

# Widescreen The Essential Home Theatre Resource™ Review®

## HOME THEATRE

A/V EQUIPMENT, DVD, HD DVD, BLU-RAY DISC

### Also:

Industry News

Technology Features

Insightful Interviews

Product Reviews

Readers' Demographics

Print Advertising

Circulation

Online Advertising

Rate Card

# Why You Should Advertise In *Widescreen Review*®!

- ▶ **WSR Is The Most Performance-Targeted Publication In The Industry**
- ▶ **WSR's Audience Is The Most Enthusiastic, Knowledgeable, And Influential**
- ▶ **WSR's Readers Research, Buy, And Recommend Advertised Products**
- ▶ **WSR's Readers Are Comprised Of Serious Enthusiast End Users, Dealers, And CEDIA, PARA, and HTSH Integration And Installer Members**
- ▶ **47% Of Our Readers Earn A Yearly Household Income Of \$75,000-\$149,000**
- ▶ **53% Of Our Readers Are In The 35-50 Age Group**
- ▶ **90% Of Our Readers Are Male**

## Benefits To Advertising:

Let **Widescreen Review** help you deliver your message, educate potential customers, and strengthen your competitive position with more than just one advertising vehicle. Receive bonus advertising on our Web site by reaching another 80,000 readers online. Advertising with us is an excellent way to help build your company's brand recognition and interest among a serious enthusiast audience. And don't forget that **WSR** is unique in that we not only reach the most serious enthusiasts at all income levels, but also trade professionals—especially CEDIA member companies, integrators, and installers—who rely on **WSR** to stay up to date with industry happenings and become educated about new technologies. **WSR** has consistently been ranked #1 by CEDIA member integrators and installers as their preferred publication.

Send your dealers, distributors, and customers the right message:

- ▶ Reach your target audience of performance seekers
- ▶ Exclusive in-depth product reviews serve as effective educational tools for potential customers and dealers
- ▶ Latest news and education about new technologies
- ▶ HD DVD, Blu-ray Disc, and DVD reviews with picture and sound quality scores assure performance expectations
- ▶ Factual, honest, in-depth coverage of home theatre!

## Added-Value Package:

All contract advertisers with a minimum of three insertions receive the following added-value package:

### Monthly E-Newsletter:

A one-time sponsorship to a monthly newsletter, including a 300 x 250 banner ad and single company logo placement.

### Product Spotlight Feature In Print Magazine:

A one-time full-page feature in a future issue, serving as advertorial to highlight your most distinguished product.

### Web Banner Ad With Links:

Each month during your frequency contract period, a 728 x 90 rotating banner ad will be featured on all pages, including the home page of [www.WidescreenReview.com](http://www.WidescreenReview.com), to increase your brand's exposure.

## Our Content:

**Editor's Couch:** Commentary and significant industry news.

**New Equipment:** Exciting hot new products coming soon to your home theatre.

**Product Spotlight:** Extended editorial coverage for one or more advertisers on a noteworthy product.

**Equipment Reviews:** In-depth technical articles relaying information on performance with test pattern results and how to integrate them into a home theatre system—including detailed specifications.

**Technology Features:** Technologies explained.

**Software Reviews:** Blu-ray Disc, HD DVD, and DVD reviews for picture and sound quality.

**PLUS...** Your Home Theatre Features, Letters To The Editor, Industry Insider, On Screen Interviews, and more.

## Circulation:

*WSR's* base print circulation is 35,000, not including trade show distribution. The magazine is sold in major retail outlets such as: Blockbuster, Hollywood Video®, B. Dalton, Waldenbooks, Borders®, Crown, Barnes & Noble, and Fry's Electronics. In addition to the print edition is the Webzine audience, which consists of print subscribers and Web-only subscribers. Paid subscribers have a full-access pass to the Web site and can view entire current issue content, back issue content (15 years), and access both 225-field searchable DVD and HD databases. Many of our readers make their print issues available to others. The average pass-along is two readers per copy.

**Print Circulation:** 35,000  
**Paid Subscribers:** 16,000  
**Requested/Trade:** 9,000  
**Monthly Newsstand:** 10,000

**Bonus Distribution at Trade Shows On Average:**  
2,000-6,000 per event

**Online Readership:** 80,000+

### Reader Demographics:

**Median Age:** 46

**Education:** College Degree 58%, Post Graduate 29%

**Median Household Income:** \$85,000

# Web Advertising

The Internet is such a resourceful tool and is valued for its immediacy. Online advertising is an affordable way to immediately reach potential customers.

The screenshot shows the Widescreen Review website layout with several banner ad positions highlighted by red arrows and labels:

- 300 x 95 or 190 x 170**: Located at the top right of the page.
- 150 x 48**: Located at the top left of the page.
- 728 x 90**: Located in the top navigation bar area.
- 300 x 250**: Located in the main content area, next to the 'New For Subscribers' section.
- 300 x 600**: Located in the main content area, below the 'New For Subscribers' section.
- 728 x 90**: Located at the bottom of the main content area.

## Online Benefits:

- Essential vehicle to promote and create brand awareness.
- Receive direct click-thrus to your Web site from interested consumers.
- Expand audience reach.
- Create sales leads from e-mail addresses.

## Top Visited Sections:

- DVD and HD Reviews
- Industry News
- Equipment Reviews
- Back Issues (15 Years) Note: Every back issue appears on the site as it appeared in print, including all advertising pages.

## Rates:

1. **Large Banner: \$2,000/per month** (Minimum three-month contract required.) Size is 300 x 600 pixels and is visible throughout the entire site.
2. **Rectangular Banner: \$1,500/per month** (Minimum three-month contract required.) Size is 728 x 90 pixels and is visible throughout the entire site.
3. **Square Banner: \$1,000/per month** (Minimum three-month contract required.) Frame size is 300 x 250 pixels and is visible throughout the entire site.
4. **Small Banner: \$800/per month** (Minimum three-month contract required.) Frame size is 300 x 95 pixels and is visible throughout the entire site.
5. **Logo Banner: \$500/per month** (Minimum three-month contract required.) Frame size is 150 x 48 pixels and is visible throughout the entire site.

The newsletter cover features the title 'Widescreen Review NEWSLETTER' and the subtitle 'The Essential Home Theater Resource'. It also includes the date 'March 2007 • Volume 2, Issue 10' and the text 'This Official FREE Newsletter Of Widescreen Review Magazine'.

## WELCOME!

I think you will find that this month's Newsletter is packed full of interesting and informative home theatre offerings. Besides the archived article written by John Dunlavy from issue 59 of Widescreen Review, "Loudspeaker Accuracy: Parameters And Elements Of Accurate Loudspeakers, Part 2," we have included an On Screen interview with GalleryPlayer's Kevin Akeroyd, and an article written by Nick Johnston from Blue Ocean® Projection Screens—a nice follow-up to Issue 119's "Ultimate Screen Manufacturer Roundup," including a screen buyer's guide and an article written by Joe Kane on the "Qualities Of A High-Performance Home Projection Screen."

Gary Reber  
Editor-in-Chief, Widescreen Review

## COMING SOON TO NEWSSTANDS

- Here's a sneak peek into what's coming in Issue 119, April 2007 of Widescreen Review:
- Allen Koebel brings us "2007 International CES Part I: Displays & Video Sources"
  - Bill Cushman watches the Panasonic PFAE1000U
  - Darryn Richeieu interviews Furman Sound's Dave Keller and Garth Powell
  - "The Ultimate Screen Manufacturer Roundup"
  - Joe Kane's "Qualities Of A High Performance Home Projection Screen"
  - "The Wife Assistance Forum" helps your significant other see things your way
  - Over 30 Blu-ray Disc, HD DVD, and DVD picture and sound quality reviews
  - And more...

## ATTRACTIONS

- 2 **New Equipment: Coming Soon To A Retailer Near You**  
By Tricia Spears
- 3 **On Screen With GalleryPlayer®'s Kevin Akeroyd**  
By Darryn Richeieu
- 5 **From The Archives: Loudspeaker Accuracy—Parameters And Elements Of Accurate Loudspeakers Part 2**  
By John Dunlavy
- 8 **The Return Of Rear Projection: Blue Ocean® Projection Screens**  
By Nick Johnston
- 11 **The Studio Scoop—Rumors, Reports & Ramblings**  
By Jack Kelley

The magazine cover features the title 'Widescreen Review' and the subtitle 'The Essential Home Theater Resource'. It also includes the text 'ISSUE 119' and 'COMING SOON TO NEWSSTANDS'.

Sponsored By:

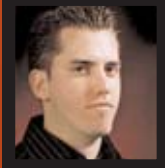
The Hitachi logo features the brand name 'HITACHI' in a bold, sans-serif font, with the tagline 'Inspire the Next' below it and the website address 'www.hitachi.us/tv' at the bottom.

# Widescreen Review... the news of the future!

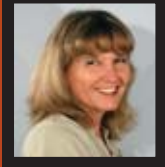
WSR publishes informative articles and provides cutting-edge editorials and timely equipment reviews to keep the home theatre enthusiast up to date in the Consumer Electronics industry. Reading about home theatre is the best way to keep up on current technologies. That is why being featured in *Widescreen Review*® is where you want to be. Join the extremely influential decision makers who are at the forefront of our industry.



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## Industry icons rely and approve of our comprehensive style. Here are a few testimonials about WSR.



I find myself constantly using *Widescreen Review* as a reference guide to DVDs. The ratings for picture quality help me narrow down content that I know will have great pictures, which saves me a lot of time. I have been an avid reader of the magazine since the beginning.  
*Sam Runco, Founder, Runco International*



*Widescreen Review* is essential reading for those of us who are enthusiasts about creating the ultimate home theatre experience. It's the *New York Times* of Home Theatre!  
*Noel Lee, The Head Monster*



WSR reviews are technically enlightening, and I feel fairly confident that I am getting an accurate analysis of products. I believe that your technical editorial format is your magazine's niche in the marketplace.  
*Don Stewart, Stewart Filmscreen Corporation*



WSR is very near and dear to my heart. You provide a wonderful service by educating your audience. You people fill a great niche and provide a tremendous balance.  
*Dan Slusser, President & CEO, Digital Theater Systems*

### A/V Resource Ad Rates:

	1x	3x	6x
1/2 Page	\$2,000	\$1,800	\$1,620
1/3 Page	\$1,540	\$1,390	\$1,250
1/6 Page	\$950	\$855	\$800
1/12 Page	\$585	\$525	\$500

### Directory Listing Rates:

#### A/V Service Provider Directory

General Listing includes company name, phone number, Web site, and one-sentence description.

	1x	3x	6x
Alone	\$150	\$125	\$100
With Ad	\$75	\$75	\$75

Premium Listing includes General Listing with logo.

	1x	3x	6x
Alone	\$200	\$175	\$150
With Ad	\$125	\$125	\$125

### Ad Rates:

Please call for Cover positions.

Size	Gross 1x	3x	6x	9x	12x
Spread	\$8,000	\$7,600	\$7,220	\$6,859	\$6,516
Full Page	\$4,600	\$4,370	\$4,152	\$3,944	\$3,747
2/3 Page	\$4,000	\$3,800	\$3,610	\$3,430	\$3,259
1/2 Page	\$3,200	\$3,040	\$2,888	\$2,744	\$2,607
1/3 Page	\$2,800	\$2,660	\$2,527	\$2,401	\$2,281
1/6 Page	\$2,000	\$1,900	\$1,805	\$1,715	\$1,629

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