media kit 2027

Lighting&Sound America

entertainment, presentation, communication

The entertainment technology magazine for the industry, by the industry

www.lightingandsoundamerica.com

Lighting&Sound America is a monthly publication for the Americas for lighting, sound, and staging professionals working in theatre, music, theatre architecture, film and TV, corporate a/v, houses of worship, and much more. *LSA* is highly regarded for our in-depth and engaging features and high-quality presentation, including the popular monthly Technical Focus and New Technology sections, comprehensive product reviews, and daily LSA Online News feed.

Lighting • Sound • Staging • Projection

- Music
- Theatre & Theatre Architecture
- Film & TV
- Houses of Worship
- Corporate A/V
- Themed Entertainment

TOTAL MONTHLY DISTRIBUTION: 5,000+

- Lighting designers
- Sound designers
- Technicians
- Rental and staging professionals
- And more!



the team



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Lighting&Sound America

advertising

2027 Issue Deadlines

	LSA Confirmations	LSA Artwork Due	LSA Bonus Distribution
January	January 11	January 15	USITT Baltimore
February	February 13	February 17	LEDucation NY, USITT Baltimore, EXPO-SCÈNE Montreal
March	March 8	March 11	LEDucation NY, EXPO-SCÈNE Montreal
April	April 8	April 13	InfoComm Orlando
May	May 10	May 13	InfoComm Orlando
June	June 7	June 10	Rendez-Vous Winnipeg Canada
July	July 8	July 12	Rendez-Vous Winnipeg Canada
August	August 9	August 12	AES, LDI New Orleans, CFX Oklahoma City
September	September 7	September 10	AES, LDI New Orleans, CFX Oklahoma City
October	October 1	October 5	LDI New Orleans
November	November 1	November 5	NAMM Anaheim
December	December 1	December 7	NAMM Anaheim

2027 Rates

	One-Time	Six-Times	Twelve-Times
Full page	$3,795.00	$3,575.00	$3,345.00
2/3 page	$3,100.00	$2,825.00	$2,745.00
1/2 page	$2,445.00	$2,295.00	$2,220.00
1/3 page	$2,060.00	$1,905.00	$1,800.00
1/4 page	$1,675.00	$1,535.00	$1,430.00
1/6 page	$1,135.00	$1,070.00	$975.00

Covers: Additional
Live web link on all apps and digital versions: $25.00

Marketplace

Free for display advertisers
Non-Advertisers : $100.00

LSA E-Marketing

LSA Online: $625 per month

LSA Marketing Email Blasts (10,500+ email addresses): $625 per message



artwork

Artwork Dimensions Width by Height in Inches

Full page (non bleed) : 7 x 10 inches

Full page bleed : 9.25 x 11.125 inches

Publication trim size : 9 x 10.875 inches

Live area* : 8.5 x 10.375 inches

(*Please do not place text or logos outside this safety area, thus keeping text at least .25" from the trim line).

Please note: trim marks and pre-press markings should not be positioned within the bleed area. Please off-set marks at .125"

2/3 vertical : 5 x 9.875 inches

2/3 vertical bleed : 5.75 x 11.125 inches (trim size: 5.5 x 10.875 inches; live area: 5 x 10.375 inches)

1/2 vertical : 3.75 x 9.875 inches

1/2 vertical bleed : 4.5 x 11.125 inches (trim size: 4.25 x 10.875 inches; live area: 3.75 x 10.375 inches)

1/2 horizontal : 8 x 4.75 inches

1/2 horizontal bleed : 9.25 x 5.5 inches (trim size: 9 x 5.25 inches; live area: 8.5 x 4.75 inches)

1/2 island : 5 x 6.75 inches

1/3 vertical : 2.5 x 9.875 inches

1/3 vertical bleed : 3.25 x 11.125 inches (trim size: 3 x 10.875 inches; live area: 2.5 x 10.375 inches)

1/3 horizontal : 8 x 3 inches

1/3 horizontal bleed : 9.25 x 3.75 inches (trim size: 9 x 3.5 inches; live area: 8.5 x 3 inches)

1/3 square : 4.75 x 4.75 inches

1/4 vertical : 3.75 x 4.75 inches

1/4 horizontal strip : 8 x 2 inches

1/4 horizontal strip bleed : 9.25 x 2.75 inches (trim size: 9 x 2.5 inches; live area 8.5 x 2 inches)

1/6 vertical : 2.5 x 4.75 inches

1/6 horizontal : 4.75 x 2.25 inches

Marketplace : 2.5 wide x 2.25 inches high

LSA Online Ads : 200px wide x 150px high (Jpeg or GIF max of 150kb);
complete any animation within 9 seconds please.

LSA Marketing Email files : HTML preferred, maximum 620px wide by 1400px high

Digital Ad Specifications

File Requirements:

Please supply ads in digital format as one of the following: PDF or JPG format. JPG files should be in CMYK color format and 300ppi resolution. PDFs should be PDFX1a standard, with all fonts embedded and photos at a minimum of 300ppi, actual size, CMYK color, in tiff or jpg format. Please do not submit PDFs in RGB color or with spot colors. Illustrator EPS files are acceptable but should include outlined fonts and embedded CMYK color images.

Composed files can be e-mailed to: USArtwork@lsamedia.com (Please include advertiser name/issue date in subject)

Questions? +1-212-244-1505

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Lighting&Sound America Readers



LSA Readers

- ***LSA* readers are your top customer prospects.** The majority of *Lighting&Sound America* readers identify themselves as **Designers, Consultants, Technical Directors, Technicians, and Production Managers.**
- ***LSA* readers have a strong interest in all areas of live production** including **lighting, sound projection, rigging & staging, audio-visual, and effects**.
- **Theatre and Concert/Touring** are *LSA* readers' top two areas of interest, followed by **School/University, Corporate Events, Themed Entertainment, TV/Film, and House of Worship.**
- ***LSA* readers are decision makers.** More than 80% of our readers are involved in the purchasing decisions for their company.
- ***LSA* readers use the magazine to find new products.** 95% have discovered new products in *Lighting&Sound America* with 85% seeking out additional information about these products.
- **20% of *LSA* readers predict their budgets will increase** over the next 12 months with over 50% indicating that their budget will remain the same.
- ***LSA* readers also access the magazine online.** 72% of *LSA* readers have visited www.lightingandsoundamerica.com and/or the *LSA* iPhone or Android apps in the past 12 months.

"I look at a lot of trade magazines but LSA is one of the few I actually read! Just got through the November issue on the plane to California, congrats on another great issue!"

— **John Huntington**, Professor, NYC College of Technology/CUNY

"I read Lighting&Sound America *from cover to cover (even the audio articles) and I have to say the work done here is exceptional. The writing is insightful, interesting and informative and I wanted to thank you for the great work. My mailbox is full of industry magazines and yours is the best."*

— **Peter Rogers**, Lighting Consultant

"Advertising with you this year was very effective."

— **Joseph Jeremy**, CEO, Niscon Inc.

"I look forward to receiving your publication every month. Good subjects, good coverage. Excellent product discussions. The features on architecture and the latest shows are invaluable. Thank you for the first-rate work."

— **Glenn Plott**, Director of Production, Cincinnati Opera

"I am impressed with LSA's high quality publication every month. LSA coverage consistently includes lots of interesting details and sound in almost every single article. It is so nice to see such a healthy magazine when others are shrinking."

— **Karl Winkler**, Lectrosonics, Inc.

"These days, in an avalanche of social media information, many appreciate nice informative reading with a quality publication, while enjoying a morning cup of coffee! Thank you for continuing the great work and making the publication available in a timely fashion. It is a source of valuable knowledge."

— **Chris Giannoulas**, Omnisistem

"I travel a lot and see LSA in the waiting room and reception area of virtually every production company, scene shop, and business in our industry that I visit!"

— **Roger Claman**, Rose Brand



Here is what LSA readers told us ...

"I love reading about the newest, latest and greatest that your publication has to offer! I appreciate receiving it every time and can't wait to continue to read it!"

"You still have one of the best and most informative magazines out there. Thank you so much."

"Love the magazine and keep up the great work. I share with many up and coming crew folks."

"Thank you so much! I love getting the magazine and sharing it with my students."

"I must say I continue to enjoy reading every issue of LSA and it continues to get better every year. You have a great team and a great magazine."

"Please keep Lighting&Sound America coming to my mailbox. Great articles written by amazing people and can't wait for the next issue to arrive."

"After I peruse your magazine, I give it to my stagehand staff to read up on the latest."

"Always great to see articles about friends, new gear, and new technologies regarding live performance! Thanks for continuing to put out such a great magazine!"

"It's a very helpful resource for me as technical director of a performing arts center. Thank you for all that you do!"

"I love it. I share it with my Union brothers and some of my friends. Thank You."

"It helps me to keep up with new gear and industry happenings. Thank you so much for keeping me on the professional subscription list. I really appreciate you and everything y'all do at LSA!"

2027 opportunities

Special Opportunities



Display Advertisers :
Commit to a minimum of two LSA issues and get a free rotating ad on the popular LSA website, www.lightingandsoundamerica.com for those 2+ months.

Recognized **industry association members** may receive additional discounts.

Plus :

- Bellyband cover wraps (limited)
- Custom *LSA* article reprints
- Custom inserts
- Custom Print and Online Advertorial Opportunities
- Special Events
- Additional discounts for *Protocol* advertisers







Online Opportunities

www.lightingandsoundamerica.com

The industry online source

- LSA Online News daily news service
- Weekly LSA Online News newsletter
- Custom sponsored marketing e-mails
- Run of site and exclusive web banner advertising (limited)



contact us

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