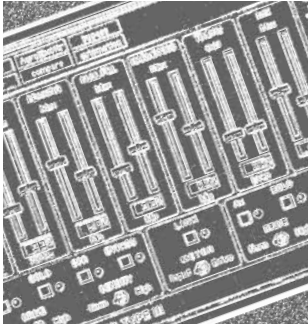


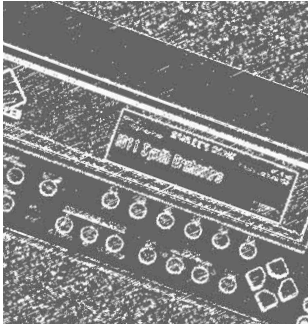
SOUND ON SOUND

Information Pack

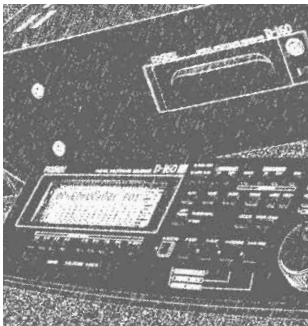


Thank you for requesting an *Information Pack*.

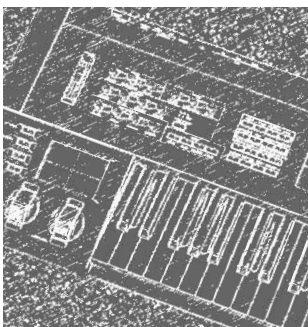
At *Sound On Sound*, we recognise that you have many important decisions to make concerning where and when you spend your advertising budget. You need to be sure that the money you spend on promoting your company's products and services is as effective in your target markets as possible.



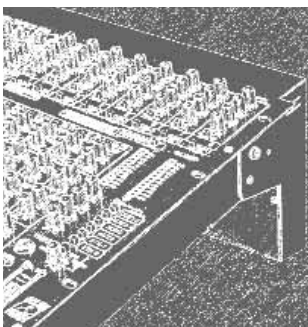
We also appreciate that all too often, when requesting advertising information from a magazine, you will receive reams of material which does not answer any of your important questions. Colourful pie charts, an endless succession of graphs are all very well, but can they really help you place the most effective advertising?



With all this in mind, we have produced this *Information Pack*, the purpose of which is to present data to you as clearly as possible. We will not blind you with vague statistics, nor will we try to avoid any questions. We want you to be completely satisfied with this information.

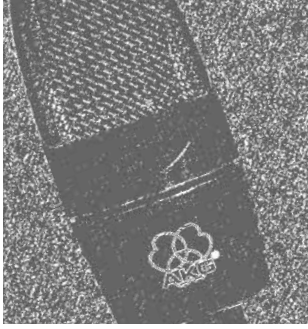


If there is anything which is not included that you require to make your decision making easier, do not hesitate to give us a call. If you would like information in Adobe Reader PDF format, then please let us know; or go to www.soundonsound.com/information



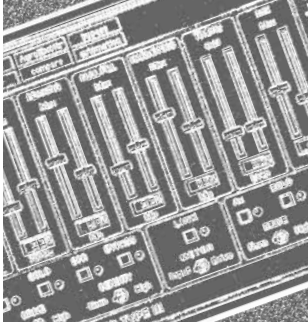
Yours sincerely,

Robert Cottee
GROUP SALES MANAGER



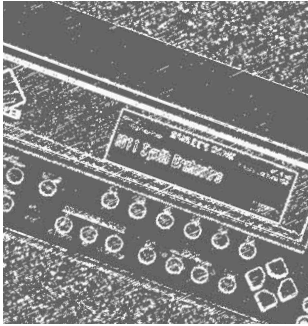
SOUND ON SOUND

Information Pack

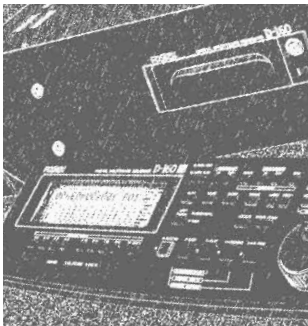


Thank you for requesting an *Information Pack*.

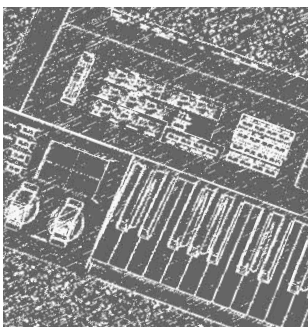
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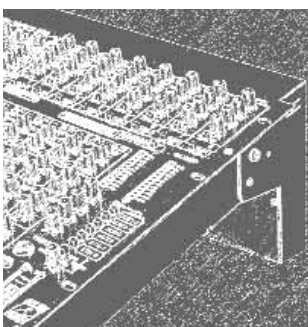
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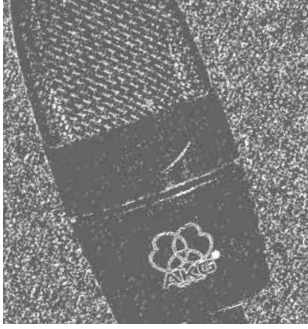


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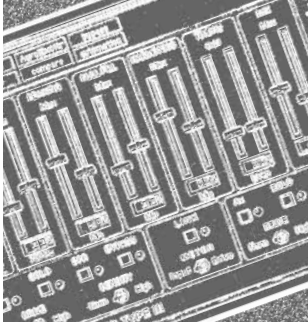
Yours sincerely,

Patrick Shelley
CLASSIFIED SALES MANAGER



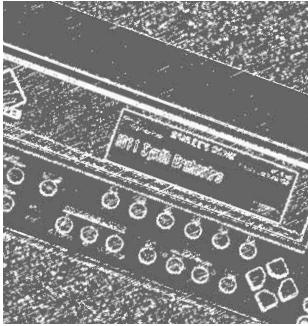
SOUND ON SOUND

Circulation overview



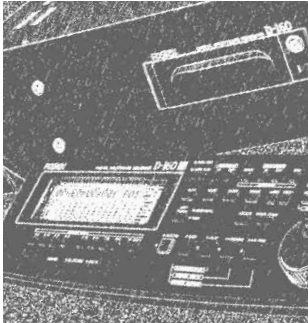
Since 1985, the publication has constantly highlighted and covered in depth the emerging technologies and news in the hi-tech music and recording industry.

Who are we targeting?



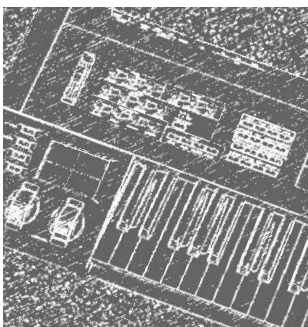
The main target market of *Sound On Sound* is the professional and semi-professional musician who is the kind of person that will have the spending ability to purchase a large range of products from synthesizers to samplers, mixing desks to microphones, multitracks to monitors, effects to expanders and computer hardware and software. They are not time wasters who do not know their profession — they are serious and mature individuals working with a reasonable budget.

How do we circulate *Sound On Sound*?



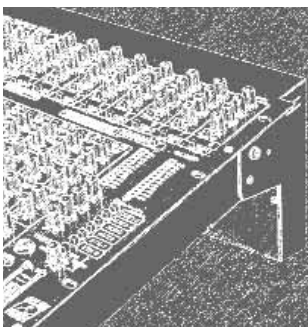
Sound On Sound is available to anyone who has a keen interest in our industry and we circulate the magazine in three ways.

Firstly, you can buy the magazine in W. H. Smith and other leading newsagents, where it has earned a Tier 2 classification; its success has made it a mandatory stocking requirement up and down the country. 16,099 copies are bought in this way each month.

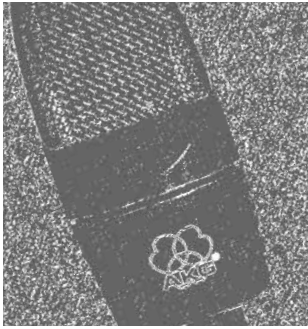


Secondly, we have 4,271 loyal readers who buy the magazine in advance using the annual subscription service.

Lastly, we send out 969 copies to all the right professionals and institutions in the industry that really do need the magazine. These include: universities, colleges, record companies, manufacturers and distributors.

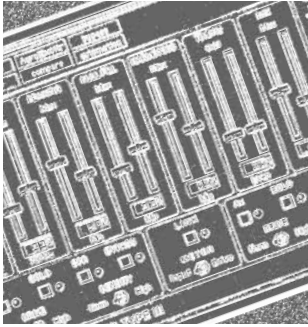


This means 21,339 copies are being circulated every single month, making *Sound On Sound* the undisputed market leader in the UK. Add this to our EU circulation of 3,855 and *Sound On Sound* sells and circulates an unrivalled 25,194 copies per month.



SOUND ON SOUND

Readership breakdown



Which kind of musicians read *Sound On Sound* each month?

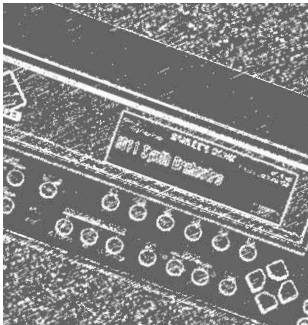
Professional	36.4%
Semi-professional	41.9%
Amateur	21.7%

What is the demographic profile breakdown of our readership?

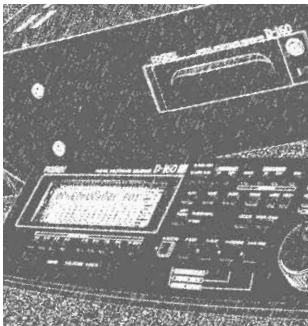
London & South-East	29%
The Midlands	16%
The South-West	7%
The North-East	21%
The North-West	14%
Scotland	11%
Wales	2%

What is the current age profile breakdown of our readership?

Under 15	1%
15 - 24 Years	15%
25 - 34 Years	37%
35 - 44 Years	30%
45 - 54 Years	14%
55 - 64 Years	2%
65+	1%



Purchase & income data

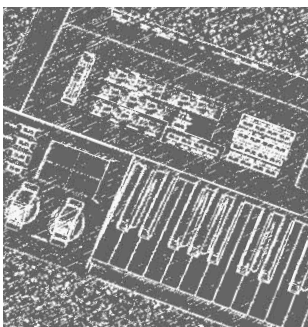


How do you normally buy your music and recording equipment?

Local music store	42.8%
Non-local music store	29.3%
UK Mail order	30.7%
Non UK Mail order	2.2%
Via Internet	1%
Secondhand	22.3%

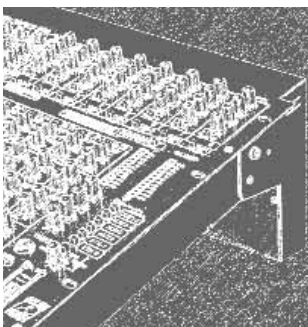
What is your main instrument?

Keyboards	42.3%
Guitars	28.6%
Vocals	7%
Drums	4.9%
Other	8.4%
None	5.4%



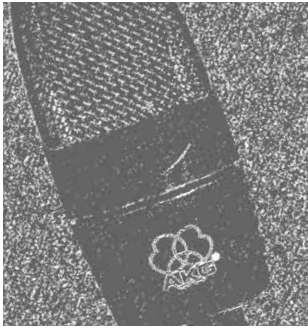
How much do our readers personally earn per annum?

Up to £9,999	26.4%
£10,000 - £14,999	20.1%
£15,000 - £19,999	17%
£20,000 - £29,999	20.1%
£30,000 - £39,999	8.7%
£40,000 or more	7.7%



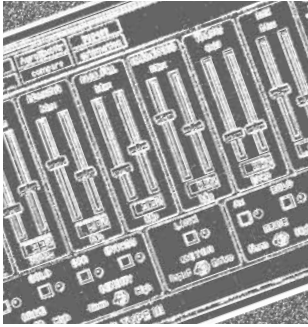
The spending ability of the readership is extremely important, because with so many new products being launched every month, users need higher levels of income to keep up with the huge advances in technology.

(Information selected from SOS Survey 08/99: 1,656 paper responses)



SOUND ON SOUND

Equipment ownership



Which computers do our readers own?

Atari ST/STE/Falcan	31.3%
IBM PC Compatible	56.6%
Apple Macintosh	18.4%
Commodore Amiga	3.8%
Other	7.4%

How often do you play live gigs?

Every week	14.8%
Every month	10.7%
A few times a year	28.8%
Never	45.7%

Do readers own a Sampler?

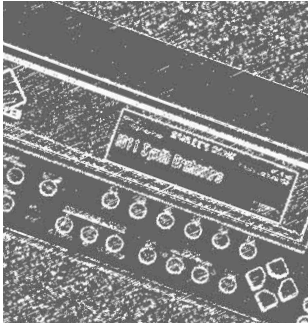
Yes	43.3%
No	56.7%

Do you own a guitar of any kind?

Acoustic	51.9%
Electric	53.9%
None	32.2%

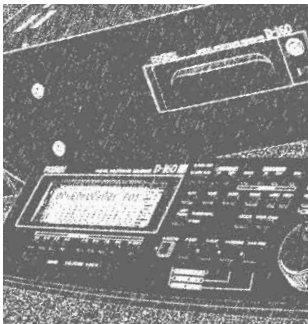
Do readers have Internet access at work or home?

Yes	54.8%
No	45.2%



Which of the following products have you purchased NEW & SECOND-HAND in the last year?

	New	S/Hd		New	S/Hd
Synthesizer	25%	22%	Compressor/Limiter	13.4%	3.6%
Synth/Tone Module	27.4%	14%	PC Soundcard	10.7%	1.0%
Multi-effects Unit	26.1%	9.7%	Software Music Sequencer	27%	5.4%
Hardware Sampler	14.7%	4.5%	Hardware Music Sequencer	7%	7%
Computer	28.2%	10.3%	External Storage Device	11.3%	2.2%
Mixing Desk	26.7%	10.1%	Hard Disk Recorder	9.5%	1.2%
DAT Recorder	15.4%	5.3%	Digital Multitrack	10.1%	2.9%
Microphone	25.1%	8.2%	Multitrack Reel-to-Reel	6.6%	7.2%
Guitar	15%	7.2%	Cassette Multitrack	8.6%	1.9%
Power Amp	11.4%	4.5%	Home/Portable Keyboard	2.1%	1.1%



Reading habits & opinion

How many people read each copy of *Sound On Sound*?

Just the purchaser	59.2%
1 Other	24.1%
2 Others	9.8%
3 Others	4.2%
4 Others	2.7%

Do reviews in *Sound On Sound* influence our readers when buying equipment?

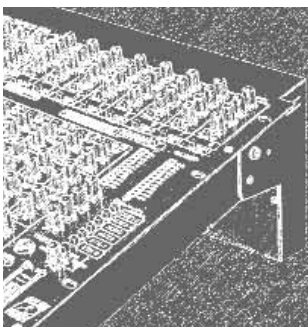
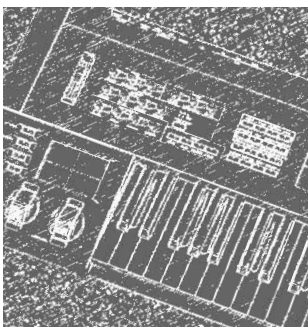
Yes	96.5%
No	3.5%

How often do you read *Sound On Sound*?

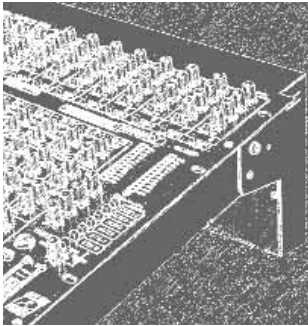
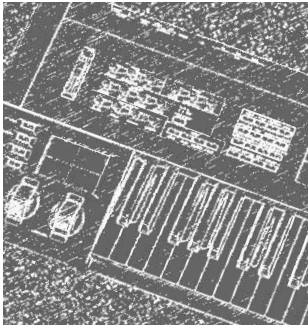
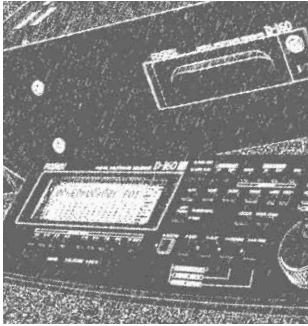
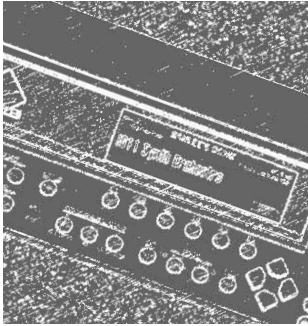
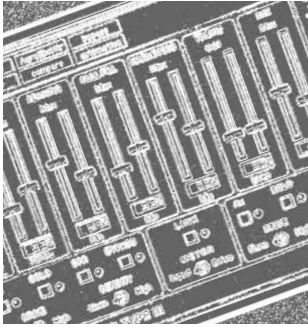
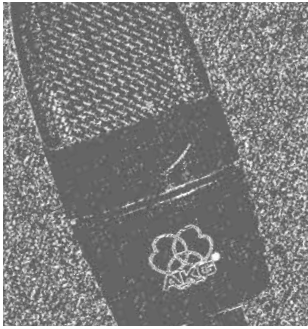
1-6 issues a year	17.3%
7-11 issues a year	19.9%
12 issues a year	39.4%
12 issues a year via Newsagents (Subscribe)	23.4%

How do our readers rate *Sound On Sound* product reviews?

Highly Informative	78.8%
Not critical enough	1.7%
OK as they are	18.6%
Not as good as other magazines	0.9%



(Information selected from SOS Survey 08/99: 1,656 paper responses)



SOUND ON SOUND

Advertisement rate card

No. of Insertions per year	1	3	6	12
FULL COLOUR				
Full Page	£1600	£1520	£1440	£1280
Junior Page	£1100	£1045	£990	£880
Half Page (H/V)	£1000	£950	£900	£800
Third Page (H/V)	£700	£665	£630	£560
Quarter Page (H/V)	£650	£620	£590	£530
Quarter Page	£600	£570	£540	£480

Special Positions

Inside Front Cover	£2100	Page 1	£1800
Inside Back Cover	£1900	Early guaranteed right page	+£100
Outside Back Cover	£2200	Solus/Consecutive placement	+£75

All above prices are subject to VAT at 17.5%.

Classified rate card

CLASSIFIED RATE:	£35 + VAT p.s.c.c. (includes full colour + typesetting)
SITUATIONS VACANT RATE:	£40 + VAT p.s.c.c. (includes full colour + typesetting)
LINEAGE:	£1.20 per word inc. VAT (minimum of 15 words)
BOX NUMBER:	£50 + VAT

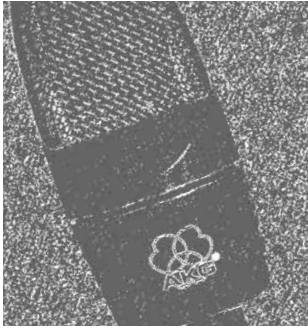
Classified discount rates

No. of Insertions per year	1	3	6	12
Rate per insertion (p.s.c.c.)	£35	£33	£31	£28

Loose insert rate

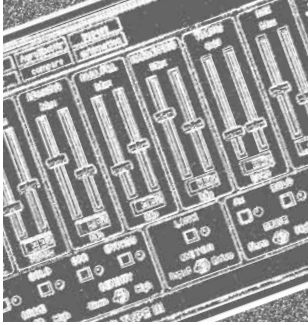
£800 per single A4 leaf/sheet per month
(Bound-in inserts are NOT available)

All above prices are subject to VAT at 17.5%.



SOUND ON SOUND

Production specifications

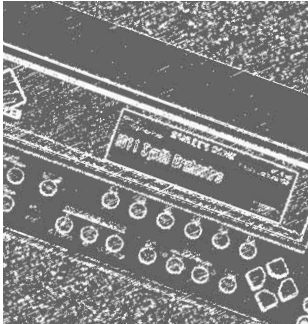


PDF specifications

In our constant effort to improve Sound On Sound we have made the production process totally digital, going straight to plate from PDF files. Due to this we are now unable to accept advertisement material on film.

PDF specifications can be obtained from Andy Brookes (andy@soundonsound.com) Please use our settings to create your PDF files as they are specific to our printers.

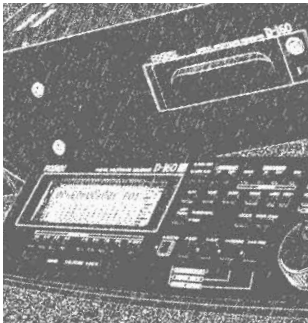
(PLEASE NOTE: ALL PRICES QUOTED IN ADVERTISEMENTS MUST BE INCLUSIVE OF VAT.)



Production charges

Running advertisements to film from disk: No charge (*Provided the advertisement conforms to our specification and no additional work is required.*)

In-house typesetting, design and layout: 10% of advertisement cost



Loose Insert specifications

Insert Size:

All leaflets to be inserted into Sound On Sound must be slightly smaller than A4.

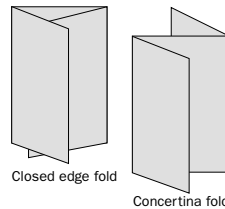
Max. size 200mm wide x 295mm deep
Min. size 105mm wide x 148mm deep

Paper Weights:

Minimum weight of paper:
Single leaf insert 90gsm
Four page insert 80gsm
Eight page insert 65gsm

Folded inserts

Folded inserts must have a closed edge. We cannot insert concertina folded leaflets except by prior arrangement and with substantially increased cost. Landscape inserts can only be accepted by prior arrangement.



A final printed copy of the insert must be supplied to Sound On Sound before the insert can be carried in the magazine.

Copies should be addresses to:
Robert Cottee / Andy Brookes
Sound On Sound Ltd,
Media House,
Trafalgar Way,
Bar Hill, Cambridge,
CB3 8SQ, UK.

Packaging and Delivery

Inserts should be supplied either boxed and/or on pallets.

If supplied in boxes, each box must be **BOLDLY LABELLED** as a loose insert with the following details:

Loose insert to be inserted into
Name of magazine ie. Sound On Sound
Magazine Issue eg. January 2004 issue
Number of boxes eg. 1 of 50
Number of inserts per box eg. 200 copies
Insert booked by; eg. The Music Company Ltd

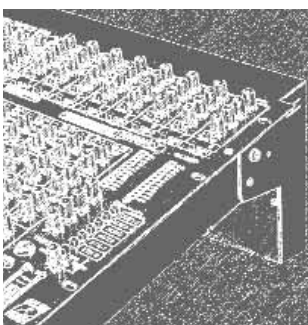
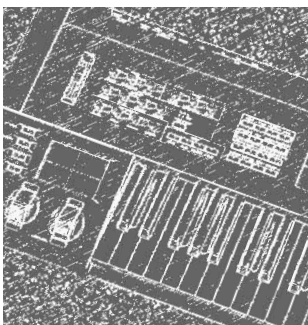
Inserts must be presented in a uniform direction wherever possible or in turns no smaller than 150 copies. Inserts should be bundled in a manner which enables operators to take them without having to unwrap or redress small turns.

If supplied loose on pallets, each pallet must be **BOLDLY LABELLED** as a loose insert, with details as above.

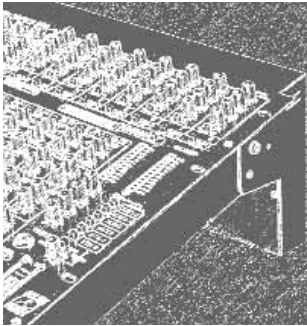
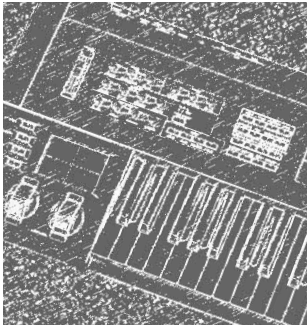
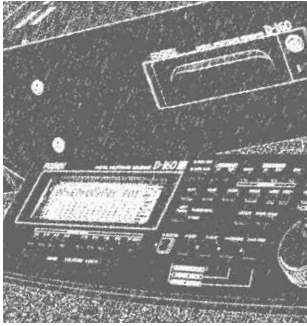
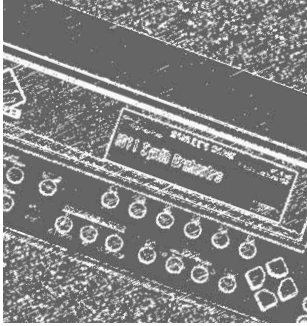
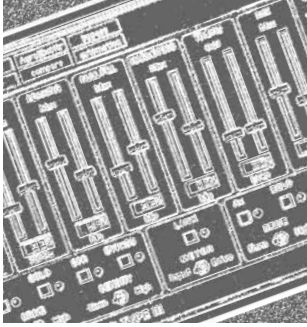
Inserts should be well protected on the pallets to avoid damage to inserts. Pallets should be shrinkwrapped and banded four ways to secure contents.

Delivery Address

All inserts should be delivered to:
Sound On Sound Magazine,
c/o Warners (Midlands) plc,
The Maltings,
Manor Lane,
Bourne,
Lincolnshire,
PE10 9PH.



PLEASE NOTE: ALL PRICES QUOTED IN INSERTS MUST BE INCLUSIVE OF VAT



SOUND ON SOUND

Submitting advertisements on CD

File Types

Macintosh: We accept advertisements on disk in Apple Macintosh format, originated in the following applications only:

- **Quark Xpress** (to version 4.1).
- **Adobe Illustrator** (to version 8.0).
- **Macromedia Freehand** (to version 7.05).
- **Adobe Photoshop** (to version 7.0).

PC: Advertisements created on PC compatible computers can only be accepted **by prior arrangement**, created in the following formats:

- **Quark Xpress** (to version 4.1), .QXD files only. NB: Fonts will be substituted with Macintosh equivalents.
- **CorelDraw** (to version 7). These must be exported as EPS files. Colours *must* be set to **CMYK**, and text *must* be converted to **curves**. (Include 8 bit colour preview, but do not include printer information.) Photos imported into CorelDraw should be scanned to the actual size they are to appear in the advertisement.
- **Adobe Photoshop** (to version 7.0).
- **Adobe Illustrator** (to version 8.0). Should be saved as .AI files, with text saved as curves/outlines, and colours saved as Process (CMYK).

It must be noted that when supplying files created on PC compatible machines, fonts will have to be converted to similar Macintosh equivalents (if available) unless text has been saved as curves.

We are unable to make any alterations to files supplied in PC compatible formats.

ALL ADVERTISEMENTS SUPPLIED ON DISK MUST BE ACCOMPANIED BY A HARD COPY OF THE ADVERTISEMENT, PREFERABLY A COLOUR PROOF.

Colours

All colours within any document must be saved in Process (CMYK) mode. If colours are saved in any other mode (ie. RGB, Index etc) they will appear different or MONOCHROME when printed.

Pictures & Logos

- All relevant EPS, TIFF, and any other original picture files that are used must be supplied with the main advertisement file.
- Logos and line art illustrations used in the advertisement can be supplied in either EPS or TIFF formats as long as colours are CMYK (Process).
- Scanned images should be supplied in either TIFF or EPS format. TIFFs should not be compressed. EPS files must be single part files but **must not be JPEG encoded.**

- Cut out images should be saved as EPS files with clipping paths, or they will appear "jagged" when printed.
- Pictures should be saved at 300dpi, except for "screen grabs" which will usually be 72 dpi. These will obviously print at a lower resolution.

Typefaces

If fonts included in an advert are not available in our type library, they will be substituted for typefaces of similar appearance.

File Compression

- Macintosh:** Files can be compressed using *Stuffit*. Self-extracting archives are also acceptable.
- PC:** Can only be accepted compressed with *Zip*!

Media

We support various disk media, as follows:-

- DVD ROM
- CD ROM (preferably Mac HFS format).
- FTP details available on request.

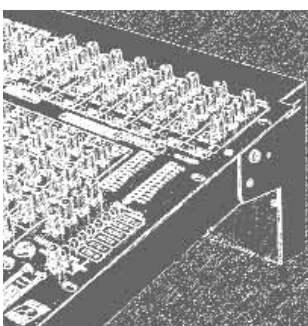
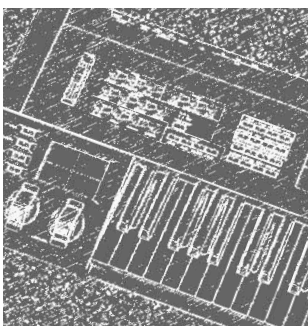
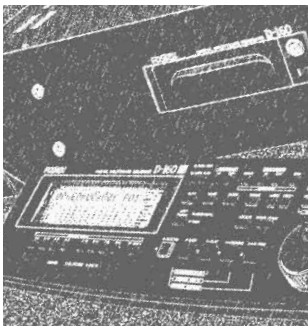
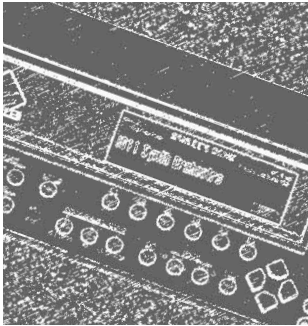
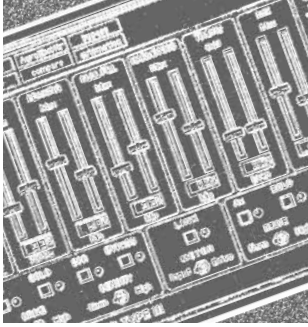
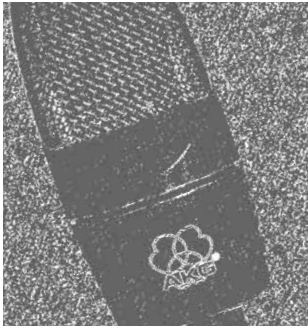
For further information please contact:
Andy Brookes, Production Department,
Sound On Sound Limited
Media House, Trafalgar Way,
Bar Hill, Cambridge CB3 8SQ, UK.
Tel: +44 (0)1954 789 888
Fax: +44 (0)1954 789 895
Email: andy@soundonsound.com

Document Sizes

For full page advertisements: Document Setup must be A4 (297 x 210 mm) with a minimum of 10mm margins all round. If bleed is required a minimum of 3mm all round must be allowed. Double page spread advertisements should be set up as two A4 sized pages together, **not** as one A3 page. 12 mm gutter should be allowed for. Measurements for advertisements as follows:

Double Page Spread (Trim)420 x 297 mm
Full Page (Trim)297 x 210 mm
Full Page (Type Area)277 x 190 mm
Junior Page173 x 122 mm
Half Page Vertical262 x 90 mm
Half Page Horizontal129 x 186 mm
Third Page Vertical262 x 59 mm
Third Page Horizontal186 x 85 mm
Quarter Page129 x 90 mm
Quarter Page Vertical262 x 50 mm
Quarter Page Horizontal60 x 186 mm

PLEASE NOTE: ALL PRICES QUOTED IN ADVERTISEMENTS & INSERTS MUST BE INCLUSIVE OF VAT



SOUND ON SOUND

Advertisement deadlines 2005

COVER DATE	AD COPY (ROUGH COPY AND ADVERTS ON DISK)	AD COPY (PDF FILES)	ISSUE ON SALE
January 2005	Fri 12 Nov (2004)	Thurs 18 Nov (2004)	Tues 14 Dec (2004)
February 2005	Fri 10 Dec (2004)	Thurs 16 Dec (2004)	Thurs 13 Jan
March 2005	Fri 21 Jan	Thurs 27 Jan	Thurs 17 Feb
April 2005	Fri 18 Feb	Thurs 24 Feb	Thurs 17 Mar
May 2005	Thurs 24 Mar	Thurs 31 Mar	Thurs 21 Apr
June 2005	Fri 22 Apr	Thurs 28 Apr	Thurs 19 May
July 2005	Fri 20 May	Thurs 26 May	Thurs 16 June
August 2005	Fri 24 June	Thurs 30 June	Thurs 21 July
September 2005	Fri 22 July	Thurs 28 July	Thurs 18 Aug
October 2005	Fri 19 Aug	Thur 25 Aug	Thurs 15 Sept
November 2005	Fri 23 Sept	Thur 29 Sept	Thurs 20 Oct
December 2005	Fri 21 Oct	Thur 27 Oct	Thurs 17 Nov
January 2006	Fri 18 Nov	Thur 24 Nov	Thurs 15 Dec
correct at 9/8/2004			

Please Note: PDF Files

As part of our continuing efforts to increase quality and due to advances in modern technology Sound On Sound now no longer accepts advertisements on finished printing films.

We will contact any advertisers that we wish to supply us advertisements as PDF files as and when the situation should arise.

PDF files can only be supplied by prior arrangement with our Production Department, and must be to our exact specifications, which are available from Andy Brookes at Sound On Sound.

We will of course continue to accept advertisements in digital formats which we have used previously.

Advertising materials should be sent to:

Andy Brookes

**Production Department,
SOS Publications Ltd,
Media House, Trafalgar Way,
Bar Hill Cambridge CB3 8SQ UK
Tel: +44 (0)1954 789888
Fax: +44 (0)1954 789895
Email: andy@soundonsound.com**

New account application form

Customer Name:

(Limited Company name or names of individual owners)

Company Registration No:

VAT Registration No:

Delete as Applicable: Ltd Co. / PLC. / Partnership Sole Trader / Other

Trading Style:

Trading Address

.....

.....

Post Code:

Telephone No.:

Name of Holding Company if part of a group:.....

For Sole Trader / Partnership the following details must be completed:

(1) Name and Home Address

(2) Name and Home Address

.....

.....

.....

.....

.....

.....

.....

.....

Post Code:

Post Code:.....

If there are more than 2 partners advise further names and addresses on a separate sheet.

Type of Business:

How long in Business:

Value of Credit required:

Period of Credit required:

Preferred method of payment:

2 TRADE REFERENCES:

(1).....

(2).....

.....

.....

.....

.....

.....

.....

BANK DETAILS

Name of Bank:

Address:

.....

.....

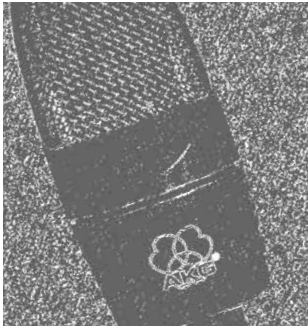
Account No.:

PAYMENT OF ANY INVOICE MUST BE MADE WITHIN 30 DAYS OF ISSUE.

Please sign here to confirm acceptance of these conditions

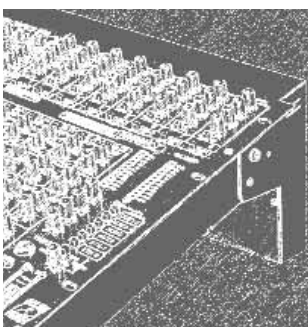
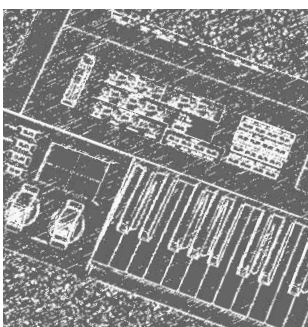
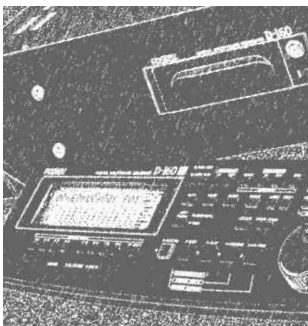
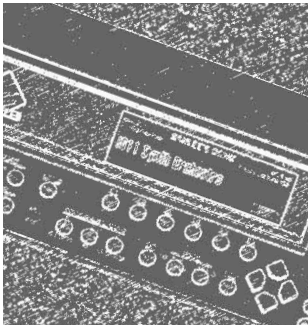
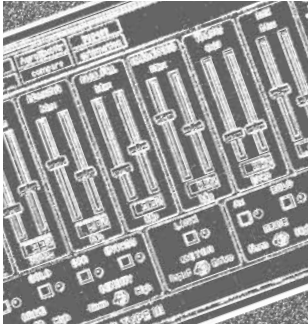
Print Name

Position in company Date



SOUND ON SOUND

Terms & Conditions



1. These conditions shall apply to all advertisements accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by the Publisher.

2. All advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

3. If it is intended to include in an advertisement a competition or a special offer of merchandise, other than that normally associated with the advertised product, full details must be submitted at the time of booking.

4. The Publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damages or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser or his servants or agents then the space reserved for the advertisement shall be paid for in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.

5. If the Publisher considers it necessary to modify the space or alter the date or position of insertion or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions.

6. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any way illegal or defamatory or an infringement of any other party's rights or an infringement of the British Code of Advertising Practise.

7. The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement. The Publisher will consult with the Advertiser as to the way such claims are to be handled.

8. Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.

9. If an Advertiser cancels the balance of a contract, except in the circumstances set out in Clauses 5 or 8 above, he relinquishes any right to that series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.

10. Where discount is applicable it will be specified on the rate card.

11. The Publisher will allow recognised advertising agents 10% commission on the quoted rates as appropriate provided payment is made by the due date and all other requirements are strictly complied with.

12. Credit accounts are strictly net and must be settled on or before 30 days from statement date on which relevant invoice appears. In the event of an account being overdue and without prejudice to any other rights which it may have, the Publisher reserves the right to suspend insertions.

13. If accounts are not settled by the due date the Publisher reserves the right to make surcharges at the rate of 3% per month until payment is made.

14. If a client exceeds 75 days credit or more, all *outstanding* invoices will have to be paid in full and pre-payment will be required to resume any advertising. Failure to adhere to these terms will result in a suspension of all advertising.

15. All prices which are quoted in all advertisements or loose insertions must be shown as "Inclusive of Value Added Tax" (VAT) at the current rate of 17.5%. Exclusive of VAT prices will not be permitted, unless an VAT Inclusive equivalent price is also shown. The publishers reserve the right to withdraw any advertisements at any time without notice, which do not meet these requirements.

16. All gross display advertising rates are subject to the current Advertising Standards Board of Finance surcharge payable by the Advertiser. Where orders are placed by Advertising Agents, the Agency will be responsible for collecting this surcharge and paying it to the Advertising Standards Board of Finance.

17. Charges will be made to the Advertiser or his Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. These charges will be at the rates agreed prior to publication. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.

18. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than 8 weeks before the date of insertion for monochrome advertisements or 10 weeks for colour advertisements.

19. If copy instructions are not received by agreed copy dates no guarantee can be given that proofs will be supplied nor corrections made and the Publisher reserves the right to repeat the most appropriate copy.

20. We offer no credits for typesetting if the service has been provided free of charge. (This condition also applies to advertisements supplied 'on disk'.) If requested we will obviously endeavour to provide facsimile proofs; but we cannot guarantee these if advertisement copy is submitted later than the magazine's deadline. Sound On Sound Ltd retains the copyright for any advertisement typeset as part of our free service.

21. Advertiser's property, artwork etc., is held at the owner's risk and should be insured by them against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in his custody for twelve months from the date of its last appearance.

22. For the purpose of these conditions, 'Advertiser' shall refer to the Advertiser or his Agent whichever is the principal. 'Advertisement' includes loose or other 'insert' where appropriate.

23. The Publisher reserves the right to suspend any or all advertisements should any legal case be brought against the Advertiser.

24. These Conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England and the European Community.