



2009 MEDIA KIT



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2009 Editorial Calendar

LLANOR ALLEYNE, EDITOR | Phone: (212) 378.0430 | Email: lalleyne@nbmedia.com



Cover Date	Technology Feature	Technology Feature	How-To Feature	Deadlines
JAN/FEB	A Comparison of the Latest Touchpanel Products	A Review of AV Processor Features	How to Design Control Interfaces to Meet Client Needs	Editorial: 12.4.08 Ad Reservation: 12.11.08 Ad Materials: 12.18.08
MARCH/APRIL	A Comparison of Lighting Control Products	A Review of Projector Mounting Options	How to Properly Mount a Video Projector	Editorial: 1.8.09 Ad Reservation: 1.15.09 Ad Materials: 1.22.09
MAY/JUNE	In-Wall and In-Ceiling Speaker Developments	Power Quality and Conditioning Product Trends	How to Integrate Loudspeakers While Meeting Sound and Aesthetic Demands	Editorial: 2.5.09 Ad Reservation: 2.12.09 Ad Materials: 2.19.09
JULY/AUG	A Review of Flatpanel Mounting Options	The Latest Projector Developments	How to Properly Mount a Flatpanel Display	Editorial: 3.5.09 Ad Reservation: 3.12.09 Ad Materials: 3.19.09
SEPT/OCT	Handheld Remote Control Product Developments	Media Server and Media Center Update	How to Maintain a Media Server Network and Preserve Functionality	Editorial: 4.2.09 Ad Reservation: 4.9.09 Ad Materials: 4.16.09
NOV/DEC	An Update of Video Screen Developments	Distributed Audio Control Systems Update	How to Design and Set-up a Distributed Audio System	Editorial: 5.7.09 Ad Reservation: 5.14.09 Ad Materials: 5.21.09

Magazine Departments			
NEWS	Coverage of important developments within the channel in Latin America, Canada, Europe, and Australia	NEW PRODUCTS	A look at new innovations hitting the international market
COLUMNS	Three columns per issue from leading industry personalities	PEER PRODUCT REVIEWS	Two reviews from integration professionals outlining why and how a product is used in the field
BEHIND-THE-BUSINESS Q+A	An in-depth discussion with a leading channel manufacturer about the direction and goals of their business	ASSOCIATION ANGLE	Voices from international residential systems association trade associations (CEDIA, ISE, and others) discuss advancements and challenges in their markets
FEATURES	Two technology features, one how-to feature, and one installation feature each issue	INSTALLATION INSIGHT	A back-page photo of a well-done international project from an installer pointing out key features that helped make the installation a success

*BONUS DISTRIBUTION

JANUARY/FEBRUARY 2009 International CES, January 8-11, Las Vegas, NV; Integrated Systems Europe 2009, February 3-5, Amsterdam, RAI

MARCH/APRIL CEDIA Management Conference 2009, March 4-7, Carefree, AZ; EHX Spring 2009, March 12-14, Orlando, FL; CEDIA Electronic Lifestyles Forum, April 1-4, New Orleans, LA;

MAY/JUNE Connections: The Digital Living Conference and Showcase, June 2-4, Santa Clara, CA; InfoComm 2009, June 17-19, Orlando, FL; CEDIA UK EXPO 2009, June 23-25, London, U.K.

SEPTEMBER/OCTOBER CEDIA EXPO 2009 September 9-13, Atlanta, GA

2009 Advertising Rates & Information



Rate Card #25

Effective January 2009. All rates are in U.S. dollars and are per insertion.

4-Color Print Advertising Rates

4-Color	1x	3x	6x	12x	18x	24x	36x	48x	60x
Full Pg Spread	\$12,600	\$12,230	\$11,065	\$10,900	\$10,460	\$9,985	\$9,820	\$9,640	\$9,510
1/2 Pg Spread	9,910	9,825	9,350	8,900	8,575	8,200	7,950	7,700	7,500
Full Page	6,500	6,300	6,100	5,800	5,500	5,250	5,025	4,900	4,800
Jr. Page	5,510	5,300	5,190	4,725	4,530	4,355	4,325	4,155	4,085
1/2 Pg	4,260	4,100	4,030	3,725	3,565	3,465	3,315	3,265	3,190
1/3 Pg	3,250	3,100	3,060	2,805	2,680	2,675	2,500	2,440	2,405
1/4 Pg	3,000	2,850	2,735	2,545	2,440	2,285	2,265	2,215	2,185
1/6 Pg	2,500	2,400	2,325	2,255	2,160	1,885	1,885	1,865	1,840

Add to 4-Color Rates

2/Color Process	Page
5th Color (PMS)	\$785
Metallic Ink	\$950

Black & White Print Advertising Rates

B/W	1x	3x	6x	12x	18x	24x	36x	48x	60x
Full Pg Spread	\$9,700	\$9,405	\$9,215	\$8,580	\$8,105	\$7,965	\$7,860	\$7,765	\$7,100
1/2 Pg Spread	7,960	7,730	7,490	6,870	6,565	6,345	6,295	6,270	6,240
Full Page	5,090	4,945	4,765	4,430	4,300	4,185	4,120	4,060	4,000
Jr. Page	4,200	4,075	3,990	3,715	3,620	3,500	3,445	3,415	3,370
1/2 Pg	3,100	3,020	2,940	2,825	2,780	2,715	2,670	2,635	2,610
1/3 Pg	2,130	2,075	2,060	2,050	1,905	1,880	1,850	1,835	1,825
1/4 Pg	1,775	1,720	1,700	1,565	1,510	1,475	1,445	1,410	1,400
1/6 Pg	1,340	1,300	1,270	1,155	1,120	1,045	1,030	1,005	990

Add to Black & White Rates

2/Color Process	Page
(Black plus cyan, magenta, yellow)	\$400
Matched 2nd Color	\$500
PMS 2nd Color	\$785
Metallic Ink	\$950

Covers (Includes 4/C Process and Bleed)

Front Cover Banner	\$15,545
Cover II	\$7,960
Cover III	\$14,835
Cover IV	\$8,940

Custom Marketing Solutions

Reprints

Ordering reprints of articles that appear in **Residential Systems International** is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact your sales rep today for details!

List Rental

Reach highly responsive industry decision-makers. Demographic and purchasing authority selects are available. For more information, contact your sales rep today!

Custom Publishing

Our design team provides a full range of custom publishing services, including print and electronic newsletters, catalogs and advertorials.

For more information, or to reserve advertising space, contact your regional sales representative:

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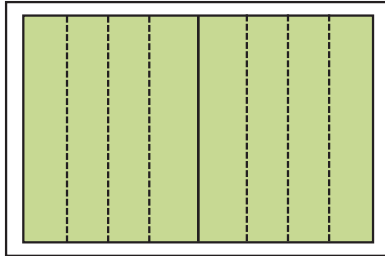
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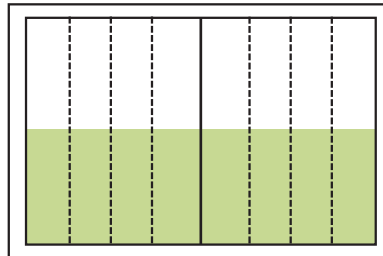
2009 Advertising Dimensions

(information in this document is subject to change without notice)



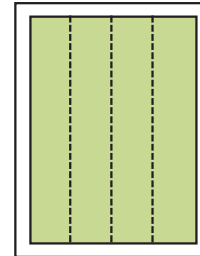
SPREAD

Bleed: 18 1/2" x 11 1/8"
Trim: 18" x 10 7/8"



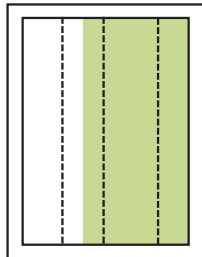
1/2 HORIZONTAL SPREAD

Bleed: 18 1/2" x 5 7/8"
Trim: 18" x 5 5/8"



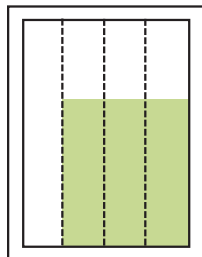
FULL PAGE

Bleed: 9 1/4" x 11 1/8"
Trim: 9" x 10 7/8"



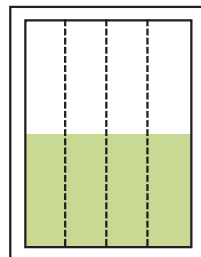
JUNIOR PAGE

Bleed: 6 1/4" x 11 1/8"
Trim: 5 7/8" x 10 7/8"



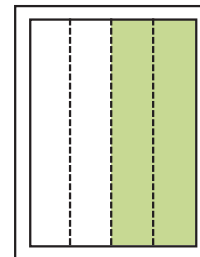
1/2 ISLAND

Bleed: 6 1/8" x 7 7/8"
Trim: 5 7/8" x 7 3/4"



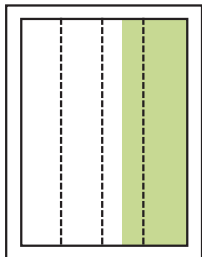
1/2 PAGE HORIZONTAL

Bleed: 9 1/4" x 5 7/8"
Trim: 9" x 5 5/8"



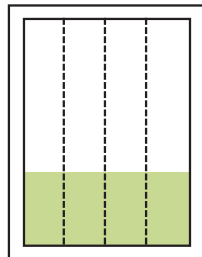
1/2 PAGE VERTICAL

Bleed: 4 5/8" x 11 1/8"
Trim: 4 3/8" x 10 7/8"



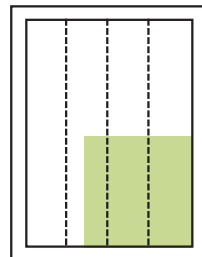
1/3 PAGE VERTICAL

Bleed: 3 3/8" x 11 1/8"
Trim: 3 1/8" x 10 7/8"



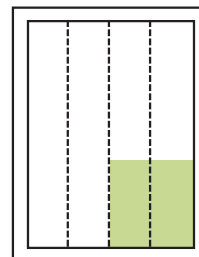
1/3 PAGE HORIZONTAL

Bleed: 9 1/4" x 4 1/8"
Trim: 9" x 3 7/8"



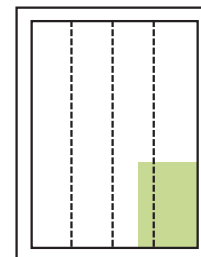
1/3 PAGE SQUARE

5 1/4" x 5 1/8"



1/4 PAGE VERTICAL

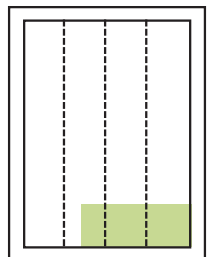
3 3/4" x 5"



1/6 PAGE VERTICAL

2 1/2" x 4 7/8"

Keep all essential live matter 1/4" inside trim all around.



1/6 PAGE HORIZONTAL

4 7/8" x 2 1/2"

PRINT PUBLISHING SCHEDULE:
(6x/year)

PRINT CIRCULATION: 21,500 Copies
(Distributed Internationally)

PAGE TRIM SIZE: 9" x 10 7/8"

MISSION: The mission of *Residential Systems International* is to provide international custom home entertainment, automation and security design and installation professionals with the most penetrating insights into how business and technology trends will affect their industry in the years to come.

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Material Instructions

Method and Paper: Web offset, coated text and cover, perfect bound.
Bleed: No additional charge. Minimum size 1/2-page horizontal.

Electronically Provided Ads

Only high-resolution Adobe PDF files are accepted.

All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Submission Instructions

Send Materials To: Residential Systems International, Production Dept., 810 Seventh Avenue, 27th Floor, New York, NY 10019

FTP site: From any web browser, log onto: www.ourftpsite.com

1. Under the GUEST log in choose your magazine
2. Domain: nbmedia
Password: guest (in lower case)
3. Choose the "ADD" button and search for your document
4. Upload

Please make sure the advertiser's name is included in the file name. When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

Web Mechanical Specifications

Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified.

LET RESIDENTIAL SYSTEMS HELP BUILD YOUR BRAND AND LAUNCH YOUR NEW PRODUCTS

RESIDENTIAL SYSTEMS READERS MAKE DECISIONS

More than 67% of Residential Systems readers are owner/managers. These are people with buying power — and the people that you need to reach with your message. These are the people who read Residential Systems every month.

RESIDENTIAL SYSTEMS READERS INVEST IN PRODUCTS

66% of Residential Systems readers put 25-55% of their annual revenue toward the purchase of products they install, with nearly one-third of them (32%) investing 40-55% of their revenue. Not only do they make decisions, but they also act on them by spending their revenue on products to install.

RESIDENTIAL SYSTEMS READERS VALUE B2B MAGAZINES AND TRADESHOWS

When asked to rank their preferred source for industry news and product information, the first choice was B2B magazines, followed by tradeshows. The best way to catch the eye of these influential buyers is through advertising in Residential Systems. And to get additional exposure from your tradeshow exhibits, advertise in the CEDIA and InfoComm Show Dailies — which are produced by the same team that brings you Residential Systems.

RESIDENTIAL SYSTEMS READERS LIKE AND SPEND TIME WITH THE MAGAZINE...

When asked to choose their favorite magazine from the industry's top three titles, Residential Systems was their number one choice. And they don't just skim through each issue — 72% of the respondents read the majority of the articles.

...BEFORE SHARING IT WITH OTHER INDUSTRY PROS.

69% of Residential Systems readers pass the magazine on to 1-3 people when they have finished with it. They just can't keep all that vital information to themselves.

PROFESSIONALS READ RESIDENTIAL SYSTEMS FOR NEWS AND NEW PRODUCT INFO

When asked to identify the most useful sections of Residential Systems, the top five sections picked were New Product Showcase (72%); Industry News (63%); How To Articles (54%); Installation Profiles (48%); and Peer Product Reviews (46%). Yes, readers look to Residential Systems for the latest industry and product information, but they also look to it for advice on using the products.

THEY DON'T JUST READ — THEY ACT!

After seeing advertising or reading editorial in Residential Systems, 79% of readers have done more research on a product or trend, 42% have purchased a product, and 34% have recommended a product to someone else. Our readers are hungry for relevant information, and know just what to do with it when they get it.