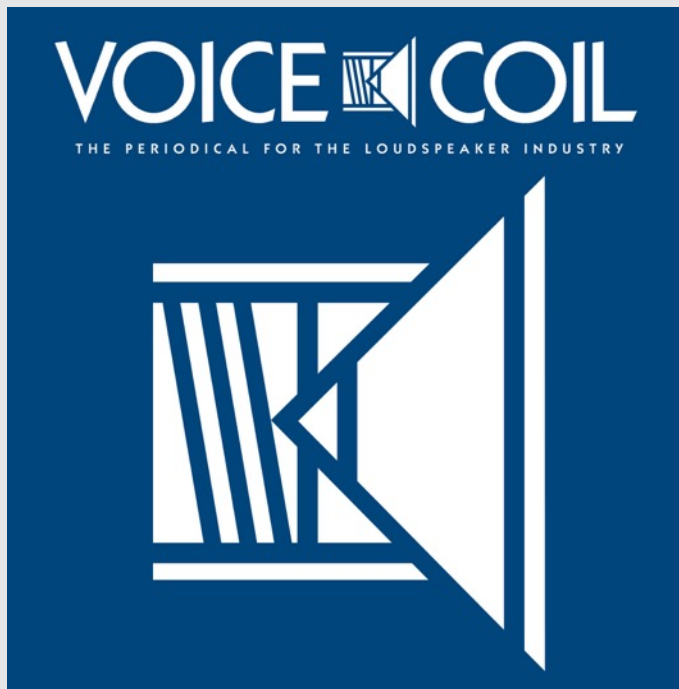


2015 MEDIA KIT



Voice Coil (US ISSN 1521-091X) is published monthly by Segment LLC
111 Founders Plaza, Suite 300
East Hartford, CT 06108, US
Phone: 860-289-0800
Fax: 860-461-0450

Monthly Distribution in Print and Digital
Controlled Subscriptions, Trade-shows and
Promotional Copies.

Nº Pages 40
Trim Size 8" x 10 1/2" (20,3 x 26,7 cm)



An Information Resource for the Loudspeaker Industry

Voice Coil magazine resulted from a conversation I had with the late Ed Dell following Audio

Amateur's publication of the 3rd edition of the *Loudspeaker Design Cookbook* (now in its 7th edition). Ed related his concept of a publication that would become the loudspeaker industry's "information super highway." Needless to say, I considered it not only an outstanding concept for a new publication, but something I felt the industry greatly needed and would happily support. Obviously, after 27 years, we were right to move forward with the publication. Ed came up with the *Voice Coil* name, and the rest is history. Although the loudspeaker industry magazine has grown and matured, *Voice Coil* has stayed true to its original concept as a world-class clearing-house of information for loudspeaker engineers, manufacturers, marketing specialists, and OEM suppliers..

Vance Dickason - Editor

AUDIO PUBLICATIONS AND ELECTRONICS

Together with audioXpress magazine and Circuit Cellar, the world's source for embedded electronics engineering, our Market Directories and Books, we excel in information for product development and the product design communities.

Voice Coil Mission

A periodical for the loudspeaker industry with product reviews, company profiles, industry news, and design tips for professional audio engineers and manufacturers who have the authority to make powerful purchasing decisions.



<https://www.facebook.com/voicecoilmagazine>

2015 MEDIA KIT



For over 28 years, *Voice Coil* has provided advertisers with a qualified, controlled circulation of professional audio engineers and OEMs from around the world.

Voice Coil is the only industry publication focused directly on loudspeaker design, construction, and measurement. Each month, *Voice Coil* features in-depth articles, exclusive company profiles, product reviews, and industry news for loudspeaker professionals.

When you advertise in *Voice Coil*, your promotions are delivered to professional audio engineers and loudspeaker manufacturers who have the authority to make powerful purchasing decisions. Make sure your company is on this incredible list of advertisers and start reaching a higher level of OEM designers, specifiers, and buyers today!

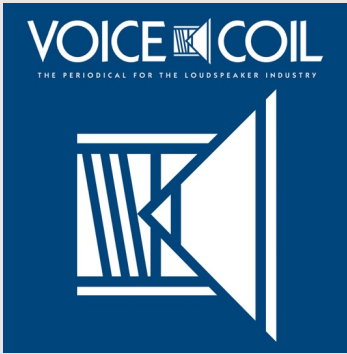
A comprehensive source of industry suppliers, industry news and manufacturers' insights!

RESERVATIONS

Strategic Media Marketing, Inc.
2 Main Street | Gloucester, MA 01930
P: 978.281.7708
Email: audioxpress@smmarketing.us

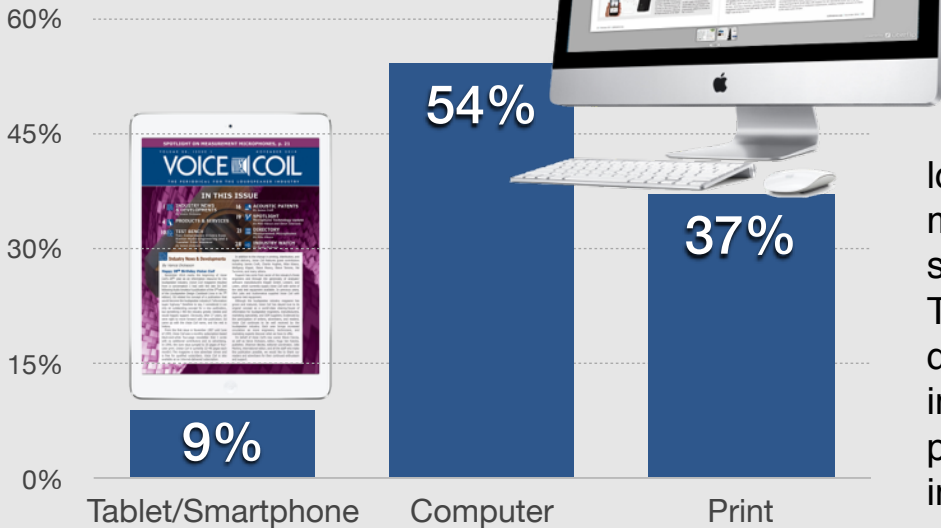


<https://www.facebook.com/voicecoilmagazine>



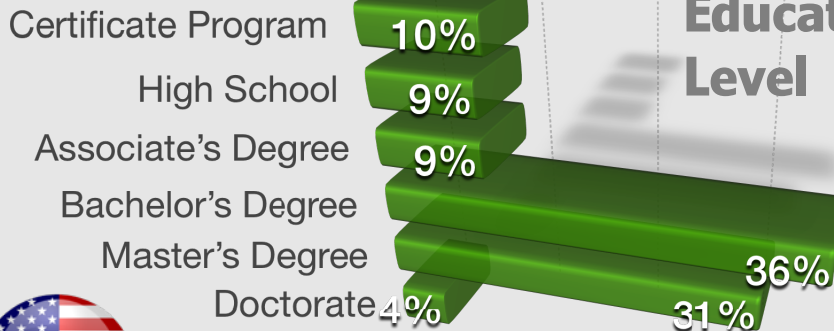
2015 MEDIA KIT

VC Reading Behavior



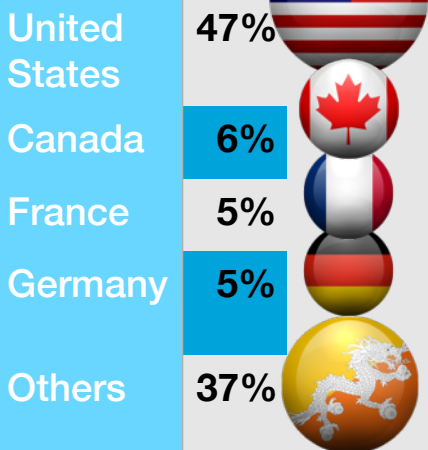
Voice Coil provides advertisers with a highly-targeted audience. To qualify for a subscription to the magazine readers must be specifiers of products used in loudspeaker manufacturing, testing, sales, and quality control. These subscribers are qualified periodically to insure their continued participation in the industry.

VC Demographics



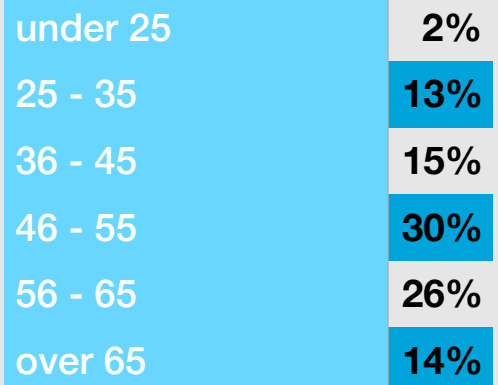
VC Highest Education Level

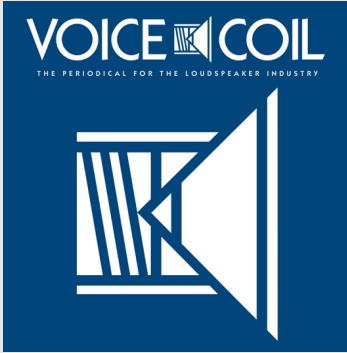
Countries our readers live in



60% of readers have been influenced by an article in *Voice Coil*.

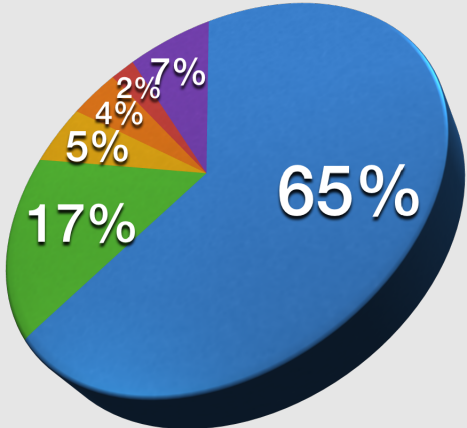
Our Reader's Age Groups



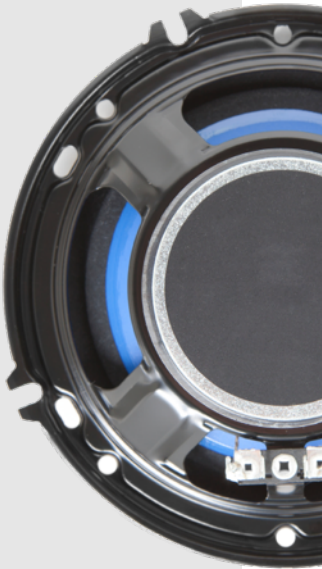


2015 MEDIA KIT

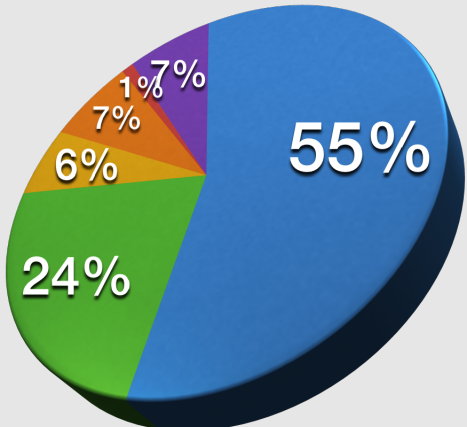
VC Our readers by Job Function



- Engineering
- Corporate Management
- Technician
- Purchasing
- Quality Assurance
- Other



VC Our readers by Site Function



- Manufacturing
- Engineering & Design
- Service & Installation
- Consulting
- Retail
- Other

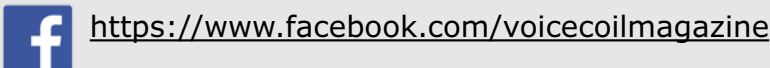


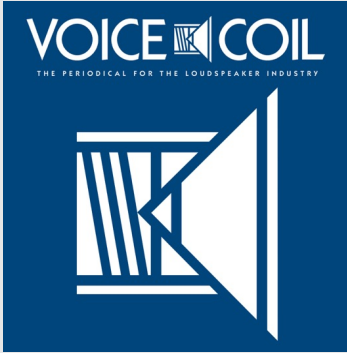
VC Our readers by Industry Served

Voice Coil reaches all areas of the industry.

Voice Coil is distributed at industry shows and meetings including International CES, Audio Engineering Society, ALMA, CEDIA, InfoComm and others.

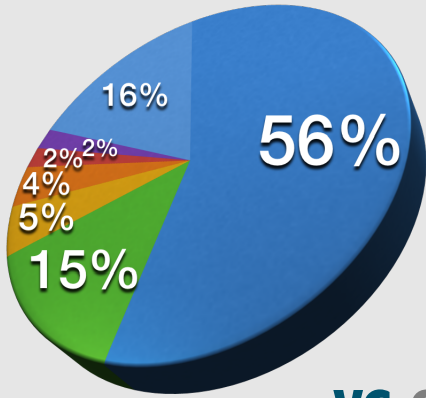
Consumer Audio	44%
Professional Audio	29%
Industrial Applications	8%
Car Audio	12%
Other	7%





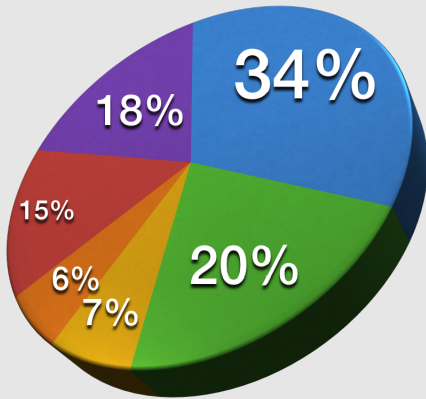
2015 MEDIA KIT

VC Our readers by Site Product

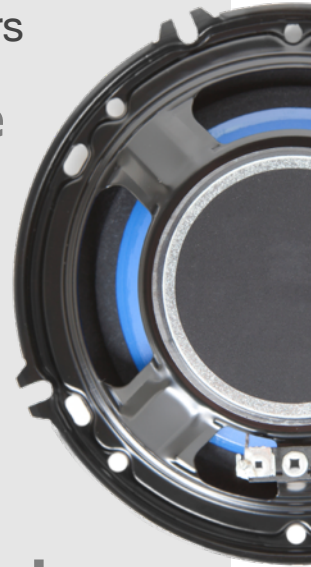


- Finished Loudspeaker Systems
- Loudspeaker Drivers
- Electronic Loudspeaker Components
- Non-electronic Loudspeaker Components
- Consulting
- Software
- Other Products w/Loudspeakers

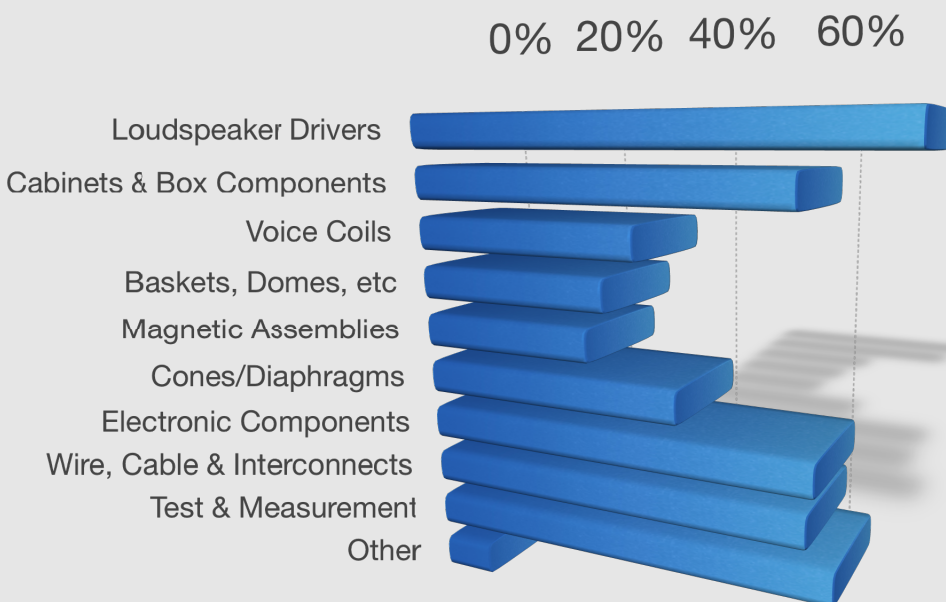
VC Our readers by Company Size



- Less than 10 employees
- 11-25 employees
- 26-50 employees
- 51-100 employees
- 101-500 employees
- 500+ employees



VC Products Specified by Our Readers



Voice Coil readers are 100% specifiers of products and services used in loudspeaker manufacturing. From loudspeaker drivers to cabinet and box components to test equipment and software to electronics, wire, and cables, *Voice Coil* readers are looking for sources, checking the advertisements in each issue of the magazine.



2015 ADVERTISING CALENDAR



Send artwork & billing inquiries to:
Kim Hopkins,
advertising@audioxpress.com

TERMS

Prepay available upon request. Confirm with SMM upon booking. 4% discount for 6 – 11 month contract. 8% discount for 12 months or more. Contract must be paid in full to qualify.

New Advertisers: First ad prepaid, then Net 30 on approved credit.

US Advertiser Credit Terms: Net 30

Outside US Terms: Ads must be prepaid prior to space closing date.

All payment must be made in U.S. dollars and drawn on a U.S. bank. Funds may be wired.

SPECIAL BILLING CHARGES

Digital ads are required. Corrections/changes to existing ads and manipulation of digital files will incur additional production charges and will be reflected on the invoice for that issue month.

Production charges apply for the conversion of files from RGB into either CMYK for color ads or to grayscale for 2-Color and BW ads. (Note: Photos and graphics found on websites are usually in RGB mode and are often of poor quality for printing.)

TO RESERVE SPACE, CONTACT:

Strategic Media Marketing, Inc.

2 Main Street | Gloucester,
MA 01930

P: 978.281.7708

Email:

audioxpress@smmmarketing.us

Issue	Shows & Fairs * BD - Bonus Distribution <i>Editorial Feature - Focus</i>	Space Close Material Close Mailing Date
January	* NAMM	11/2/14 11/27/14 12/27/14
February	<i>Cones</i>	12/27/14 1/3/15 1/29/15
March	* Prolight+Sound Frankfurt <i>Alma Report</i>	1/24/15 2/3/15 2/26/15
April	* Salon Son & Image; * AXPONA <i>Microspeaker</i>	2/2/15 2/28/15 3/26/15
May	* AES 138/ High End Show	3/21/15 3/28/15 4/25/15
June	<i>Headphones</i>	4/21/15 4/25/15 5/23/15
July	* InfoComm 2015	5/23/15 5/30/15 6/25/15
August	<i>Voice Coils</i>	6/23/15 6/27/15 7/25/15
September	* CEDIA Expo (by way of Parts Express); * RMAF (Rocky Mountain Audio Fest)	7/22/15 7/25/15 8/22/15
October	* AES Convention <i>Digital Amps/DSP</i>	8/22/15 8/28/15 9/24/15
November	<i>Microphones</i>	9/22/14 9/26/15 10/24/15
December	* ALMA; * International CES	10/17/15 10/24/15 11/21/15



@vc_editor



<https://www.facebook.com/voicecoilmagazine>

2015 MAGAZINE RATES

VOICE COIL
THE PERIODICAL FOR THE LOUSPEAKER INDUSTRY



PRINT ARTWORK GUIDELINES

2-Page Spread
Live: 15.25" x 9.75"
Bleed: 16.25" x 10.75"
Trim: 16" x 10.50"

Full Page & Covers
Live: 7.25" x 9.75"
Bleed: 8.25" x 10.75"
Trim: 8" x 10.50"

1/2 Horizontal: 7.25" x 4.75"
1/2 Vertical: 3.50" x 9.25"
1/4 Page: 3.50" x 4.75"

All artwork should be submitted in a vector-based format, printer-ready PDF. Ads posted in the digital edition may still exude subtle, unavoidable differences in apparent resolution from that of press-optimized files.

PDF Checklist:

4-color ads should be in CMYK format
BW ads should be in grayscale
Fonts should be embedded
Graphics need to be high resolution (300 DPI or higher)

Send artwork & inquiries to advertising@audioxpress.com

Black & White Rates

Size	12x	6x	3x	1x
2-Page Spread	\$2015	\$2220	\$2440	\$2570
Full Page	\$1120	\$1230	\$1355	\$1425
1/2	\$710	\$770	\$855	\$900
1/4	\$395	\$430	\$480	\$505

Color Rates

4-color process: add \$450 to BW Rates

*Premium Positions are available and subject to publisher's approval. Add 10% to Net Rate. Left/Right-hand page requests are considered Premium Positions.

Cover Rates

*** Includes 4-color charge**

Size	12x	6x	3x	1x
Cover II*	\$2080	\$2330	\$2450	\$2600
Cover III*	\$1840	\$2040	\$2150	\$2300
Cover IV*	\$2480	\$2790	\$2940	\$3100

* Premium Positions are available and subject to publisher's approval. Add 10% to Net Rate. Left/Right-hand page requests are considered Premium Positions.



Advertorials

*** Ads in a Content-Style Layout**

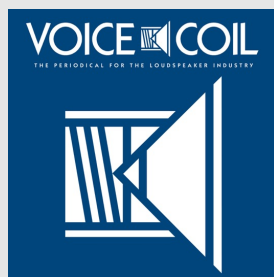
Two-Page Section	\$3500
Four-Page Section	\$7000

*All advertorial content must be approved by editorial prior to placement. Contact audioXpress for specs and submissions guidelines. \$60 per hour for any editorial work that must be done beyond: reviewing files, creating layout, and performing a spell check.



<https://www.facebook.com/voicecoilmagazine>

2015 ONLINE RATES



audioXpress.com

- Audio Industry News Source
- Industry Directory (LIS)
- Reviews
- Magazine Articles
- Magazine News
- Daily Updates

Banner Type	Size (Pixels)	Rate/Month
Scalable Header	1260 x 170 (max)	\$995
Leaderboard	728 x 90	\$850
Large Rectangle	300 x 250	\$650
Half Banner	300 x 100	\$300
Button	125 x 125	\$125
Lower Banner	728 x 90	\$500

ONLINE SPECIFICATIONS

- 72 dpi
- GIF/ JPG/ PNG/Flash
- 40kb max file size
- RGB color
- Specify URL for linking your advertisement

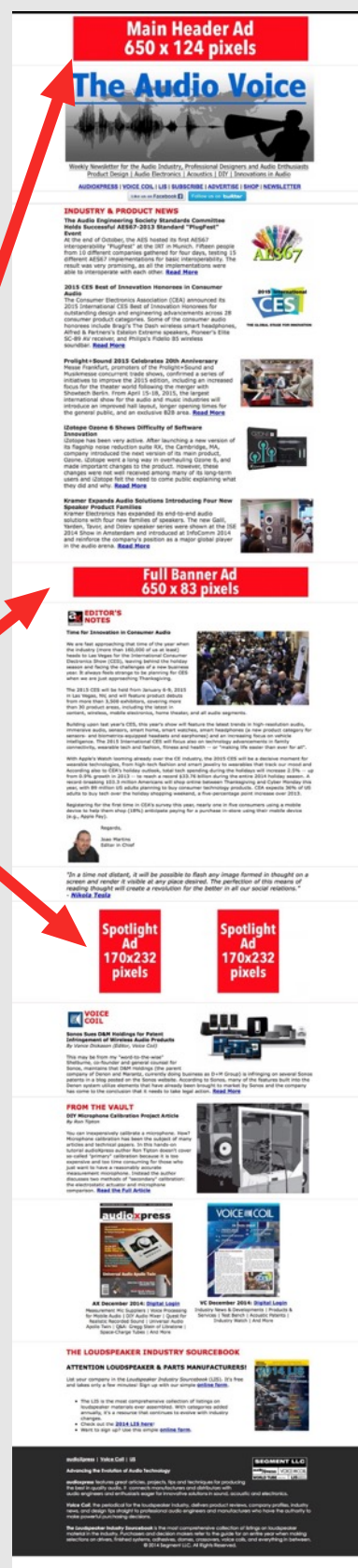


@vc_editor



<https://www.facebook.com/voicecoilmagazine>

2015 E-NEWSLETTER RATES



The Audio Voice Weekly E-Newsletter

- Free e-newsletter serving *audioXpress* and *Voice Coil* readers and the audio community. Includes audio news, insights, announcements, and project articles.

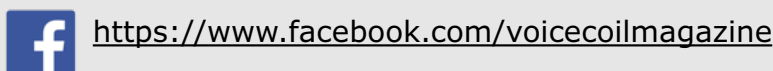
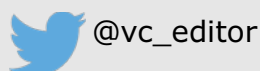
Cover	Size (Pixels)	Rate (Monthly)
Main Header	650 x 124	\$450
Full Banner	650 x 83	\$400
Spotlight	170 x 232	\$350

*Premium Positions are available and subject to publisher's approval. Add 10%

Partner Mailings

- Contact *audioXpress* and *Voice Coil*'s opt-in subscribers with an exclusive mailing for your company

Flat Set-Up Fee	\$300
CPM	\$400



NATIVE ADVERTISING



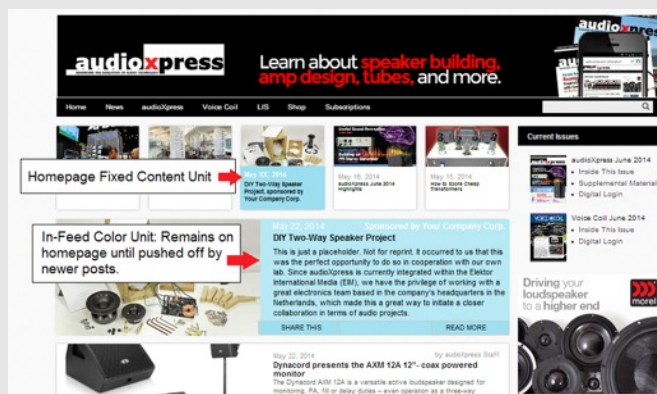
It's time to get the most out of your online marketing budget and amplify your sales. **audioXpress** and **Voice Coil** will help you create and deliver engaging, shareable content that will strengthen your brand and drive traffic to

your sites. Work with us to start compelling conversations and reach new customers with your message on audioXpress.com, in our e-newsletter *The Audio Voice*, or both.

Sponsored Content Units

Price: \$695

Sponsor a blog post on audioXpress.com or an in-feed item in *The Audio Voice* newsletter. Via our sponsored content units, you can tie your brand to the high-quality content our readers read and share. This is an opportunity to create immediate brand awareness by sponsoring recurring high-quality, *Voice Coil*-created content, such as Interviews, Project Articles, Reviews, and more. The "in-feed" editorial unit clearly promotes your brand as the sponsor, and your promotion continues naturally when readers click through to the full content page.



Sponsored Archive Articles

Price: \$575 (1 article), \$950 (3 articles)

Sponsor a PDF download of a previously published *Voice Coil* article on audioXpress.com or in *The Audio Voice* newsletter. For instance, perhaps one of your products was featured in an *Voice Coil* magazine article and you want to promote it on the audioXpress.com homepage or in *The Audio Voice* newsletter. Via our sponsored archive downloads, you can tie your brand to a specific article that readers can download.



Custom Content Units

Price: Contact Us for Rates

Create your company's own custom content and have it appear as a blog post on audioXpress.com or as an in-feed item in *The Audio Voice* newsletter. Our readers will discover your brand and learn about your products as they read engaging content. It's an unobtrusive way to provide potential customers with immediate value as you engage them on audioXpress.com and in *The Audio Voice* newsletter.

Sponsored Downloads

Price: Set-up + pay-per-download. Contact Us.

Sponsor a download of your company's content on audioXpress.com or in *The Audio Voice* newsletter. Via a sponsored download, you can offer readers your company's content—such as a white paper, datasheet, product guide, product poster, or e-book.



<https://www.facebook.com/voicecoilmagazine>