

SVI

THE TRADE'S FINEST HOME ELECTRONICS RESOURCE

SVI [Sound Vision Install] stands out as the only trade magazine of its ilk with the credentials and proven distribution afforded by ABC Certification.

Thanks to this and the most substantial consistent pagination in the industry, it has quickly established itself as the UK's leading trade title. Serving up all the latest product news, technological developments, industry affairs, install stories and commentary to AV and electronics retailers, custom installers, manufacturers, builders, specifiers, architects and more, it guarantees you the most direct route to market.

Distribution

A changing market requires a flexible magazine that will evolve with it and SVI continues to do this, catering for its readers' and advertisers' needs of both today and tomorrow. The magazine's presentation benefits from all the experience and styling that goes into the production of its pioneering and highly regarded sister title, *SmartLife International* (formerly *International Smarthouse*). As a result, SVI is known across the market for its slick styling and eye-catching designs.

Always at the cutting edge of progress, the printed version comes backed by an electronic edition which readers from around the world can download from our consistently updated website in PDF format, entirely free of charge. It is also supported by a spanking new, regularly updated web portal, www.svimag.com. SVI strives to secure the highest attainable profile, attending every major trade show, event or launch. We maintain and actively pursue the strongest connections with every significant trade body, association or company – illustrated by our decision to join the ranks of CEDIA and work with the BFA and BADA. We never cease in our efforts to ensure your message is heard in the right places by the right people.

The benefits our regular advertisers accrue do not begin and end with the space they book on the page. We also go to great lengths to support those that support us, offering them free product news entries, entry into any relevant features, premier contact book inclusion and a logo linking our website to yours. And, what's more, we will even chase you for the information. For the optimum exposure in your industry, where better to turn than to SVI?



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Media Rates

- DOUBLE PAGE SPREAD FULL COLOUR:
 FULL PAGE FULL COLOUR:
 HALF PAGE FULL COLOUR:
 QUARTER PAGE FULL COLOUR:
 SEPARATION CHARGE:
 *Series and multiple insertion discounts available - please call.
- OUTSIDE FRONT COVER:
 OUTSIDE BACK COVER:
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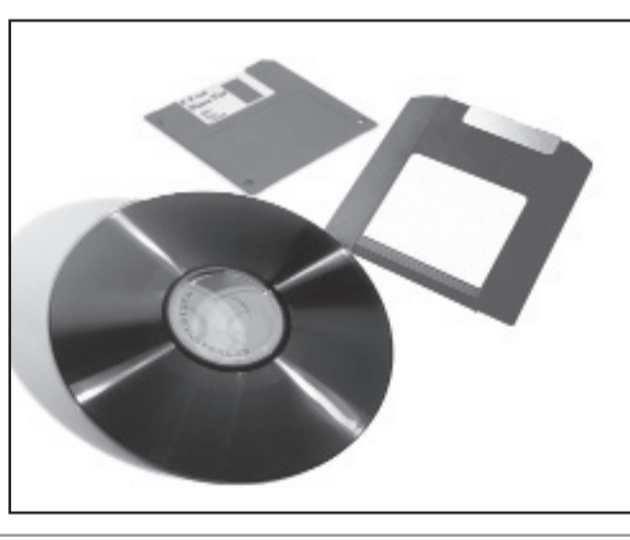
- £1500***
£950*
£600*
£300*
£135 (PER PRODUCT)
- £2,000**
£1,200
£1,200
£1,095
£POA
£POA
£POA
£POA
10% EXTRA
10% EXTRA

All prices + VAT



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Media Specifications

- PREFERRED FORMAT:
 CAN ALSO ACCEPT:
 IMAGE FILES:
 ACCEPTED MEDIA:
 CONTACT DETAILS:
 ADVERTISEMENT SIZES

High Resolution PDFs - fonts embedded/pics CMYK

Quark documents - v3.3 or above

- EPS - Min 266dpi at ACTUAL SIZE USED Mac 8 bit / Binary - Do NOT Jpeg encode
- CMYK (*paths...clipping - flatness 15)
- JPEG - Min 266dpi at ACTUAL SIZE USED Save at maximum quality 8 or above CMYK
- TIFF - Min 266dpi at ACTUAL SIZE USED Mac format - do not compress
- CMYK Illustrator EPS - outline all fonts / process colours
- Microsoft Word - We can accept this kind of file for TEXT ONLY

• Email - We have a limited capacity for emails please only send files that are 4MB OR LESS.
 • ISDN
 • CD - Mac format or Mac/PC Hybrid (if sending a Quark file please ensure all fonts and pictures are included on the CD).
N.B - FONTS MUST BE MAC FORMAT
 • Floppy & Zip Disks - These can be accepted where nothing else is available until further notice.

When sending supplied artwork please include a printout or low res pdf of the finished advert.

MS Typesetting and Design
 1 Phoenix Court,
 Hawkins Road,
 Colchester, Essex, CO2 8JY
 T: 44 (0) 1206 505470
 F: 44 (0) 1206 505478

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Contact Information



EDITOR Jacob Stow
 21-23 Phoenix Court Hawkins Road,
 Colchester, Essex, CO2 8JY
 T: +44 (0) 1206 505 962
 F: +44 (0) 1206 505 915
jacob.stow@aceville.co.uk

ADVERTISING MANAGER Bonnie Howard
 T: +44 (0) 1206 506 249
bonnie@svimag.com

ADVERTISING EXECUTIVE Chantell Keston
 T: +44 (0) 1206 506 254
chantell@svimag.com

2nd Floor, Ewer House,
 44-46 Crouch Street, Colchester,
 Essex, CO3 3HH

PUBLISHER Matthew Tudor
matthew.tudor@aceville.com

