

residential
systems

2009 MEDIA KIT

 **NewBay Media** | IN PRINT | ONLINE | IN PERSON

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2009 Editorial Calendar



JEREMY GLOWACKI, EDITORIAL DIRECTOR | Phone: (317) 810.9189 | Email: jglowacki@nbmedia.com

Cover Date	Business Feature	Technology Feature	Product Showcase	Advertorial Supplements	Deadlines
JANUARY	Creating a Retrofit Business Model	A Comparison of the Latest Touchpanel Products	Flat-Panel Video Mounts	In-Wall and In-Ceiling Speakers Innovations	Editorial: 12.4.08 Ad Reservation: 12.11.08 Ad Materials: 12.18.08
FEBRUARY* (Product Guide Issue)	The Business of Selling Central Vac Systems	A Review of AV Processor Features	Product Guide for 2009	Furniture Innovations	Editorial: 1.8.09 Ad Reservation: 1.15.09 Ad Materials: 1.22.09
MARCH*	Tapping into "Green" Opportunities in Your Business	A Comparison of Lighting Control Products	Projectors	Outdoor AV Product Developments	Editorial: 2.5.09 Ad Reservation: 2.12.09 Ad Materials: 2.19.09
APRIL	Who Leads Best Product Training Programs	A Review of Projector Mounting Options	Media Servers	Mounting & Enclosures Innovations	Editorial: 3.5.09 Ad Reservation: 3.12.09 Ad Materials: 3.19.09
MAY (Resi Awards Deadline)	The Business of Selling Acoustics	In-Wall and In-Ceiling Speaker Developments	Handheld Remotes	Media Server Innovations	Editorial: 4.2.09 Ad Reservation: 4.9.09 Ad Materials: 4.16.09
JUNE*	What Architects and Designers Need to Know About You	Power Quality and Conditioning Product Trends	Free-standing Speakers	Distributed Audio Guide	Editorial: 5.7.09 Ad Reservation: 5.14.09 Ad Materials: 5.21.09
JULY	Building a System to Cultivate Referrals	A Review of Flat-Panel Mounting Options	Projection Screens	Custom Distributors Guide	Editorial: 6.4.09 Ad Reservation: 6.11.09 Ad Materials: 6.18.09
AUGUST (CEDIA EXPO Preview Issue)	Why Industrial Design Matters to Your Clients	The Latest Projector Developments	Lighting Control	Touchpanel Innovations	Editorial: 7.9.09 Ad Reservation: 7.16.09 Ad Materials: 7.23.09
SEPTEMBER* (CEDIA EXPO Show Issue)	Products that Translate to Light Commercial Projects	Handheld Remote Control Product Developments	Surround Processors	Freestanding Speaker Innovations	Editorial: 8.6.09 Ad Reservation: 8.13.09 Ad Materials: 8.20.09
OCTOBER (Resi Award Winner Profiles)	An Update on the Latest Programming Software Tools	Media Server and Media Center Update	Projector Mounts	"Green" Product Innovations	Editorial: 9.3.09 Ad Reservation: 9.10.09 Ad Materials: 9.17.09
NOVEMBER* (CEDIA EXPO Review Issue)	Designing a User Interface to Serve a Customer's Needs	An Update on Video Screen Developments	In-Wall/In-Ceiling Speakers	Custom Accessories Innovations	Editorial: 10.2.09 Ad Reservation: 10.9.09 Ad Materials: 10.16.09
13TH ISSUE: PEER PRODUCT REVIEWS ANNUAL Ships with November Issue					
DECEMBER	Selling Lighting and Shades Control	Distributed Audio Control Systems Update	Touchpanels	Remote Controls Innovations	Editorial: 11.5.09 Ad Reservation: 11.12.09 Ad Materials: 11.19.09

COLUMNISTS

- Tony Grimani, Home Theater
- Gordon van Zuiden, InterNetworking
- Michael Heiss, Video Technology
- Mike Detmer, Marketing Sense
- Jeremy Burkhardt, Industry Insight
- Randy Stearns, Going Green
- Sam Cavitt, Design Essentials
- Bob Schluter, More Power
- Richard Millson, Back to Business

MONTHLY DEPARTMENTS

- Peer Product Reviews
- Behind the Business Q&A
- New Digest
- News Analysis
- Career Track
- Technology Focus
- New Products
- CEDIAline

*BONUS DISTRIBUTION

JANUARY 2009 International CES, January 8-11, Las Vegas, NV; **FEBRUARY** CEDIA Management Conference 2009, March 4-7, Carefree, AZ;
MARCH EHX Spring 2009, March 12-14, Orlando, FL; **MAY** Connections: The Digital Living Conference and Showcase, June 2-4, Santa Clara, CA;
JUNE InfoComm 2009, June 17-19, Orlando, FL; **SEPTEMBER** CEDIA EXPO 2009, September 9-13, Atlanta, GA; **NOVEMBER** EHX Fall 2009, TBA, Long Beach, CA

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	2,050	2,060	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](#) 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:

Sales Contact

PHIL HOLTBERG, GROUP PUBLISHER
Phone: (212) 378.0413 | Fax: (212) 378.0466 | Email: pholtberg@nbmedia.com

EILEEN GASKE, WEST COAST SALES DIRECTOR
Phone: (760) 200.3466 | Fax: (760) 200.3467 | Email: egaske@nbmedia.com

GENE KINSELLA, MID WEST SALES (VIDEO)
Phone: (773) 857.5944 | Email: g.kinsella@comcast.net

ERIK BRAUNSTEIN, SPECIALTY SALES
Phone: (212) 378.0418 | Fax: (212) 378.0466 | Email: ebraunstein@nbmedia.com

ZAHRA MAJMA, SPECIALTY/CLASSIFIED SALES MANAGER
Phone: (212) 378.0433 | Fax: (212) 378.0466 | Email: zmajma@nbmedia.com

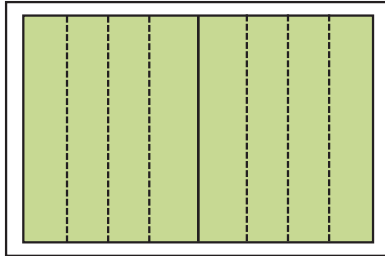
Editorial Contact

JEREMY GLOWACKI, EDITORIAL DIRECTOR
Phone: (317) 810.9189 | Email: jglowacki@nbmedia.com

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

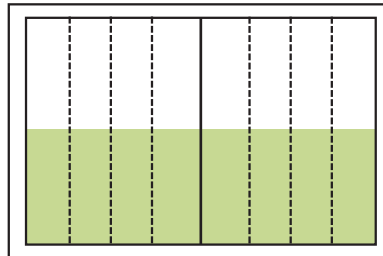
2009 Advertising Dimensions

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



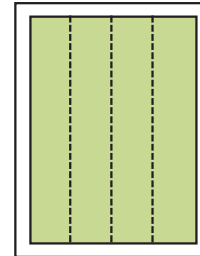
SPREAD

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



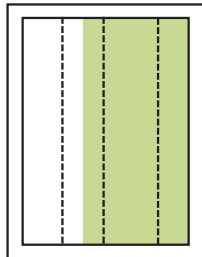
1/2 HORIZONTAL SPREAD

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



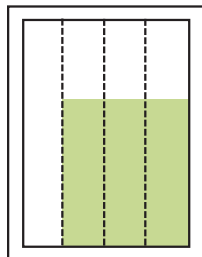
FULL PAGE

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



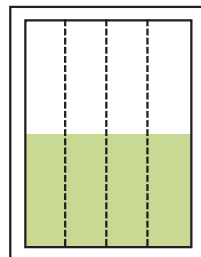
JUNIOR PAGE

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



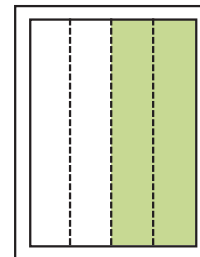
1/2 ISLAND

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



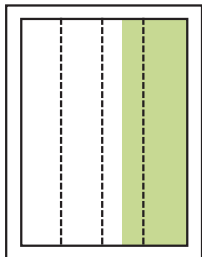
1/2 PAGE HORIZONTAL

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



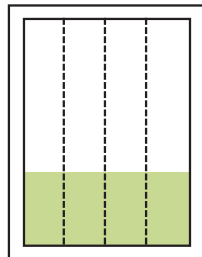
1/2 PAGE VERTICAL

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



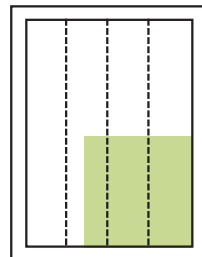
1/3 PAGE VERTICAL

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



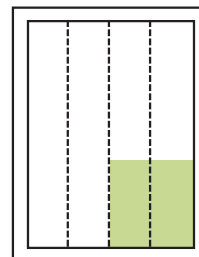
1/3 PAGE HORIZONTAL

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



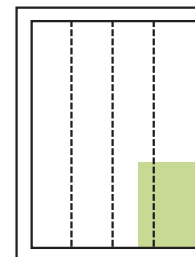
1/3 PAGE SQUARE

5 1/4" x 5 1/8"



1/4 PAGE VERTICAL

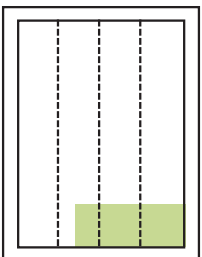
3 3/4" x 5"



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:

(12x/year)

PRINT CIRCULATION: 21,500 Copies
(Distributed Internationally)

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

MISSION: The mission of *Residential Systems* is to provide 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.

Sales Contact

PHIL HOLTBERG, GROUP PUBLISHER
Phone: (212) 378.0413 | Fax: (212) 378.0466
Email: pholtberg@nbmedia.com

EILEEN GASKE, ASSOCIATE PUBLISHER
Phone: (760) 200.3466 | Fax: (760) 200.3467
Email: egaske@nbmedia.com

GENE KINSELLA, MID WEST SALES
Phone: (773) 857.5944 | Email:
g.kinsella@comcast.net

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Phone: (212) 378.0418 | Fax: (212) 378.0466
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Email: jglowacki@nbmedia.com

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, 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. Our production department will be happy to produce your Web advertising FREE of charge.

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 tradeshow. 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.