



LIVE SOUND
INTERNATIONAL

2024 MEDIA KIT

The Global Authority On Sound Reinforcement
Live Sound International

LIVE SOUND INTERNATIONAL

Content Team	3
LSI Audience	4
LSI Audience Profile	5
Law Of Diminishing Returns	7
Real World Gear	8
Editorial Calendar	9
Rates & Specs	11
LS Loudspeaker Demo	13
Ad Submissions	15

MISSION STATEMENT

Live Sound International provides the most comprehensive, and in-depth information for audio professionals designed to inform, educate and identify trends in the sound reinforcement industry including installations and live performances. We are written for the professional audio engineer and aspiring engineer by the experts and practitioners who work in the industry to share knowledge and improve audio reinforcement. We exist to educate and help our readers do their jobs better.

EDITORIAL TEAM



Keith Clark

Editor In Chief

kclark@prosoundweb.com

Keith has covered professional audio and systems contracting for more than 25 years, authoring hundreds of articles in addition to hands-on work in every facet of publishing. He fostered the content of ProSoundWeb, Live Sound International, and Church Sound from its inception, helping build pro audio's largest portal website, and has also served for several years as editor in chief of LSI.

EDITORIAL BOARD

We've assembled a team with in-depth knowledge and practical working experience in professional audio to help guide the editorial focus and content of ProSoundWeb and Live Sound International. They also share a passion for education and for seeking new and innovative ways to communicate vital pro audio principles with our readership.



Pat Brown

Pat is a graduate of the University of Louisville with a degree in electrical engineering technology, with a background as a musician, sound technician, retail music store owner, contractor and consultant. For more than 25 years, Pat and his wife Brenda have owned and operated SynAudCon, recognized as an industry leader in audio education worldwide.



Mike Sokol

Mike has been involved with sound reinforcement for more than 50 years as a mix engineer and sound system designer. In addition, he's a noted audio instructor as well as the writer of hundreds of published articles on audio and electrical power. He also moderates the AC Power & Grounding Forum on ProSoundWeb.



James Stoffo

James has worked in pro audio for more than 25 years, and is noted as a wireless product designer in addition to his wireless and frequency coordination work with countless high-profile performances, events and venues such as the Super Bowl, Broadway theatre, World Cup, NBA All-Star Weekend, the Radio City Rockettes and many others.



Samantha Potter

Samantha's career in pro audio started in studio production, but quickly advanced into live sound reinforcement. Pedagogically passionate and an electronics enthusiast, she develops technology curriculum and re-designs house of worship media systems to help bring modern production values to churches.

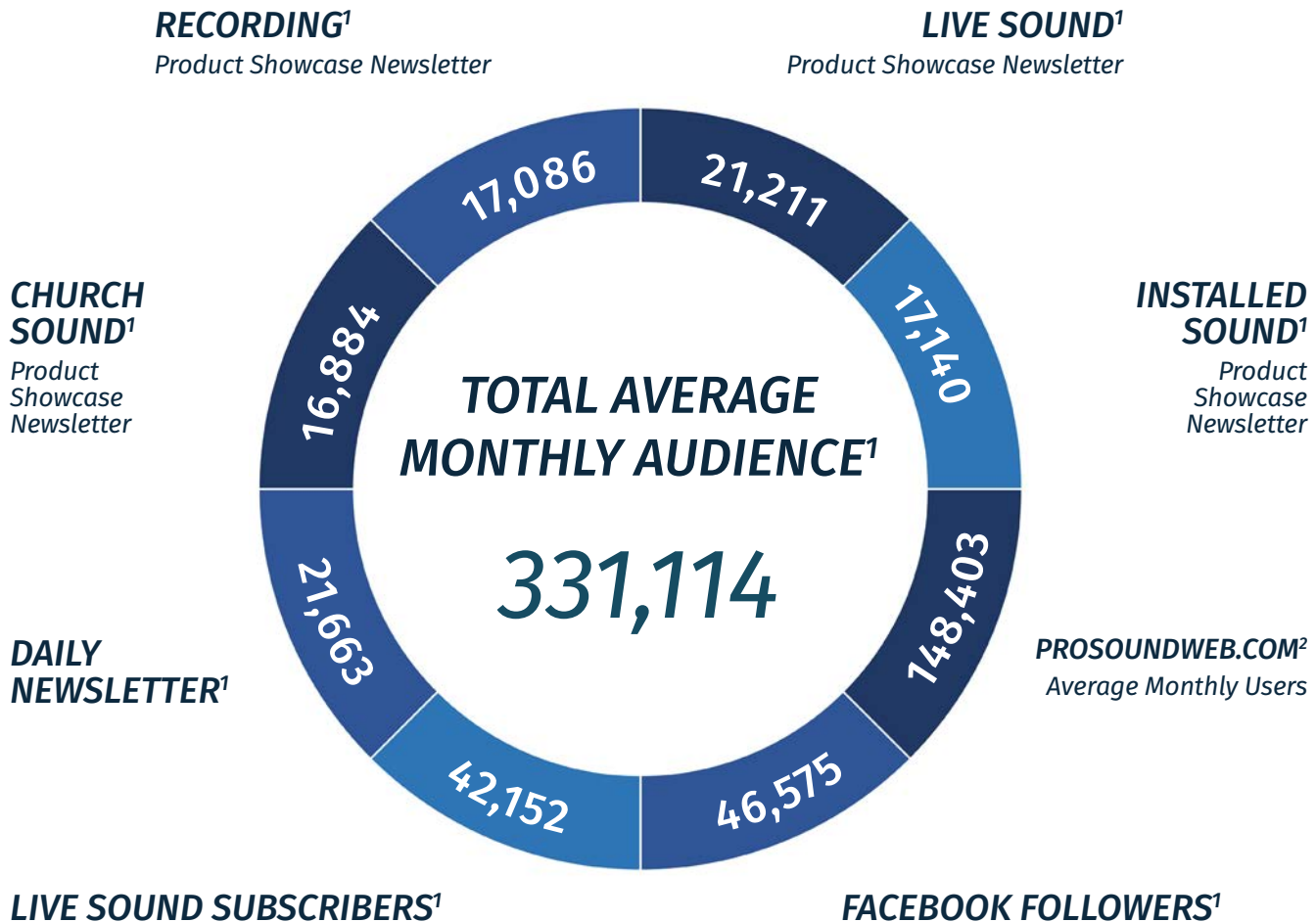


Mike Sessler

Mike has been involved in live production for well over 20 years both inside and outside of the church world. In addition to his work with PSW and LSI, he's a long-time church production operator and leader, is the author of the blog Church Tech Arts, and also hosts a popular weekly podcast called Church Tech Weekly.

Serving Audio Pros Since 1991

THE LARGEST PRO AUDIO AUDIENCE



LIVE SOUND INTERNATIONAL DIGITAL MAGAZINE

Total Subscribers: 42,152

Average Open Monthly Rate: 87.5%

Total Subscribers Reached: 36,883

Average Monthly Issue Visits: 23,361

** January 2023 Through September 2023



WHICH ONE PUBLICATION IS THE MOST VALUABLE IN HELPING YOU DO YOUR JOB BETTER?¹

UNDUPLICATED SUBSCRIBERS

Unique Audience

■ **Live Sound International (73%)**

■ *Front Of House (16%)*

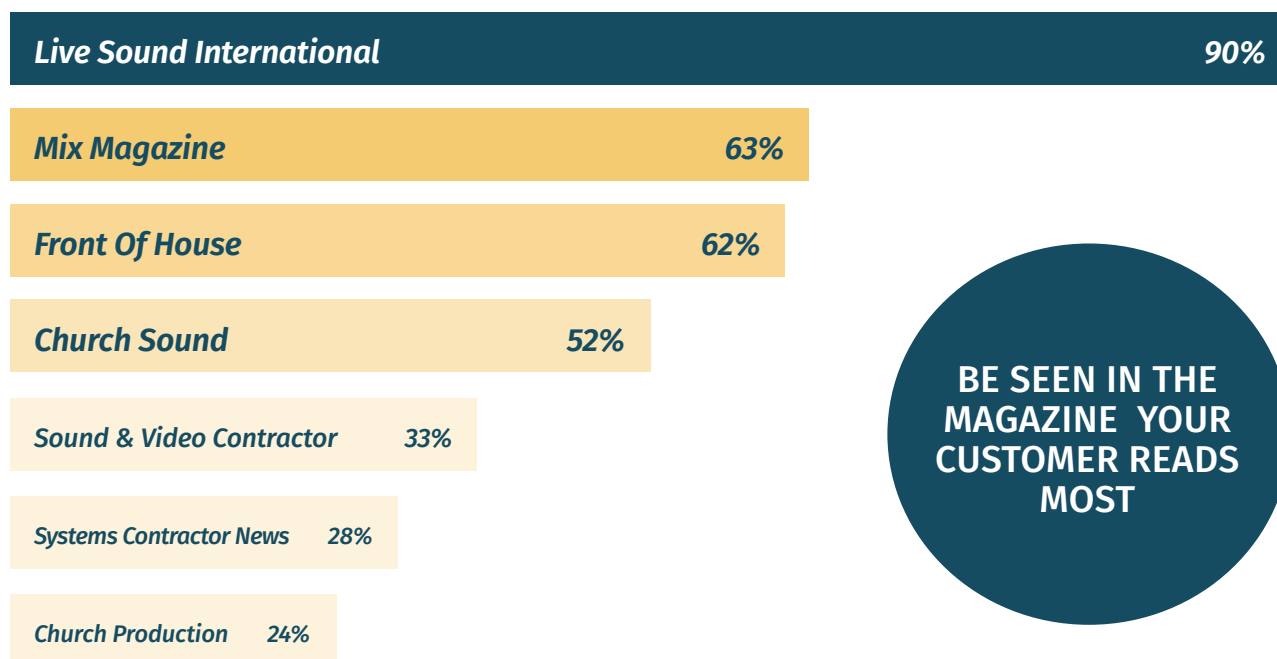
■ *Church Sound Magazine (7%)*

■ *Church Production (2%)*

■ *Technologies For Worship (2%)*



PUBLICATIONS READ REGULARLY¹



BE SEEN IN THE
MAGAZINE YOUR
CUSTOMER READS
MOST

97% OF LSI & PSW AUDIENCE ARE INVOLVED IN THE PURCHASING PROCESS¹



LIVE SOUND INTERNATIONAL SUBSCRIBER PROFILE



Function & Expertise of Live Sound Readers¹

Front Of House Engineer	70%
Live Recording Engineer/Technician	47%
Front Of House System Technician	44%
Systems Deigns/Specification	43%
Monitor Engineer	39%
Systems Installation	33%
Production Manager	28%
RF/Wireless Technician	28%
Education/Instruction	27%
Administrative/Support Functions	27%
HOW/Church Sound Operator	26%
Monitor System Technician	25%

Our Audience Takes Action As A Result Of Reading Articles In Live Sound International Magazine¹

Visited A Company's Website	82%
Discussed Articles With Others	50%
Purchased Product	48%
Solved A Technical Problem	46%
Contacted A Company For More Information	43%
Copied Specific Articles And Forwarded	31%
Visited A Company At A Trade Show	25%
Requested Information Via E-Mail	16%
Identified New Market Opportunities	11%
Visited Dealer For Product Demonstration	10%

Live Sound Readers Expect To Purchase The Following Categories Of Pro Audio Products And Systems In 2024¹

Wireless Microphones	74%
Digital Mixing Console	73%
Wired Microphones	69%
Subwoofers	67%
In-Ear Monitoring Systems	58%
Direct Boxes (DI)	57%
Monitor Wedges	55%
Point Source Loudspeakers	55%
Electrical Power Components	54%
Portable PA	53%
Amplifiers	52%
Audio Transport Systems/Digital Snakes	52%
2-Way Loudspeakers	50%
Power Conditioners	49%
Mini Line Array Loudspeakers (Under 8")	47%
Plug-Ins	45%
3-Way Loudspeakers	44%
Medium Format Line Array Loudspeakers (8" - 12")	43%
Streaming Hardware	39%
Wireless Intercom Systems	32%
Outboard EFX/Processors	26%
Analog Mixing Console	22%
Large Format Line Array Loudspeakers	20%

Live Sound Readers Are Involved In Installed Systems Business¹

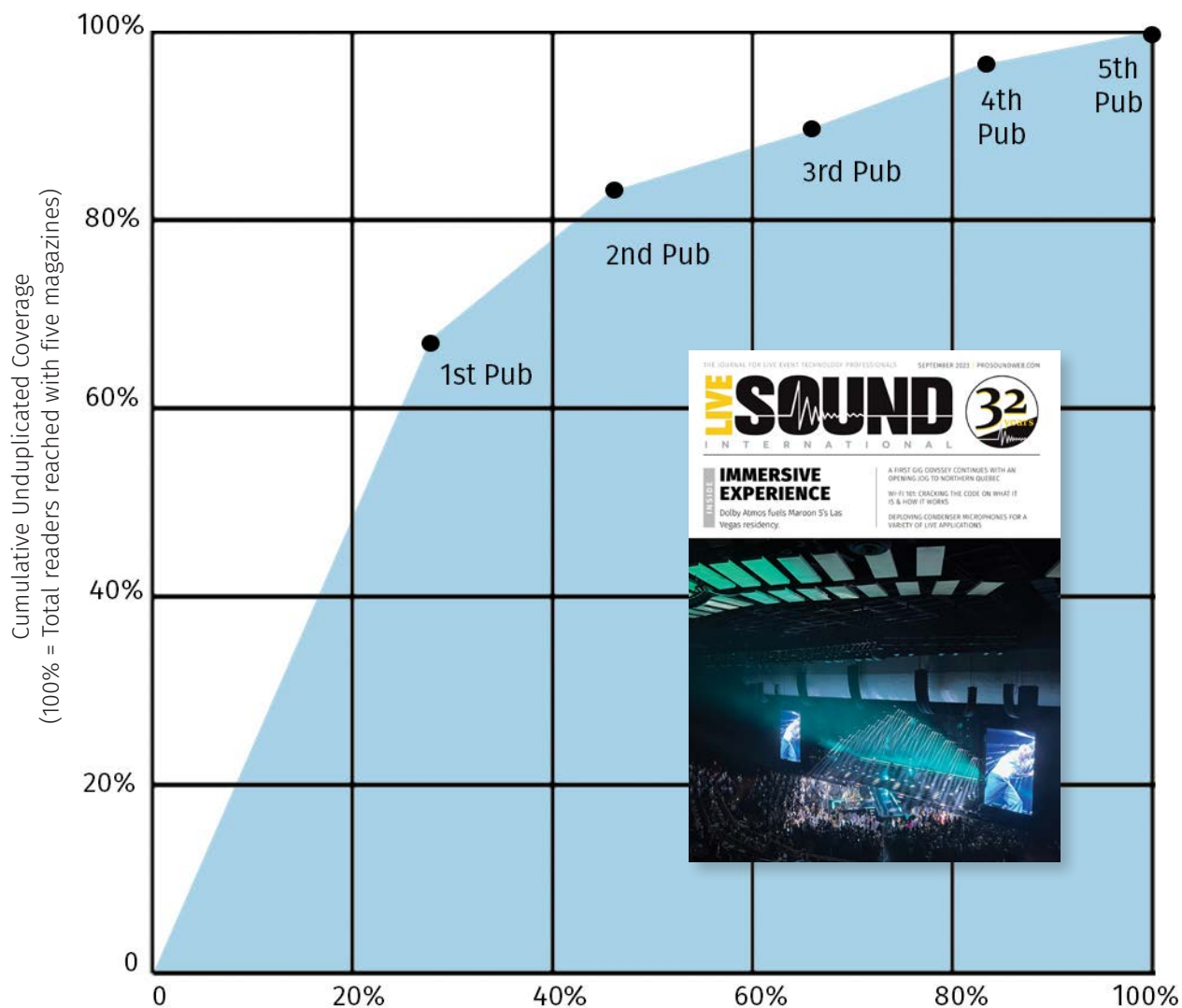
Recommending Equipment Purchase	59%
Specifying Equipment	53%
Installing Equipment/Systems	43%
Designing Installation Projects	43%
Purchasing Equipment	38%

“APPLYING THE LAW OF DIMINISHING RETURNS” ENHANCES EFFICIENT MEDIA BUYING

According to the Law of Diminishing Returns in marketing, media programs are optimized when the largest audience is utilized with full frequency (12 issues of LSI and a 12-month program in PSW) before adding a second, less productive, smaller reach advertising vehicle.

The Law of Diminishing Returns

A great majority of the readers of five business-to-business magazines can actually be reached by advertising in just one or two of the leading magazines - reaching the readers at a fraction of the cost of using all five.



Cumulative Cost

(100% = Cost of using five publications - 12 or 13 times black and white page rate according to Standard Rate and Data)

REAL WORLD GEAR: MONTHLY BUYERS GUIDE

Stand Out In A Crowded Market When It Really Matters

Every month the editors of LSI/PSW highlight a product category that is vital to our reader's successes. A **free basic listing** is given to the major products in these categories. As a vendor in the category you can **enhance your listing** to show your product as the one most worthy of purchase consideration.

2024 REAL WORLD GEAR CALENDAR

January	Large-format consoles
February	Large-format installation loudspeakers (10-in to 15-in)
March	Wireless microphone systems
April	Medium-format line arrays (8-in to 10-in)
May	Small-format digital mixers (including rack-mount)
June	Compact line arrays (under 8-in)
July	Column loudspeakers
August	Dynamic & condenser microphones
September	The latest subwoofers
October	Large-format line arrays (12 in and above)
November	Power amplifiers
December	Full-range (2-way) loudspeakers

Real World Gear

GOING BIG

Large-format line array design and a look at recent models.

by Live Sound Staff

Large-format line arrays deliver in terms of output, and in many cases, are now much more than simply loudspeakers, better described as integrated systems. The vast majority of the models we're presenting here incorporate dedicated power and DSP packages (onboard or rack-mounted), and are outfitted with sophisticated control, networking, and optimization capabilities. Integral rigging is user-friendly and marked by precision and ease of use.

It's still surprising to some that line arrays have been around for more than half a century in the guise of column loudspeakers, and most of them in earlier days were voice-range only. Their application was generally for highly reverberant spaces, where a narrow vertical dispersion avoided exciting the reflective room boundaries and, as a result, improved intelligibility of the spoken word.

V-DOSC from L-Acoustics was the first (in the mid-1990s)

to show the concert sound world that more level and smoother frequency responses can come from fewer drivers in a line array. Now, large-format line arrays (which we loosely identify as models with 12-inch and larger woofers) exist in a wide range of types and options.

Driver configuration and enclosure design remain defining factors. Some models employ dual woofers with a center high-frequency section to provide horizontal symmetry. The simplest systems may just have a single low and high frequency driver. Quasi 3-way solutions use dual woofers, but low-pass one woofer at a lower frequency than the other, thereby eliminating lobing at higher frequencies where the drivers become displaced with relation to the frequencies being reproduced.

True 3-way designs operate separate low-, mid- and high-frequency drivers, each in their own band. There are several approaches to horn-loading, which can provide higher sensitivity for additional power. And now, we're seeing some 4-way systems, with the mid-frequencies subdivided into two sections.

In the listings that follow, note that the horizontal dispersion spec is provided for all models. Vertical dispersion varies, dependent on array structure and configuration.

Also, several companies present more than one choice in this category, and for the most part, we've selected the largest and/or the most recently introduced model, with the other options referenced. In addition, several manufacturers also offer complementary array elements with wider angles of coverage that perform better at the lowest near-field distances in vertical arrays.

Enjoy this look at the latest large-format line arrays. **LSI**



Adamson Systems E15
adamsonsystems.com

Configuration: 3-way
LF: 2 x 15-in neo-karlar woofers
HF: 2 x 7-in neo-karlar cones
MF: 2 x 4-in exit voice coil neo-karlar drivers
Note: MF/HF co-axially mounted on Co-Linear Drive Modules
Frequency Response: 60 Hz – 18 kHz
Horizontal Dispersion: 90 degrees
Size (H x W x D) & Weight: 15.4 x 55.4 x 71.4 in, 116 lbs
Electronics: E-Rack with Lab Gruppen PLM amplifiers, audio & AC panels, Ethernet switch
**Adamson also offers the E12 12-in line array

L-Acoustics K1
l-acoustics.com

Configuration: 3-way
LF: 2 x 10-in woofers, bass-reflex
MF: 4 x 6.5-in cones
HF: 3 x 3-in drivers on EOSC waveguides
Frequency Response: 35 Hz – 20 kHz
Horizontal Dispersion: 90 degrees
Size/Weight: 17.2 x 12.8 x 20.5 in, 234 lbs
Electronics: LA-R4K with LA8 amplified controllers, includes signal, network & power distro panels
**L-Acoustics also offers the K2 12-in line array



d&b audiotechnik G5L8 & G5L12
dbaudio.com

Configuration: 3-way
LF: 2 x 14-in woofers (flared), 2 x 10-in cones (side)
MF/HF: Coaxial, 1 x 10-in cones and 3 x 1.4-in exit drivers on a dedicated wave shaping device
Frequency Response: 45 Hz – 18 kHz
Horizontal Dispersion: G5L8/G5L12 – 80 or 120 degrees
Size (H x W x D) & Weight: G5L8/G5L12 – 15.4 x 51.2 x 24.7 in, 172 lbs
Electronics: d&b D Series amplifiers/ DSP/loudspeaker management, accessible via d&b Remote network

STANDARD "FREE" LISTINGS

ENHANCE YOUR PRODUCT LISTING

The Enhanced listing offers compelling product information, written by you, in your voice, and targeted specifically to those interested in your product category.

Upgrading your listing to a ½ page **ENHANCED LISTING** format includes two product photos, up to 175 words of copy promoting your products application specifics, it's unique characteristics and whatever else you think is relevant... Plus, companion product info, key users and technology specs of note.

Additionally, the Buyer's Guide is posted on prosoundweb.com with a monthly average of 148,4031 visitors².

Contact Jeff Turner for more information and pricing.

RWG Spotlight Listing

Eastern Acoustic Works SBX218 | eaw.com



The SBX218 is an active high-output subwoofer system designed to support any system, ranging from RSX to ADAPTIVE Series full-range loudspeakers. The use of dual 18-inch neodymium woofers with 4-inch voice coils ensures optimum sonic performance that exceeds expectations in medium to large applications.

The woofers are driven by a two-channel onboard class-D amplifier delivering up to 2,500 watts per channel, with performance further optimized by Integral DSP limiting and driver protection and topped by Dante networking compatibility. Engineered

for both live productions and installations, SBX218 cabinets are equipped with a threaded pole mount and rugged handles that make them very well suited in serving smaller gigs to larger concert systems.

A hefty grille with large openings protects the woofers and resists damage while being acoustically transparent. The cabinet's ultra-large port, inspired by aircraft design, is designed to eliminate port noise. Available accessories include carts, casters, covers and rain shields.

TECHNOLOGY FOCUS: Proprietary EAW DYNO dynamic optimization processing technology gets every last dB of performance out of the SBX218, even in the most challenging conditions.

OF NOTE: Integrated runners on top and sides lock the subs together to resist movement due to vibration and provide a clean look. Support of ground stack operation of NTX loudspeakers is handled with two sets of flybar locating pins that provide safe operation at any splay angle.



KEY SPECIFICATIONS:

Components: 2 x 18-Inch neodymium cones (with 4-inch voice coils), ported

Frequency Response: 25 Hz – 120 Hz

Max SPL: 141 dB (half space)

Nominal Impedance: 20 kOhm (balanced)

Power: Onboard 2-channel class-D amplifier provides up to 5,000 total watts

Dimensions (h x w x d): 21.3 x 52.7 x 31.5 inches

Weight: 208 pounds

¹ PUBLISHERS OWN DATA

² GOOGLE ANALYTICS SEPTEMBER 2022 - SEPTEMBER 2023



EDITORIAL CALENDAR 2024

Month	Real World Gear	In Focus	Showcase	Spotlight	Bonus Distribution / Show Reports	Ad Close	Materials Due
January	Large-format consoles	Live recording microphone techniques	Applications of portable loudspeakers	The latest interconnect platforms (cables, connectors, reels)	NAMM	1/5/2024	1/12/2024
February	Large-format installation loudspeakers (10-in to 15-in)	Immersive audio platforms	Microphone techniques for amplified instruments	Mixing console DSP and effects	ISE	2/2/2024	2/9/2024
March	Wireless microphone systems	Headset/avalier microphone applications	Problem-solving loudspeakers	The latest plugins for live sound		3/1/2024	3/8/2024
April	Medium-format line arrays (8-in to 10-in)	Cabling the stage	Wireless system antenna approaches/strategies	Console strategies/techniques for festivals	NAB	4/5/2024	4/12/2024
May	Small-format digital mixers (including rack-mount)	Column loudspeaker applications	Networking in live audio	Microphone options/approaches for acoustic performances		5/3/2024	5/10/2024
June	Compact line arrays (under 8-in)	Medium/large-format loudspeaker options beyond line arrays	Podium and lectern microphones	Mixing console strategies/techniques for festivals	InfoComm	6/7/2024	6/14/2024



EDITORIAL CALENDAR 2024

Month	Real World Gear	In Focus	Showcase	Spotlight	Bonus Distribution / Show Reports	Ad Close	Materials Due
July	Column Loudspeakers	Microphone strategies/techniques for drums	Analog consoles/mixers	Audio test & measurement platforms		7/5/2024	7/12/2024
August	Dynamic & condenser microphones	Microphone techniques for string instruments	Immersive audio applications	Digital mixing console firmware/software platforms		8/2/2024	8/9/2024
September	The latest subwoofers	Condenser microphones on the live stage	Digital consoles on tour	Outboard effects – how, what and why		9/6/2024	9/13/2024
October	Large-format line arrays (12-in and above)	Microphone choice/deployment for acoustic performances	Digital console strategies/techniques for monitors	Wireless systems and the RF spectrum	Church Facilities Expo (CFE)	10/4/2024	10/11/2024
November	Power amplifiers	Unique digital console feature sets	Microphone strategies for large groups	Loudspeaker design/transducer developments		11/1/2024	11/8/2024
December	Full-range (2-way) loudspeakers	The latest microphone applications	Best practices in console maintenance	Cases and road gear		12/6/2024	12/13/2024
January 2025	Rack-mount digital mixers	Loudspeaker approaches in tough acoustical environments	Streaming audio in the new year	Microphone management/maintenance primer	NAMM 2025	1/3/2025	1/10/2025

WHY BUY A PAGE WHEN YOU CAN ENGAGE AN AUDIENCE?

With Live Sound International everything we do is digital. Aimed solely at delivering the highest quality content for our readers that will help them grow as sound engineers and allow them to do their jobs better. That is why Live Sound is the best-read magazine and has the most engaged sound reinforcement audience of buyers. Engagement you can measure.

With your purchase of Live Sound magazine you will get the following program designed to increase your engagement with buyers of your products.

- Your Logo will be included on our email outreach to our 42,152 subscribers highlighting the issues table of contents. The current average open rate of these emails is 87.5% or 36,883 subscribers will see your logo
- Your ad will be placed in a highly respected editorial environment in our digital edition.
- Your banner ad may receive additional exposure as the sponsor of a related article that is emailed to our audience of 42,152+ (Full page ads only at an additional cost.)



2024 RATES & SPECS

Ad sizes	1x	6x	12x	Dimensions
Full Page	\$4,120	\$3,530	\$3,210	7.875"w x 10.75"h
1/2 Page Island	\$2,470	\$2,120	\$1,900	4.375"w x 7"h
1/2 Page Horizontal	\$2,470	\$2,120	\$1,900	6.75"w x 4.75"h
1/4 Page	\$1,450	\$1,285	\$1,125	3.3125"w x 4.75"h

TERMS & CONDITIONS The publisher reserves the right to decline or discontinue without explanation any advertising deemed unsuitable. Advertisers and advertising agencies assume complete liability for all content of advertisements printed and agree to indemnify and defend the publisher from all claims, accusations or expenses, including legal fees, rising from ads placed in Live Sound International, ProSoundWeb.com, or EH Publishing Internet sites.

CANCELLATIONS Cancellations must be received in writing by space closing date. Cancellations after that date will be invoiced for the full amount. Preferred position orders are non-cancellable within 60 days of scheduled closing dates.

**FOR QUESTIONS ABOUT
SUMITTING MATERIALS...**

Jason Litchfield
508-663-1530
jlitchfield@ehpub.com

CONTENT MARKETING: SPONSOR ARTICLES FROM LIVE SOUND

Reach new prospects, find new customers, launch new products, reconnect with prospects and grow your sales!

Take advantage of the largest industry database of Sound Reinforcement buyers (52,000).

PLUS

Independent, respected, and high-quality content from Live Sound the leading media brand.

EQUALS

An average open rate of 55% due to the quality editorial.

Don't delay, book your article sponsorships before they are all gone.

Cost per sponsorship: \$1,500. (Volume pricing is available)



CUSTOM HTML EMAIL SENDS:

Highlight Your Featured Product, Technology or Event. An exclusive newsletter created by you with your voice and point of view. Your Custom HTML email will be sent to our list of 42,000 Live Sound subscribers.

Custom HTML emails are perfect for:

- Increasing engagement
- Finding new customers
- New Product announcements
- Announcing upcoming events/trade show attendance
- Training Sessions/webinars

Fast and easy for you: Simply provide us with your HTML email and we will send it from our trusted brand. Our readers receive your email from a trusted source which earns you a higher level of engagement for you message.

PRICE \$125 CPM

POSTAL LIST RENTAL ALSO AVAILABLE

Please contact Jeff Turner for more information.





**PLAY YOUR SYSTEMS
MEET BUYERS
SELL SYSTEMS**

CFX EXPO 2024
EVENT DATES OCT 21-23
EXPO DATES OCTOBER 22-23

Chattanooga, TN | October 2024

Up to 16 loudspeaker systems — 8 compact and 8 portable — will be demonstrated by Live Sound and ProSoundWeb at the 2024 CFX Conference & Expo.

FIVE full demonstration sessions, including compact and portable systems, will take place over the course of 2 days. Each participating manufacturer will also have a 20-minute individual demo session to highlight products and features.

DON'T MISS THIS IN-PERSON LISTENING OPPORTUNITY!

HOW DOES IT WORK?

Attendees are invited to directly listen to and evaluate two types of loudspeakers in a controlled listening environment.

Each full demo session consists of 4 tracks played through smaller, portable systems, followed by 4 tracks played through higher output, compact systems — each in round robin format.

Listeners move from system to system, evaluating what they're hearing and also observing each system's scale, components and other important details.

There will be five (5) full demo sessions.

Participating manufacturers receive one (1) 20-minute individual demo session each day.

Each manufacturer's system components, technical information and pricing are included in a demo guide given to attendees.

- Demonstrate loudspeaker systems to system techs, tech directors and system integrators that make decisions for their church.
- Use 20-minute individual demo session to showcase products and answer questions — invite customers to attend the session and evaluate your system.
- Receive list of attendees that participated in the loudspeaker demo for sales follow-up.
- Cut your sales cycle — attendees leave the demo with a short list of systems and manufacturers they want to work with.

DEMO SPACE IS LIMITED.

RESERVE YOUR SPACE TODAY.

FIRST COME - FIRST SERVE.

COST: \$9,000*

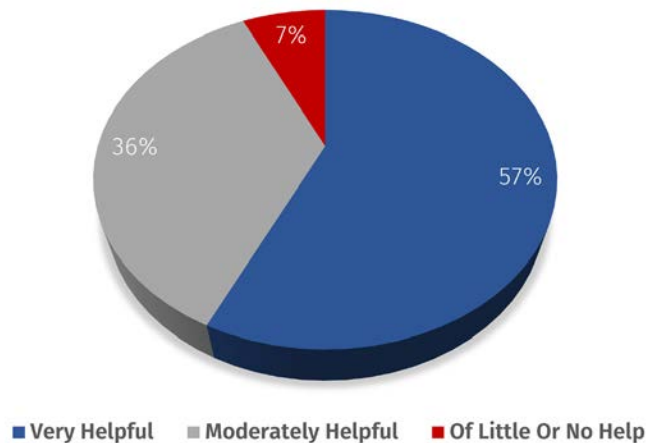
** Includes rigging*

Jeffrey Turner
jturner@livesoundint.com
415 307 7337

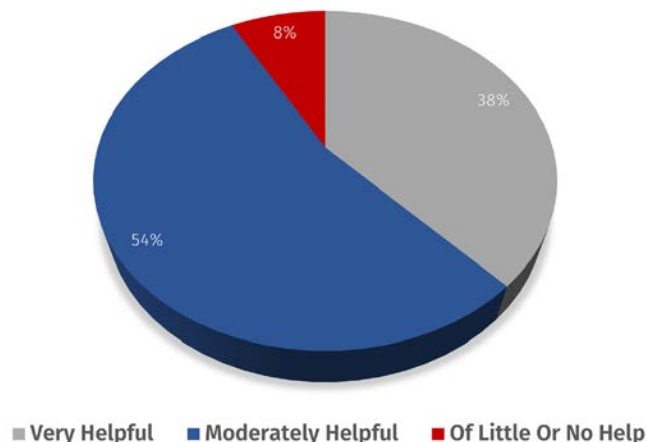


REDUCE YOUR SALES CYCLE WITH CHURCHES

57% of those attending the Loudspeaker Demo at CFX found it helpful for the purpose of finding appropriate audio solutions.



92% of those attending the Loudspeaker Demo at CFX found it very or moderately helpful for narrowing down a list of manufactures to consider for purchase.



2024 SPECIFICATIONS AND TERMS

SUBMITTING AD MATERIALS

For advertisers with ad placements on Live Sound, please send all creative media to jlitchfield@ehpub.com at least 5 business days before campaign start.

For advertisers placing products in any of our email newsletters, please send creative assets to us 5 business days before email deployment.

Please email these items directly to jlitchfield@ehpub.com with the subject line "Live Sound Product"

If you have questions on the above, please do not hesitate to call or write us at anytime.

EH Media LLC
(508) 663-1500

For Email Newsletter Campaigns:

Jason Litchfield, (508) 663-1530
jlitchfield@ehpub.com

Thank You,
The Live Sound Team

Terms & Conditions The publisher reserves the right to decline or discontinue without explanation any advertising deemed unsuitable. Advertisers and advertising agencies assume complete liability for all content of advertisements printed and agree to indemnify and defend the publisher from all claims, accusations or expenses, including legal fees, rising from ads placed in Live Sound International, ProSoundWeb.com, or EH Publishing Internet sites.

Cancellations must be received in writing by space closing date. Cancellations after that date will be invoiced for the full amount. Preferred position orders are non-cancellable within 60 days of scheduled closing dates.

For more information about online specifications, terms & conditions, inserts and commissions, please visit: www.ehpub.com/terms

EXECUTIVE CONTACTS

President

Ken Moyes
508-663-1500 x 222
kmoyes@ehpub.com

Executive Publisher

Kevin McPherson
508-663-1500 x 264
kmcpherson@ehpub.com

EDITORIAL CONTACTS

Editor In Chief

Keith Clark
ProSoundWeb.com &
Live Sound International
269-687-8846
kclark@prosoundweb.com

LSI & CHURCH SOUND

Associate Publisher

Jeff Turner
Live Sound International
415-455-8301
jturner@livesoundint.com

ONLINE & NEWSLETTER SALES

Associate Publisher

Mark Shemet
ProSoundWeb.com
603-748-4067
mshemet@prosoundweb.com



EH Media LLC

20 Speen Street, Suite 403, Framingham, MA 01701
800-375-8015 • EHMedia.com

EH Media LLC, is the leading provider of independent business and consumer content and information