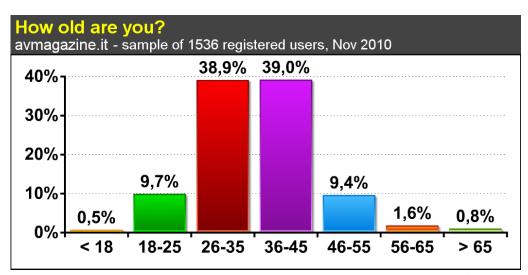
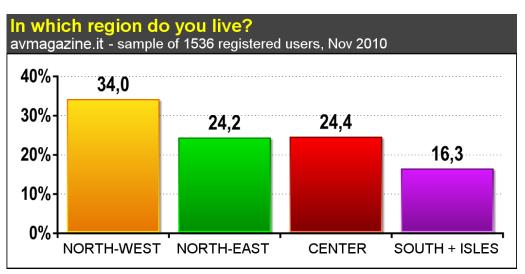


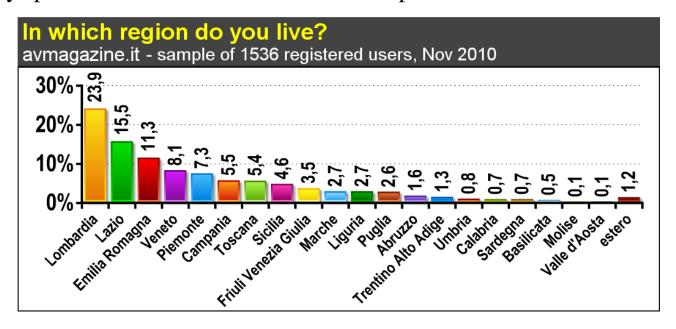
# AV Magazine: the daily audio video news magazine

AV Magazine, is a registered magazine at the Court of Teramo, on December 2004, and it has been online since 14th february 2005. AV Magazine is read every month by more than **500,000 unique IPs**, up to over 30,000 unique IP's every day (source Google Analytics, January 2014). Its newsletter is sent to more than **80,000 email addresses**, producing an open-rate that in some cases goes over the 25%. AV Magazine rises from the AV discussion Forum, online since January 2002, which represents today the **biggest community** in the AV field in Italy, with **more than 100,000 registered members**, 250,000 threads, more than **4 million posts**, reaching more than 1 million impressions in some discussions. The discussions are moderated and represents a useful marketing and communication tool, through its dedicated available areas, as well as for consumers direct approach.





AV Magazine's audience average age is fairly **high**. More than **50% readers are over 36 years**, while under 18 are rather negligible and represent almost half the over 65's. The distribution over the territory is not related to the population density but to the pro capite GDP, thus suggesting an **high spending profile** reader, as it is confirmed by specific answers from the selected sample.





The main AV Magazine topics include all consumer electronic products and solutions where **audio and video** are the major elements, and they appear structured under different channels:

Video: TV, display, monitor, projectors, media player, etc;

Audio: ampli, speakers, DAC, audio processors, portable players, etc;

AV Mobile: smartphone, tablet, notebook, netbook, headsets, accessories, etc;

AV Professional: camcorders, digital cameras, lens, worstation, editing, lights, etc;

**AV Cinema**: film theather, previews, film reviews, festival, etc;

AV Play: audio software, home video, videgames, console, PC gaming, mobile gaming, etc;

**4K**: 4K products and solutions like TV, projectors, readers, smartphone, cameras, software, etc;

# AD areas

The current advertising areas in AV Magazine pages are mainly shown in three formats and four positions. First of all, **leaderboard** with dimension of **720x90** pixel **always on top**, on all website pages. Then it is available also a **box** at **top** position, with dimension of **300x250**. This box position is such that no scroll is required to be seen.

Another box, same dimension of **300x250**, is available also **below**: in pages dedicated to articles and news; this box is at a lower position but very visible because it is placed at side links to move beneath the pages, news and among the space for comments. The same banner is even more visible at forum pages, being shown together at the first post window.

Among the standard formats you may find useful also an **advertorial**, with dimension of 300x150 pixel both in text and in graphic format, available only in home page and site pages.

Complementing the traditional tools we propose a **skin**, with dimension of **1920x1080** pixels and which can be positioned either in the forum pages or homepage or at avmagazine sections, by choosing one or more vertical channels.

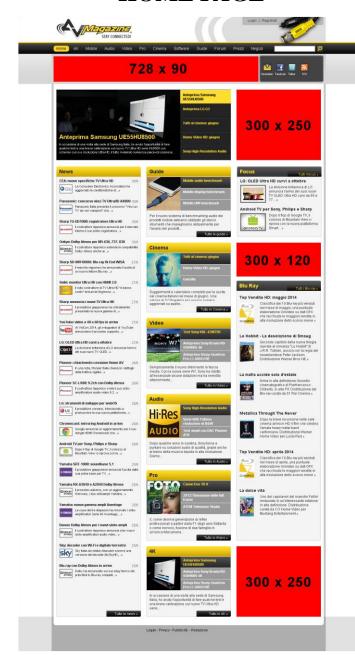
Among the available ad areas, there are also two banners appearing in **newsletters**, sent to more than 80,000 email addresses. The first banner, maximum width of **500x500** pixel, is found **at the top** of newsletter. A second banner with maximum dimensions of **500x250** is found **at half** newsletter length.

Following, some examples of the three type of ad areas above described, an example of newsletter and skin, both in forum and in avmagazine pages and the new format **billboard** (970x250).

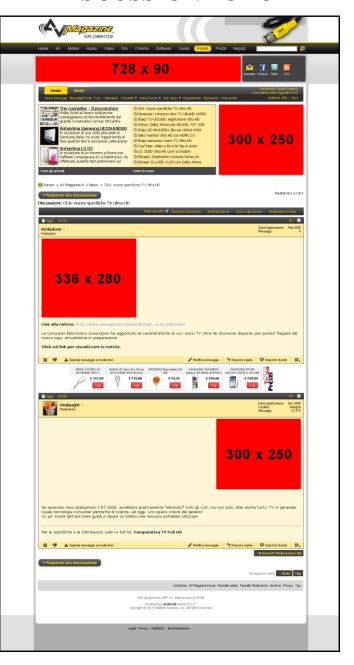
#### **HOME PAGE**

## **ARTICLES and NEWS**

## **DISCUSSION FORUM**





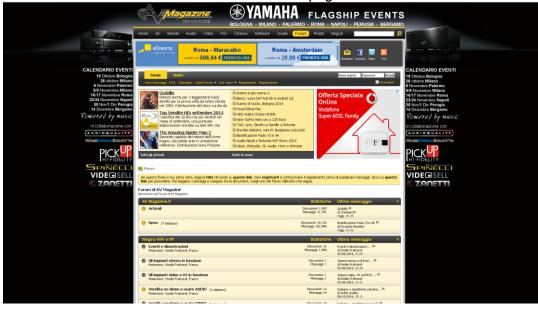




SKIN on SITE pages



SKIN on FORUM pages



# **Contacts and other informations**

AV Magazine: daily online media

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