

## ABOUT US

SHOW-MASTER Magazine comes out since 1994 every three months and has 116 to 164 pages. Our main topics are: professional equipment for events, how to choose it and its usage on stage and in the studio.

Our target audience includes everyone in the show industry, project managers, event producers and theatrical show creators. Our mission is to create an integrated information universe for industry specialists and their clients, laying the foundation for the successful cooperation of creative teams.

Our main aim is to inform the readers about new products and tendencies, important industry events and of the leading specialists in the field. We strive to attract new professional writers into our team and are on the constant lookout for new readers.

A few years ago the printed version of SHOW-MASTER was our priority, however, now it is only a part of our information universe. We also now publish PDF and online versions of the Magazine, as well as independent news on the main page of our website.

Another popular project is our professional forum attracting many experts and novices in the show industry.

Our new web-site is a separate publication offering other formats of information exchange. It is an interactive resource where readers can publish their vacancies in the industry, look for jobs, take part in creation of the dictionary of industry terms, start their own surveys, add their own material to exhibition files and watch specialist videos.

Our readers are offered a wide choice of the format of information they want to receive, and our advertisers are able to choose their preferred form of supplying information to their prospective clients.

## AUDIENCE

Analysing our audience we took into account the profession and location of our readers. We found that the narrowest specialisation among professionals is typical of very big cities, and the smaller the town, the more professions a specialist usually combines.

The following table reflects this tendency:

### Readers' location:

Region	%
Moscow and Moscow Region	15
St.-Petersburg and SPb Region	13
North-West	7
Volga Region	12
Central Russia Region	15
Ural and Western Siberia	17
Southern Russia	13
Eastern Siberia and Far East	8

### Readers' Interests:

Light	5400
Live sound	6300
Sound Recording	2250
Video	4450
MI	1000
Stage mechanics	1500
Management	800

### Readers' Positions:

Managing Director	13,70%
Head of Department	16,10%
Technical specialist	53,70%
Consultant	8,90%
Sales manager	7,60%

## DISTRIBUTION

The printed version of the Magazine is distributed by subscription in Russia, Ukraine and Belarus through 11 subscription services and at various industry exhibitions and seminars. More than 70 specialist retailers sell SHOW-MASTER across these countries.

We also deliver our Magazine free of charge to various cultural institutions: theatres, concert halls, culture palaces, creative unions and cultural departments, TV and radio studios, cinemas, stadiums, entertainment centres, educational institutions. The lists for complimentary deliveries are compiled according to the main subject of each issue and the requests of our advertisers and are constantly revised.

The online version of the Magazine is updated daily.

## ADVERTISING OPTIONS

We have several advertising options for you to choose. Each one of them has its own advantages.

**Printed magazine.** Every copy usually has many readers. Printed magazines are sent to your prospective clients. This option is preferable if your client trusts the printed source or if they need to show your ad to others at an exhibition or a tender. The printed magazine is also published as an online and PGF-versions.

**PDF-version.** This is a downloadable version also suitable for smartphones and portable computers. Readers can download any issue of the magazine from the archive at any time. The articles and ads can include active links and videos. This is a cheaper option.

**Online version.** A flexible, well indexed online version allows many options for advertisers.

**Web-site.** Apart from banners and news entries, you can place your videos, surveys or pin your articles or news to the top of the page in the corresponding columns.

**Social networks.** We are increasing our presence in the social networks and find colleagues across the globe.

**Forum.** Banners on the Forum pages are very popular. You can also invite professionals to your seminars and use Sales section of the forum.

**Mail lists.** You can order a mail-out using our mailing lists. We mail out invitations to events, leaflets and catalogues.

## OUR SPECIAL PROJECT

**Rental, Studio and Rehearsal Halls Database.** Interactive database of rental firms, studios and rehearsal facilities. All entries are approved by moderators. The database is being constantly updated with entries from Russia and outside. These are your prospective clients that can help you shape your marketing strategies.

### PDF Version

We care about environment and our readers on the go, and actively promote our PDF-Magazine. This version has additional articles not included in the printed version, comes out before the printed magazine and can be downloaded from anywhere in the world free of charge. Many advertisers prefer to place their ads – articles, posters or news – in the PDF version only. The PDF-archive from previous years is being constantly accessed as well as the new issues.

## ARTICLES

Please note that we do not publish commercial information (prices, discounts, etc.) and logos in our articles.

One page of the magazine fits 3500 characters (not counting spaces) and 2-3 pictures, or 4000 characters with no pictures. We can place a link to your website next to the writer's name provided that your site has an active link to ours.

We can publish an extended version of your article on our website, with more text and information, and include a link to it in the printed magazine.

The placement of non-exclusive materials already published in other magazines or on other web-sites costs 20% more.

## NEWS

We have the following news columns: Sound, Light, Events, Business, Project, Rental, Computer Music, and DJ.

One news entry is dedicated to one product or one event, with 1000 characters plus one picture. We reserve the right not to publish the entry if the contents are obsolete, or much bigger/smaller in volume.

The news entry is not supposed to look like an advertisement, contain advertising comparatives or have bullet-point lists of tech specs. Please avoid stating the obvious facts (for example, that keyboards have keys).

We reserve the right not to send you the proof-read news entries. It makes sense to send us many different news entries.

News entries are published in the magazine free of charge!

## ADVERTISING FORMATS (with pictures)

For a full page advertisement (1/1) it is essential that the advertising module has 5 mm additional margin on each side. All essential information (contacts, logos, etc.) should not be closer than 5 mm to the borders of the page.

Module type Width (mm) Height (mm):

<b>1/1</b>	210 x 290
<b>1/2</b>	175 x 120; 86 x 245; 115 x 158
<b>1/3</b>	175 x 80; 56 x 245; 115 x 118; 86 x 173
<b>1/4</b>	175 x 60; 86 x 118;
<b>1/6</b>	56 x 118; 86 x 80

