,000 2-page A4 – US\$10,000 3-page A4 – US\$15,000 4-page A4 – US\$20,000</p> <p>MAILING LIST RENTAL Basic Rental: US\$600 per 1000 Selections by Country, Industry or Job Function: US\$20 per selection.</p>	
<p>E-MAIL BLAST Up to 15,000 email addresses To counter the negative effects of spam, companies should send messages without attachments.</p>		<p>PER BLAST US\$1,500</p>		
<p>WEBSITE (HOMEPAGE) Bottom Banner Ad Side Button Ad</p>	<p>SIZE (PIXELS) 60 (h) x 470 (w) 100 (h) x 140 (w)</p>	<p>CONTRACT PERIOD/12 MONTHS US\$1,800 US\$1,200</p> <p>For sponsorship of website (Main Banner), please contact us for quote.</p>		

TERMS & CONDITIONS
<p>CANCELLATION Six weeks prior to publication date.</p> <p>Advertisers who cancel before the start of the contract will have to pay an administrative fee of US\$750.</p> <p>Advertisers who cancel a running contract will have to pay the difference between the published rates and the contracted rates.</p> <p>MECHANICAL DATA – Process</p> <p>COVER – 157 gsm Card</p> <p>CONTENT – 85 gsm Paper</p> <p>BINDING – Perfect Bind</p> <p>PROCESS – Offset</p> <p>TRIM SIZE 285 mm (H) x 210 mm (W)</p> <p>BLEED SIZE 290 mm (H) x 215 mm (W)</p> <p>TEXT AREA 280 mm (H) x 205 mm (W)</p> <p>ARTWORK</p> <ul style="list-style-type: none"> ▷ Please ensure that artworks (regardless of format) are provided with sufficient bleed space. ▷ Our preference is to receive advertisements in high resolution PDF format (300 dpi). ▷ We can also accept artwork in EPS format for Freehand or Illustrator (text to be pathed), TIFF format or Photoshop. Please note that we only work with Apple Macintosh Files. ▷ Use the CMYK Colour code for artwork provided.

ENTERTAINMENT TECHNOLOGY ASIA magazine is also available in a Digital format.

The Digital edition is available FREE for all our readers.

Why go Digital?

The Digital edition allows us to provide our magazine in a powerful, new digital form with the same great content, and the same great design as our print magazine. You won't miss a single article, photo or advertisement.

Our easy layout offers a paper-like reading experience, but with many advantages possible only in digital format:

- ▷ Online delivery of every issue directly to your computer via the Internet as soon as it's out.
- ▷ The ability to read your magazines anytime, anywhere - even when you're offline (saved as PDF).
- ▷ Using the 'Text Mode' function, you can click articles to open a window and you can have the text read-out to you.
- ▷ A 'Thumbnails' menu showing every page for fast and easy navigation.
- ▷ A hyperlinked table of contents (In this issue) immediately takes you directly to the articles, features, and advertisements you are most interested in.
- ▷ Fast keyword search to help you find a name, company, brand or product in seconds.
- ▷ Immediate links to websites or contact e-mail addresses.
- ▷ The ability to add "Post-it" notes on the magazine's pages.
- ▷ A "Share" feature for you to send free digital copies of the magazine to customers, dealers, and colleagues, complete with your notes.
- ▷ Easy archiving of back issues on a hard disk or flash drive for fast reference.

The Digital Edition offers new opportunities for advertisers with:

- ▷ Live Weblinks from the advertisements.
- ▷ Live Weblinks from the articles.
- ▷ Fast People search.
- ▷ Fast Company search.
- ▷ Fast Product search.
- ▷ Fast Brand search.



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