

1 MEDIA INFORMATION & SPECIFICATIONS

HOME CINEMA

HIGH-PERFORMANCE SOUND & VISION **Choice**

The
UK's only
dedicated
home cinema
magazine &
website

Media Pack 2013



Welcome...

- Since 1996 *Home Cinema Choice* has been the must-buy magazine for AV enthusiasts.
- Published thirteen times a year, each issue provides in-depth, detailed reviews of the hardware products on everyone's shortlist – from hi-def televisions and projectors to AV receivers, processors, speakers, Blu-ray players, subwoofers, PVRs, soundbars, media servers, headphones and more.
- Our readers have an insatiable appetite for new kit – and we do our best to feed it!



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In-depth reviews...



- Our team is made up of some of the UK's most experienced AV journalists, and their detailed, informed reviews are trusted by our readers when they're making buying decisions.
- Our coveted Best Buy and Reference Status badges show which products are best-in-class.



Features & discs reviews...

→ *Home Cinema Choice* is more than just about hardware reviews, of course. Each issue, our Blu-ray, DVD and games reviews help readers build their collections, while our behind-the-scenes technology features, custom install showcases and news sections keep them up-to-date with the latest trends and ideas.



Event issues

- Our annual awards and EISA showcase issues highlight the very best hardware of the last 12 months.
- The Movie Awards special is a one-stop shop for Blu-ray fans adding to their collection.
- Our annual CEDIA UK awards special introduces the custom install market to a wide audience.
- CES, IFA, ISE – each year we cover the key consumer electronics shows.



Demographics

- Circulation: 10,867
- Readership: 23,907
- 13 issues a year
- Cover price: £4.50
- AB and ABC1 adults
- Readers typically have high disposable income and are investing in bespoke home cinema rooms and maintaining equipment to the highest standard.
- A section of our readers are more aspirational and enjoy reading reviews to build their hardware wishlist.
- Even when not planning major purchases, our readers are always looking to improve their systems through additional accessories.



Testimonials

- 'We have been advertising monthly with *Home Cinema Choice* and its sister titles *Hi-Fi News* and *Hi-Fi Choice* for some time now. We feel the three magazines best represent the quality home cinema and hi-fi press in the UK. We also advertise with the respective websites which are becoming ever more important. *AVTech Media* are excellent people to deal with and we are pleased to support their efforts.'
- 'Between them, the *AVTech* titles offer a cost-effective way to reach the specialist consumer – whether they be committed audio 'geeks', sophisticated music lovers or serious high-budget home cinema aficionados.'



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HOME CINEMA Choice Rate card

| Display | Rates per insertion | | | |
|-------------|---------------------|----------|----------|-----------|
| | 1 issue | 4 issues | 6 issues | 13 issues |
| DPS | £2,500 | £2,400 | £2,100 | £1,900 |
| Full Page | £1,450 | £1,350 | £1,200 | £1,000 |
| Half Page | £775 | £725 | £650 | £550 |
| 1/4 Page | £420 | £390 | £375 | £325 |
| 1/8 Page | £250 | £240 | £225 | £200 |
| | | | | |
| IFC | £1,750 | £1,700 | £1,650 | £1,500 |
| OFC | £1,750 | £1,700 | £1,650 | £1,500 |
| OBC | £2,000 | £1,900 | £1,800 | £1,650 |
| 1st RH Page | £1,600 | £1,550 | £1,500 | £1,400 |
| 1st DPS | £2,300 | £2,200 | £2,100 | £2,000 |
| | | | | |
| Advertorial | Rates per insertion | | | |
| DPS | £3,000 | £2,800 | £2,600 | £2,300 |
| Full Page | £1,750 | £1,500 | £1,300 | £1,150 |

Rate card: Extras

- **PDFs:** £550 (per article)
- **Loose inserts:** £65 per 1,000
(dependent on weight/size)
- **Bagged inserts:** Rates on application
- **Reprints:** £POA (dependent on size of review)
- **Cancellation:** During a series, cancellation will result in a surcharge on all previous insertions, bringing the total cost of each advertisement to the appropriate rate. Any cancellation must be received in writing 28 days prior to print deadline
- **Guaranteed facing editorial:** 10% extra
- **Publication dates:** See publication schedules
- **Cancellation date:** 28 days prior to print deadline

Specifications

- Format: Full colour magazine
- Average issue size: 124 pages
- Frequency: 13 issues per year
- Cover price: £4.50

DPS



Bleed: 306 x 450mm
Trim: 300 x 444mm
Type: 208 x 425mm

Single page



Bleed: 306 x 228mm
Trim: 300 x 222mm
Type: 280 x 203mm

1/2 page vertical



Trim: 300 x 111mm

1/2 page horizontal



Trim: 150 x 222mm

1/4 page vertical



Trim: 150 x 111mm

1/4 page horizontal



Trim: 75 x 222mm

1/8 page



Trim: 75x 111mm

Specification: Notes

- Please note that all prices quoted include full colour.
- VAT at 20% should be added to all prices as of 2011 (UK only).
- Advertising cancellations must be sent in writing 28 days prior to print deadline.
- PPA recognised media agencies receive a 10% commission from the quoted net cost.
- Inserts info: Quotes for inserts available on request.

Production information

- FILES: PDF, JPGs, TIFFs, EPS (font included)
Quark/InDesign docs (include hi-res graphics and fonts).
- GRAPHICS: Resolution 300dpi
Type area: 280 x 203
Final trim area: 300 x 222
Bleed area: 306 x 228

Contact

Jo Holmes AV Advertising Manager

on **01689 869919**

or email: joanna.holmes@homecinemachoice.com

Website: www.homecinemachoice.com

FAX: +44(0) 1689 869 874

AVTech Media LTD
Hadlow House
9 High Street
Green Street Green
Kent
BR6 6BG

