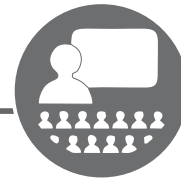




ProSystemsTM
africa news Audio+Video+Lighting+Staging+Integration

Market your products and services to the African **Live , AV Integration and Studio Markets**



Distributed at local and international festivals, exhibitions as well as industry events



Experienced editors and journalists with a global network of correspondents



Daily, weekly and monthly industry news



Market intelligence and data on latest trends

In-depth analysis, opinion and commentary on industry issues and products



Read by in excess of 8 000 industry professionals throughout Africa



Extensive database of individuals and companies operating in Africa



Read by top management and decision-makers

Targeted circulation and distribution



Active social media network



Large amount of readers are actual users of equipment

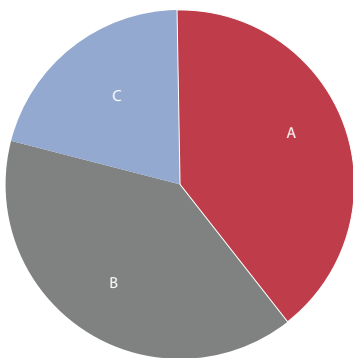


Circulation and Readership

We provide a strategic and business focused forum for our target markets to share product information, user information, opinion and news. All of our market segments – AV System Integration; Live Event Technology; and Studio – have different technology profiles and communications needs. Our service to all of these markets is to provide a forum for education and information about business and technology in each of them and understanding of the markets.

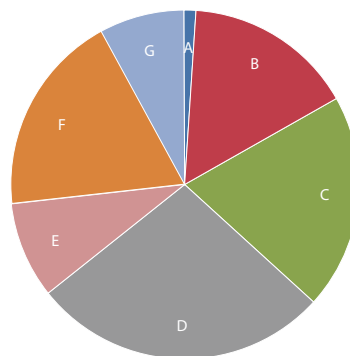


Industry Sector of readers



- A** 39% AV System Integration & Installations
- B** 40% Live Event Technology
- C** 21% Studio Pro Audio

Nature of business of readers



- A** 1.1% Associations
- B** 15.7% AV end users – corporates, educational institutions, houses of worship, venues, pubs, restaurants, clubs, entertainment centres, theatres, shopping centres
- C** 19.9% AV integrators, installers, consultants & architects
- D** 27.6% AV rental & staging companies & technicians
- E** 8.9% Event & stage production companies
- F** 19.1% Recording studios, television studios, radio stations, audio post production facilities
- G** 7.8% Distributors, Manufacturers & Resellers

Editorial Sections 2018

AV System Integration and Installations

- Case Studies
- Product news and reviews
- Interviews
- Reviews of: clubs, restaurants, architectural installations, houses of worship, schools, museums, boardrooms, classrooms and auditoriums.

Live Events

- Local and international live event reports and reviews
- Interviews
- Product news and reviews

Studio Pro Audio

- Studio Installation reviews
- Product news and reviews
- Interviews

Industry Exhibition Previews and Report Backs 2018



Features

JAN/FEB 2018

Show report: ISE Preview

End User Focus: Houses of Worship – This defined and growing market segment is a particularly successful one in South Africa. We highlight the technical innovations that take place in this significant live event and installation sector.

MARCH/APR 2018

Show report: Prolight+Sound preview
 ISE report back

End User Focus: Corporate – Our annual feature section on the corporate sector focuses on AV/IT convergence in the enterprise from a thought leadership perspective, as well as on boardroom and distributed office installations.

MAY/JUNE 2018

Show report: Prolight+Sound report back
 InfoComm preview

End User Focus: Education and Learning Spaces – The education sector in SA is primed for a technology shake-up. With teaching resources stretched and budgets being trimmed, smart education technology solutions – everything from interactive whiteboards to visual conferencing technologies for classrooms, auditoriums and other learning spaces – are becoming attractive propositions for the sector.

JULY/AUG 2018

Show report: InfoComm report back

End User Focus: Leisure and Entertainment Venues – The leisure market is increasingly coming to rely on professional AV technology to provide the public with exceptional, immersive experiences. In addition to theatre installations, amusement parks and exhibitions, state-of-the-art sound and lighting systems are becoming the expected norm in clubs and pubs, and fully integrated solutions are being designed to optimise customer experience in hotels, cruise ships and gaming complexes, among others.

SEPT/OCT 2018

End User Focus: Architectural Lighting – With the introduction of new technologies, how we light our workplaces, living spaces and cities have undergone a radical transformation over the past decade. The focus on architectural lighting design continues to gain momentum as developers consider the need to create optimally lit environments with minimal environmental impact using the latest in LED lighting technology and integrated control solutions.

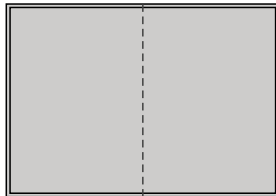
Nov/Dec 2018

End User Focus: Multipurpose Live Event and Sports Venues – Following the 2010 FIFA World Cup, South Africa is now home to some of the most impressive large-scale stadiums and arenas on the continent. Professional AV solutions are deployed throughout these spaces, including digital signage, state-of-the-art sound and control as well as live music rigs to name a few. The South African public continues to support live events, be it rugby games, football matches or live music concerts, on a massive scale, and the Pro AV industry continues to facilitate exceptional experiences in this space.

Rates and Deadlines 2018

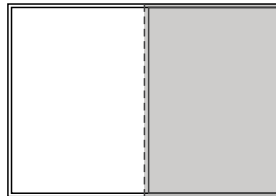
DOUBLE PAGE SPREAD

Single Insertion: R 42 400
 3 Issue Insertion: R 36 000 **15% Discount**
 6 Issue Insertion: R 31 800 **25% Discount**



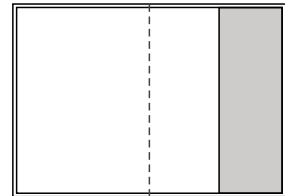
FULL PAGE

Single Insertion: R 28 600
 3 Issue Insertion: R 24 300 **15% Discount**
 6 Issue Insertion: R 21 400 **25% Discount**



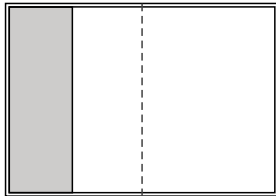
HALF PAGE VERTICAL (Right Hand Page)

Single Insertion: R 19 500
 3 Issue Insertion: R 15 500 **15% Discount**
 6 Issue Insertion: R 14 600 **25% Discount**



HALF PAGE VERTICAL (Left Hand Page)

Single Insertion: R 16 600
 3 Issue Insertion: R 14 100 **15% Discount**
 6 Issue Insertion: R 12 400 **25% Discount**



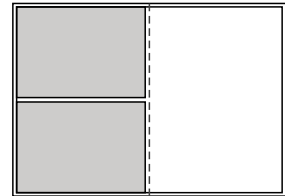
HALF PAGE HORIZONTAL (Right Hand Page)

Single Insertion: R 17 500
 3 Issue Insertion: R 14 800 **15% Discount**
 6 Issue Insertion: R 13 100 **25% Discount**



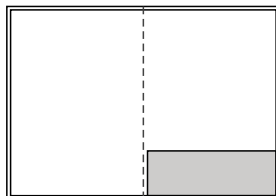
HALF PAGE HORIZONTAL (Left Hand Page)

Single Insertion: R 15 600
 3 Issue Insertion: R 13 200 **15% Discount**
 6 Issue Insertion: R 11 700 **25% Discount**



QUARTER PAGE HORIZONTAL STRIP (Right Hand Page)

Single Insertion: R 10 800
 3 Issue Insertion: R 9 100 **15% Discount**
 6 Issue Insertion: R 8 100 **25% Discount**



QUARTER PAGE VERTICAL

Single Insertion: R 9 700
 3 Issue Insertion: R 8 200 **15% Discount**
 6 Issue Insertion: R 7 200 **25% Discount**



*These adverts will be placed to share pages with other adverts and appear on either right or left pages (unless otherwise specified)

3 Issue insertion rate applies over a 6 month cycle.
 6 Issue insertion rate applies over a 12 month cycle.

Please note: Advertising rates exclude VAT and advertising agency discount.

Advertisement make-up will be charged where Sun-Circle Design makes up the advert.

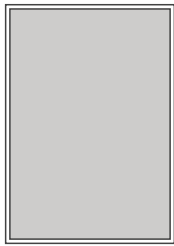
SPECIAL POSITIONS

Size	Single insertion	15% Discount 3 Issue insertion (Per 6 month cycle)	25% Discount 6 Issue insertion (Per 12 month cycle)
Page 1 Strip	R 20 900	R 17 700	R 15 600
Inside Front Cover (IFC)	R 35 600	R 36 200	R 26 700
Inside Back Cover (IBC)	R 32 900	R 27 900	R 24 600
Outside Back Cover (OBC)	R 35 600	R 30 200	R 26 700
Double Page Spread (DPS) Inside Front Cover	R 48 900	R 41 500	R 36 700

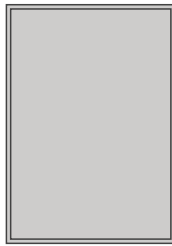
DEADLINES 2018

Issue	Booking deadline	Artwork deadline	Issue	Booking deadline	Artwork deadline
Jan/Feb	30 Nov 2017	12 Jan 2018	July/Aug	23 June 2018	30 June 2018
Mar/Apr	22 Feb 2018	28 Feb 2018	Sept/Oct	23 Aug 2018	30 Aug 2018
May/June	22 Apr 2018	29 Apr 2018	Nov/Dec	24 Oct 2018	31 Oct 2018

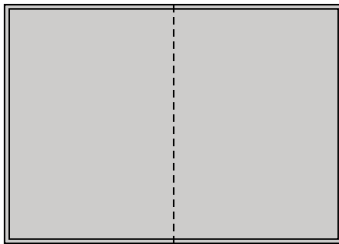
Technical Sizing Information



(FP) FULL PAGE – NO BLEED



(FP) FULL PAGE – WITH BLEED



(DPS) DOUBLE PAGE SPREAD – WITH BLEED

(FP) FULL PAGE (no bleed)

Trim Area (no bleed) 190mm x 277mm

Type Area 180mm x 267mm

(FP) FULL PAGE (with bleed)

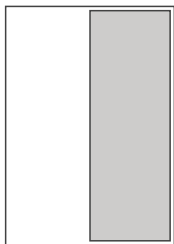
Trim Area (no bleed) 210mm x 297mm + 3mm bleed

Type Area 180mm x 267mm

(DPS) DOUBLE PAGE SPREAD (with bleed)

Trim Area (no bleed) 420mm x 297mm + 3mm bleed

Type Area 360mm x 267mm



(1/2V) THIRD PAGE VERTICAL – NO BLEED

(1/2V) HALF PAGE VERTICAL

Trim Area (no bleed) 95mm x 277mm

Type Area 82mm x 267mm

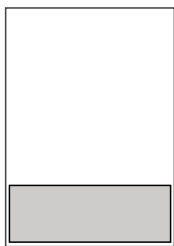


(1/2H) HALF PAGE HORIZONTAL – NO BLEED

(1/2V) HALF PAGE HORIZONTAL

Trim Area (no bleed) 190mm x 136mm

Type Area 180mm x 126mm

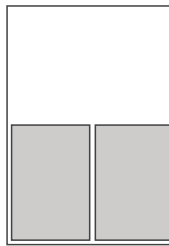


(1/4V) QUARTER PAGE STRIP – NO BLEED

(1/4) QUARTER PAGE STRIP

Trim Area (no bleed) 190mm x 65mm

Type Area 180mm x 55mm



(1/4V) QUARTER PAGE VERTICAL – NO BLEED

(1/4V) QUARTER PAGE VERTICAL

Trim Area (no bleed) 92mm x 136mm

Type Area 82mm x 126mm

Important Technical Information

Screen Ruling: 133lpi

Resolution: 300 dpi

E-mail: Advert can be emailed as Press Ready, CMYK PDF files at a resolution of 300dpi.

File sending format: Ads with a file size bigger than 20MB must be supplied on disc or sent via a websend site.

Font: Font should be converted to curves/paths. Small black font should be a single colour (i.e. C: 0, M:0, Y:0, K100).

Reference JPEG

In addition to the high res PDF, please supply a low res Jpeg. This serves as a visual reference only to see that no information is lost when importing the PDF.

*Colours will not be checked against the Jpeg (see not below regarding colour accuracy).

NB! Ad material supplied on disk or electronically should be accompanied by a colour correct printed proof (Iris or Chromalin). If not, then we cannot be held responsible for any colour variance.

Advert sending information

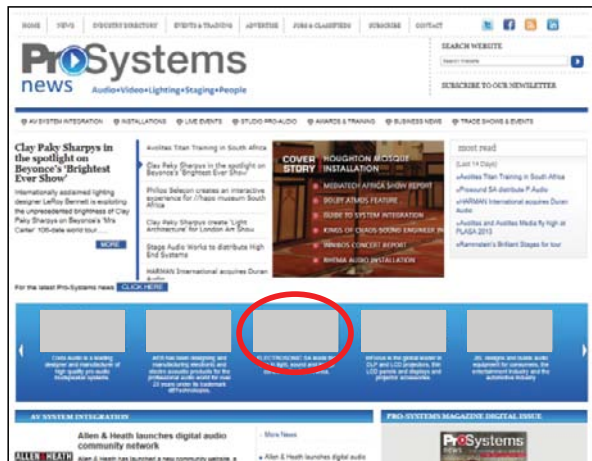
Email adverts to: sales@pro-systems.co.za

Place company name, ad size and publication date in Subject. e.g. "Sunny Sky Productions (1/4) – November 2014"

To Courier an advert on CD, please send to: Block A Process house, Epsom Downs office Park, 13 Sloane Street, Bryanston, Johannesburg.

Online Advertising Rates and Specs

Website Advertising



Carousel Banner

Rotating static banner in carousel
145 pixels W x 71 pixels H

Text description under banner on carousel
Limited to 145 characters

Banner appears on home page and all other pages



Editorial Section Banners

Large Section/Article Banner
300 pixels W x 250 pixels H

Banner appears on Section and Article pages
3 banner positions available per section

Format: Animated jpeg or gif

Web Stats and Hits

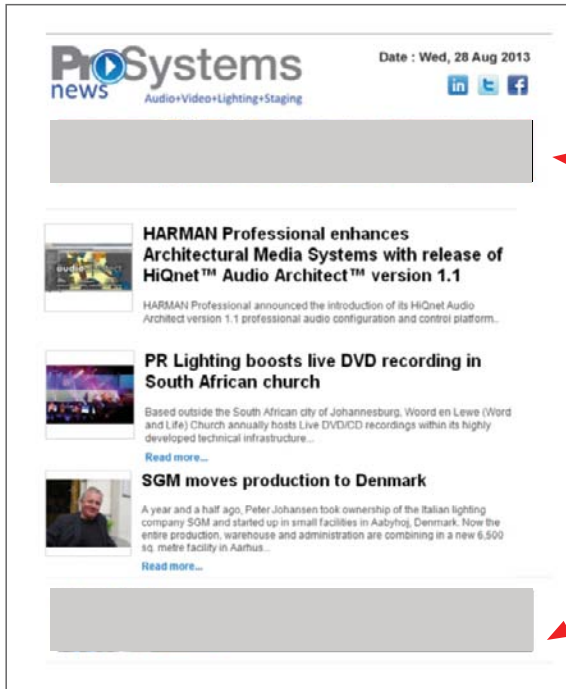
Month	Unique Visitors	Number of Visits
Jan2017 – Dec 2018	62 388	176 214

Website Advertising Rates – Valid 01/01/2018 – 31/12/2018. Prices exclude vat.

Advert	3 Months	6 Months	12 Months
Carousel banners	R 6 340	R 8 900	R 15 414
Editorial Section Banners	R 9 990	R 15 400	R 25 600

Online Advertising Rates and Specs

Email Newsletter Advertising



Leaderboard banner

468 pixels W x 60 pixels H
 Format: Static jpeg or gif

Standard banner

468 pixels W x 60 pixels H
 Limited to 5 banners per newsletter
 Format: Static jpeg or gif

Newsletter Subscribers

Weekly

8 894

Newsletter Advertising Rates – Valid 01/01/2018 – 31/12/2018

Advert	4 Newsletters	24 Newsletters	48 Newsletters
Leaderboard banner	R 6 900	R 33 140	R 62 170
Standard banner	R 4 420	R 20 100	R 35 150

Dedicated Mailer

Dedicated mailer sent to the Pro-Systems database.

R15 000

Advert Booking Information

Claire Badenhorst

Tel.+27(0)110253180

sales@pro-systems.co.za

Website:www.pro-systems.co.za