



*the industry's
favourite*



MEDIA KIT

Why LSi ?

For over 35 years, LSi has been the entertainment technology industry's leading title, delivering an authoritative and trusted voice that businesses and professionals around the world value and respect.

With an array of cross-platform opportunities available - from print and digital to email and online marketing - our bespoke packages ensure that you will get your brand in front of key decision makers, in ways that best suit your budget and with measurable return on investment (ROI).

Our multiple platforms enable us to help you identify the right channels for your marketing to ensure maximum impact by increasing brand awareness, generating sales conversations and putting you in-front of high-grade prospects.

The only industry title to be ABC-audited, LSi guarantees your message will reach designers, specifiers, engineers, manufacturers, consultants, end-users, venue managers, production crew and more. All our data is frequently revised and updated to ensure GDPR compliance and the best possible audience reach.

- Readership spanning over 190 countries
- Independently audited print edition (ABC)
- Market leading position for over 35 years
- LSi is read by three times as many people than our closest competitor

t +44 (0)1323 524120
e: advertise@lsionline.com



Key stats

Circulation

LSi (print) 3,143*

LSi (digital) 8,958*

Total 12,101*

Total Readership 17,444**

Online (monthly averages)

LSiOnline.com (page views) 21,010

News Headlines Subscribers 9,516

Eshot Subscribers 8,072



8,480
followers



6,406
followers



2,311
followers

*Figures as of 30 Sept 2022 (print figure verified by ABC)

^ Research shows each print issue is read by an average of 2.7 people



LSi Magazine

LSi offers the industry's best coverage of entertainment technology in all its forms as well as technical reviews of the products and in-depth profiles of the people and companies who make it all possible. LSi has an independently audited print circulation (ABC), meaning you get the exposure you've been promised.

LSi remains the 'industry's most popular publication' with **over twice as many readers as any other publication**, and **three times as many as our closest competitor**.

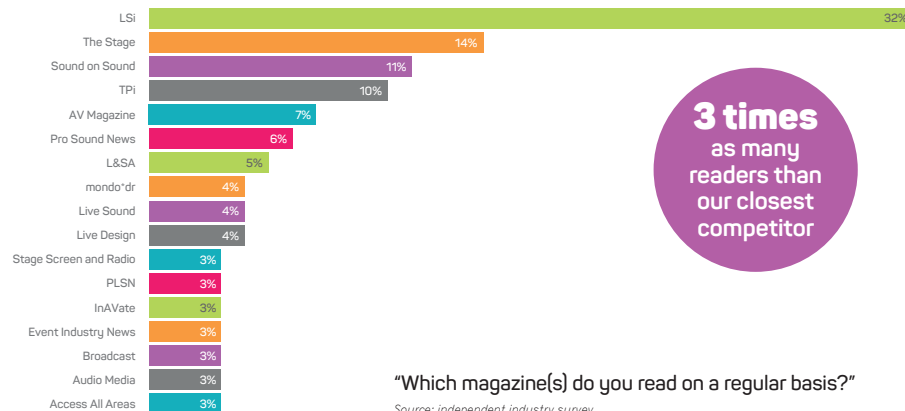
8,486 print
readership[^]

25% of our readers
are exclusive to LSi*

51% don't read our
main competitor mag*

[^] Research shows each print issue is read by an average of 2.7 people

*Source: independent survey by Fusion Insight & Strategy

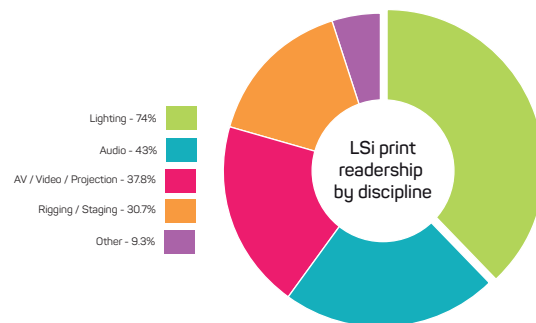
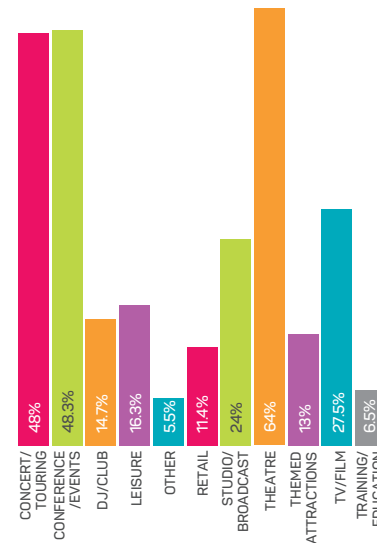


3 times
as many
readers than
our closest
competitor

"Which magazine(s) do you read on a regular basis?"

Source: independent industry survey

LSi print readership by market sector





2023 Editorial & Production Schedule

Editorial	January	February	March	April	May	June	July	September	October	November	December
Trade Show Preview	ISE			Prolight+Sound PLASA Focus Leeds				PLASA Show and Awards			
Trade Show Review			ISE			Prolight+Sound PLASA Focus Leeds			PLASA Show and Awards		LDI
Features	Theatre, Touring	Touring, Theatre	Theatre, Touring	Event, Touring, Theatre	Touring, Venue, Theatre	Event, Touring, Theatre	Theatre, Festival	Touring, Theatre	Theatre, Touring	Touring, Theatre	Theatre, Touring
Technical Focus	Audio	Lighting	Audio	Lighting	Audio	Lighting	Audio	Lighting	Audio	Lighting	Audio
Audio File	●	●	●	●	●	●	●	●	●	●	●
Crew Cuts	●	●	●	●	●	●	●	●	●	●	●
Early Stages	●	●	●	●	●	●	●	●	●	●	●
Future Tech	●	●	●	●	●	●	●	●	●	●	●
In Profile	●	●	●	●	●	●	●	●	●	●	●
Industry News	●	●	●	●	●	●	●	●	●	●	●
Rigging Call		●		●		●		●		●	
Second Fix	●		●		●		●		●		●
Set in Motion		●		●		●		●		●	
Technology Focus	●	●	●	●	●	●	●	●	●	●	●
The Conductor	●		●		●		●		●		●
Bonus distribution*	ISE			PL+S Frankfurt PLASA Focus Leeds				PLASA Show	AFIAL, LDI	JTSE	
AD DEADLINE	Wed 4 Jan	Wed 25 Jan	Mon 20 Feb	Wed 22 Mar	Mon 24 Apr	Wed 24 May	Wed 21 June	Wed 2 Aug	Wed 20 Sept	Wed 25 Oct	Wed 22 Nov
MAILING DATE	Wed 18 Jan	Fri 17 Feb	Thurs 16 Mar	Wed 19 Apr	Wed 17 May	Fri 16 June	Tues 18 July	Fri 25 Aug	Tues 17 Oct	Fri 17 Nov	Fri 15 Dec

Please note: Editorial & Production Schedule is subject to change. *Bonus distribution may be in the form of either print magazines, or Digital Edition promotion to visitors.

“ LSi is the industry
standard, its broad range
of articles make it a valuable
business tool . . . ”

LSi reader, independent research by Fusion

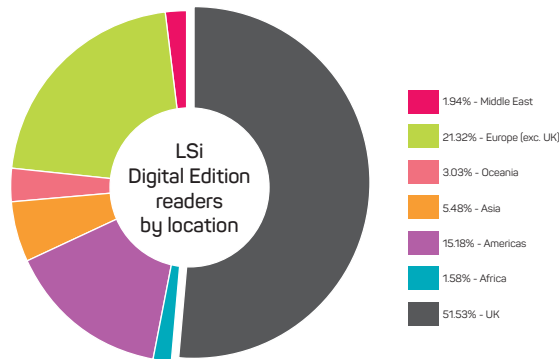
LSi Digital Edition

Our popular Digital Edition is available on desktop, laptop and mobile devices.

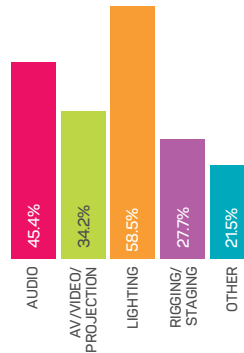
Over 90% of Digital Edition readers are unique to this format (ie they don't receive a print copy) and 49% of them are international, making it a perfect platform to maximise your exposure across the industry.

All adverts booked into the print edition appear in our Digital Edition free of charge.

We also have a wide variety of digital-only advertising opportunities available in our Digital Edition at competitive prices, to ensure you get that truly global reach.



Readership by discipline



Figures as of 31 January 2023

t +44 (0)1323 524120

e: advertise@lsionline.com

Digital Edition Opening Ad



Size: w.768 x h.1024 px

- Prime position opposite cover
- Visible on all devices (in landscape double-page mode)
- Appears on all issues inc. archive
- Weblink to your chosen url

Digital Edition Banner Ad



Desktop: w.728 x h.90 px
Mobile: w.320 x h.50 px

- Positioned underneath the issue
- Visible on every page
- Visible on all devices
- Appears on all issues inc. archive
- Weblink to your chosen url

Digital Edition Skyscraper Ad



Size: w.160 x h.700 px

- Book one or both sides
- Visible on every page
- Visible on desktop version only
- Appears on all issues inc. archive
- Weblink to your chosen url

Digital Edition Pop-Up Ad



Desktop: w.768 x h.576 px
w.576 x h.768 px
Mobile: w.480 x h.320 px
w.320 x h.480 px

- Pop-up ad
- Visible on launch (click to close)
- Visible on all devices
- Weblink to your chosen url

Digital Edition In-Flow Ad



Size: w.768x h.1024 px

- 'Digital only' full page advert option
- Displays in your chosen position within the run of the issue
- Visible on all devices
- Weblink to your chosen url

Digital Edition Article MPU



Size: w.300 x h.250 px

- Displays in Article View mode only
- Visible on all devices
- Appears on all issues inc. archive
- Weblink to your chosen url

Digital Edition Article Banner



Desktop: w.728 x h.90 px
Mobile: w.300 x h.50 px

- Displays in Article View mode only
- Visible on all devices
- Appears on all issues inc. archive
- Weblink to your chosen url

Video Enhancement



YouTube or Vimeo link

- Displays over your existing advert
- Streams direct from your channel
- Visible on all devices
- Archived with the issue

LSi Magazine Options

Size
Full Page
Half Page
Third Page
Quarter Page
Quarter Page Strip
Special positions
Double-Page Spread
Inside Front Cover
Inside Back Cover
Outside Back Cover

Please
enquire for
rates and
series booking
discounts



Digital Edition Enhancements

(see page 8)

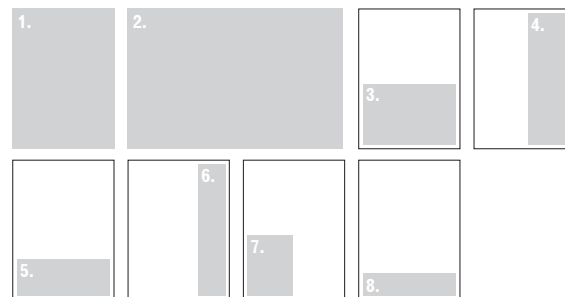
Opening Advert
Banners
Skyscrapers
Pop-ups
In-Flow
MPUs
Embedded Video
Flashing Weblink

Other options

Bellybands
Cover Gatefolds
Mailing Inserts
Social Media Packs
Sponsored Editorial*
Tip-ons/onserts

*subject to review by the editorial team

Tech Specs



1. Full page

Trim: w.210mm x h.297mm

Bleed: w.216mm x h.303mm

2. DPS

Trim: w.420mm x h.297mm

Bleed: w.426mm x h.303mm

Allow 12-15mm gutter in centre for binding

3. Half Landscape

w.190mm x h.135mm

4. Half Portrait

w.90mm x h.277mm

5. Third Landscape

w.190mm x h.90mm

6. Third Portrait

w.59mm x h.277mm

7. Quarter

w.92mm x h.135mm

8. Quarter Strip

w.190mm x h.65mm

**Artwork should be supplied as a print-ready PDF
with CMYK images and embedded fonts**

All colours (including Pantone colours) MUST be converted to CMYK

Email artwork to: artwork@plasa.org

“

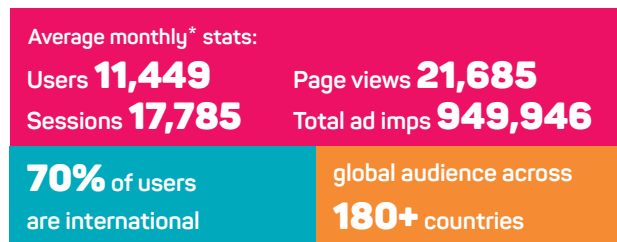
LSi clearly has no equal
in the industry . . .

”

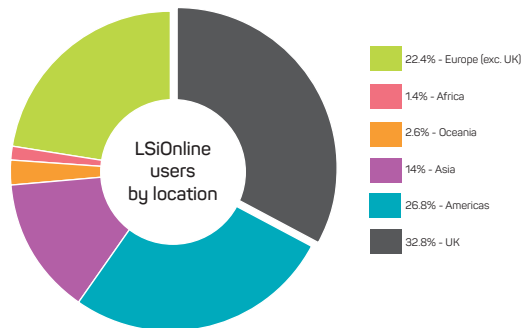
Online Advertising



LSiOnline is the world's number one site for up-to-the-minute industry news, vacancies and events. With a strong global audience it's the ideal platform to get your brand seen worldwide.



* From 1 Jan 2022 - 30 Sept 2022



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1 Leaderboard
w.1170px x h.145px
(Exclusive option)

2 Banner
w.870px x h.107px
(Max. 6 ads rotating across both positions)

3 Skyscraper (x2)
w.115px x h.600px
(Max. 3 ads per month)
Not visible on mobiles

4 Large MPU
w.270px x h.380px
(Max. 3 ads per month)

5 MPU
w.270px x h.270px
(Max. 3 ads per month)

6 Featured Video
YouTube link,
50 words for website,
25 words for email
(Various positions available)

File specification:
Max size: 500kb
Animation: 10sec
Files: gif, jpeg, png



Email Advertising

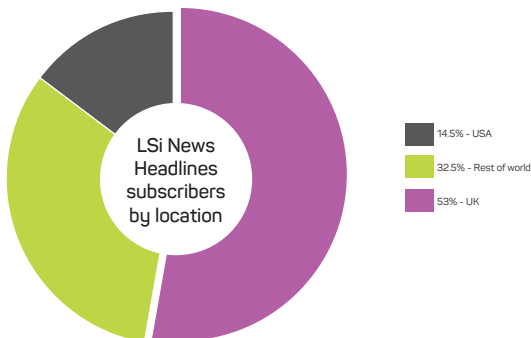
News Headlines email

Weekly email sent to industry contacts featuring a round-up of the week's industry news including: business deals, projects, people, products, events, training, industry issues and the latest industry vacancies.

Our list is 100% subscribed to ensure GDPR compliance and offer you the best possible audience reach.



Figures from 1 Jan 2022 - 30 Sept 2022



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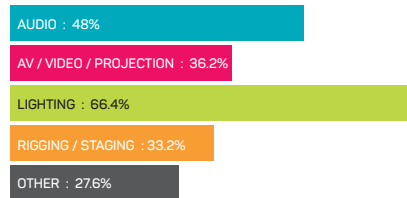


Solus Eshots

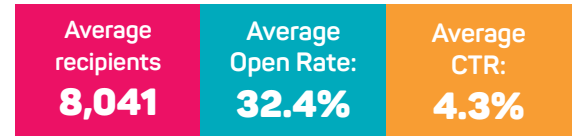
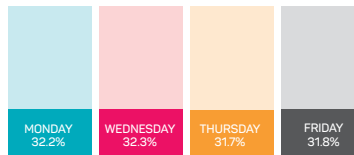
All recipients have 'opted in' to receive third party information, meaning our audience is 100% GDPR compliant and emails are only sent to active data.



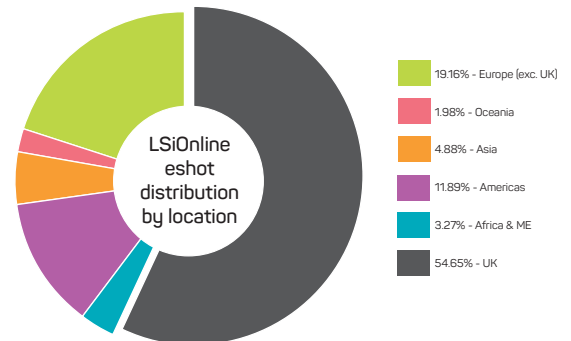
LSiOnline eshot distribution by discipline



LSiOnline eshot open rates



Figures from 1 Jan 2022 - 30 Sept 2022



Figures as of 31 May 2022

HTML specification:

Fixed table width 600px

Please supply an html file comprising of both text and images to maximise reach.

It is best practice to use in-line html coding rather than style sheets. <div> should not be used as this is not rendered correctly by some email clients.

We advise that you also test the html on several email clients (eg Outlook, Gmail, Apple Mail) for rendering compatibility.



ADVERTISING ENQUIRIES



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ASK US ABOUT PLASA MEMBERSHIP BENEFITS