

residential
systems

2010 MEDIA KIT

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2010 Editorial Calendar



JEREMY GLOWACKI, EDITORIAL DIRECTOR | Phone: (212) 378.0400 x514 | Email: jglowacki@nbmedia.com

Cover Date	Issue Focus/ Trade Show Coverage	Technology Trend Analysis	Technology Showcase	Special Supplements	Columnist and Key Contributors	Deadlines
JANUARY	Energy Management Products, CES Preview	Lighting Control Systems	Flat-Panel Video Mounts	INTEGRATORS GUIDE to Distributed Media	Gordon van Zuiden on Media Servers/IP Products	Editorial: 12.2.09 Ad Reservation: 12.09.09 Ad Materials: 12.14.09
FEBRUARY* (Product Guide Issue)	Products to Watch in 2010, CES Review	Touchpanels	In-Wall/In-Ceiling Speakers	INTEGRATORS GUIDE to AV Healthcare Technology (with SCN)	Michael Heiss Evaluates Video Products at CES	Editorial: 1.1.10 Ad Reservation: 1.8.10 Ad Materials: 1.13.10
MARCH*	High-Performance Audio, EHX Preview	Remote Power Management Products	Lighting Control and Accessories	INTEGRATORS GUIDE to Outdoor AV Products	Tony Grimani on Home Theater Audio	Editorial: 1.29.10 Ad Reservation: 2.5.10 Ad Materials: 2.10.10
APRIL	Proposal Software Developments	Handheld Remotes	Projectors	Custom Distributor's Guide (Advertorial Supplement)	Michael Heiss Review Updates Video Products	Editorial: 3.5.10 Ad Reservation: 3.12.10 Ad Materials: 3.17.10
MAY (Resi Awards Deadline)	Retrofittable Products, EHX Review, Resi Awards Deadline	Media Management Systems	Handheld Remotes	INTEGRATORS GUIDE to "Invisible Electronics"	Gordon van Zuiden on Network Gadgets	Editorial: 4.2.10 Ad Reservation: 4.9.10 Ad Materials: 4.14.10
JUNE*	iPod Integration Products	Power Quality and Conditioning Products	Touchpanels	INTEGRATORS GUIDE to New Mounting, Lifts, and AV Enclosure	Tony Grimani on Home Theater Acoustics	Editorial: 4.30.10 Ad Reservation: 5.7.10 Ad Materials: 5.12.10
JULY	Integrating Lighting Control	Flat Panel Video	AV Processors/Receivers	INTEGRATORS GUIDE to Working with HDMI	Gordon van Zuiden on Media Servers	Editorial: 6.4.10 Ad Reservation: 6.11.10 Ad Materials: 6.16.10
AUGUST (CEDIA EXPO Preview Issue)	25 Companies to Watch at EXPO, CEDIA Preview	Projectors	Projection Screens	INTEGRATORS GUIDE to Touchpanel Interface Design	Michael Heiss Previews Video Products at CEDIA	Editorial: 7.2.10 Ad Reservation: 7.9.10 Ad Materials: 7.14.10
SEPTEMBER* (CEDIA EXPO Show Issue)	CEDIA Show Issue	AV Processors/Receivers	Central Vac Systems	INTEGRATORS GUIDE to Home Energy Management	Tony Grimani on Home Theater Speakers	Editorial: 8.6.10 Ad Reservation: 8.13.10 Ad Materials: 8.18.10
OCTOBER (Resi Award Winner Profiles)	"Invisible" Products, Resi Award Winner Profiles	Mounts, Furniture, and Enclosures	Soundbars and On-Wall Speakers	INTEGRATORS GUIDE to Matching Projectors with Projection Screens	Gordon van Zuiden on IP Addressable Speakers	Editorial: 9.3.10 Ad Reservation: 9.10.10 Ad Materials: 9.15.10
NOVEMBER* (CEDIA EXPO Review Issue)	Top 50 EXPO Newsmakers, CEDIA EXPO Review	Projection Screens	Media Management Systems	INTEGRATORS GUIDE to Retrofit Technologies	Michael Heiss Reviews Video Products from CEDIA	Editorial: 10.1.10 Ad Reservation: 10.8.10 Ad Materials: 10.13.10
13TH ISSUE: PEER PRODUCT REVIEWS ANNUAL Ships with November Issue						
DECEMBER	Products and Gadgets You May Have Missed in 2010	Distributed Media Technologies	Projector Mounts	Peer Product Review Annual Guide (see 13th issue)	Gordon van Zuiden on Media Servers/IP Products	Editorial: 11.5.10 Ad Reservation: 11.12.10 Ad Materials: 11.17.10

*BONUS DISTRIBUTION

JANUARY International CES January 7-10; **FEBRUARY** Digital Signage Expo February 23-25; **MARCH** ISC West March 24-26, CEDIA Management Conference March 3-6;

JUNE InfoComm 2010, June 9-11; **SEPTEMBER** CEDIA EXPO 2010, September 23-26; **OCTOBER** AES Expo; **NOVEMBER** GV Expo

2010 Advertising Rates & Information



Effective January 2010. 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

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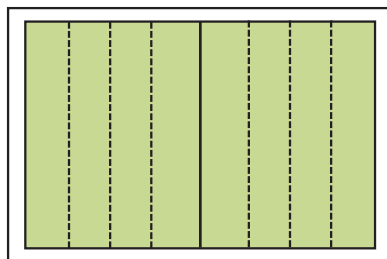
Editorial Contact

JEREMY GLOWACKI, EDITORIAL DIRECTOR
Phone: (212) 378.0400 x514 | Email: jglowacki@nbmedia.com

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

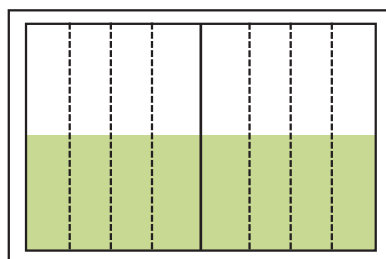
2010 Advertising Dimensions

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



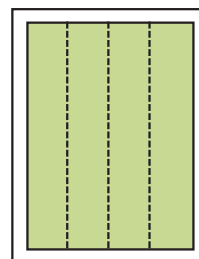
SPREAD

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



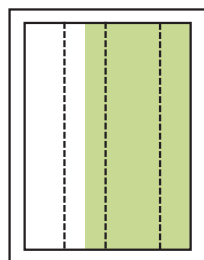
1/2 HORIZONTAL SPREAD

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



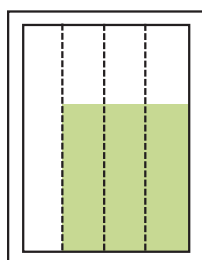
FULL PAGE

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



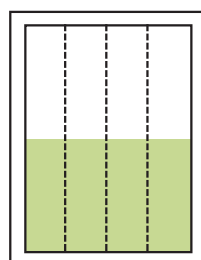
JUNIOR PAGE

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



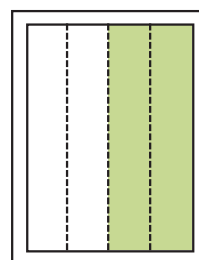
1/2 ISLAND

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



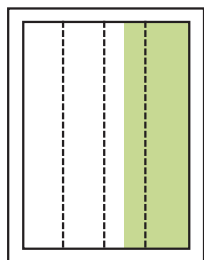
1/2 PAGE HORIZONTAL

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



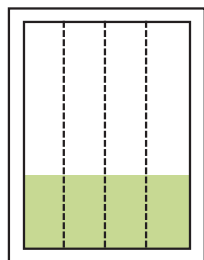
1/2 PAGE VERTICAL

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



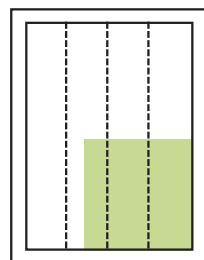
1/3 PAGE VERTICAL

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



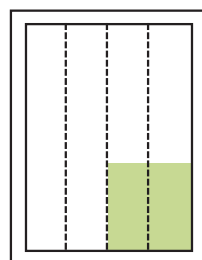
1/3 PAGE HORIZONTAL

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



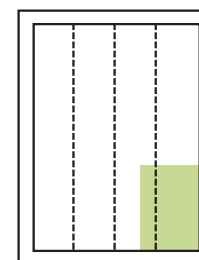
1/3 PAGE SQUARE

5 1/4" x 5 1/8"



1/4 PAGE VERTICAL

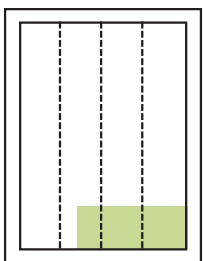
3 3/4" x 5"



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

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Editorial Contact

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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.