

HCD

The AV, CI & HI-FI Journal

New
Media Pack
Includes
2009-10
features



Europe's leading
INSTALL AV HI-FI
Industry journal



THE SOUND, VISION AND CI
TRADE RESOURCE MAGAZINE

HCD is the most widely read CI, AV and hi-fi trade title, with an estimated 15,000 readers (derived from 5,000 paper copies mailed out to decision makers & 3,000 digital subscribers). And that doesn't include *online* digital edition readers who are yet to subscribe, and the hundreds of UK & European journalist subscribers.

Throughout 2009 we are working with industry partners to grow this readership to 30,000, a third of which will be in the Euro Zone.

HCD has been publishing for 6 years in 2009, and was a hit from the start. Its 'birth' was a result of leading individuals in the CI, AV and hi-fi trades demanding a trade title that was more representative of what's going on in our industry. **HCD** differs from its competitors in several ways:

• **Design & production:** **HCD** is a professional magazine put together by professionals for professionals – and even though subscription is free, it looks great.

• **Content:** Trade titles often disappoint in terms of their journalism, but at **HCD** journalistic values are key. We only use the UK's very best contributors.

• **Coverage:** **HCD** recognises that the three main components of our industry (CI, AV & hi-fi) are as one. It makes no sense to target a trade magazine in our industry to one audience, so we target everyone. With **HCD** you know what you're getting: a professional title with a targeted and mature readership.

FEATURES LIST: JUNE 2009 – FEB 2010

June 2009

CEDIA Expo preview; High End show report; Hi-definition supplement

July/August (Expo report) 2009

CEDIA Expo report; iPod kit special; Wall-mounts & AV furniture supplement

September 2009

Touch screens, lighting & controllers; CEDIA US & IFA previews; Green 'energy saving' supplement

October 2009

CEDIA US & IFA reports; EISA awards results; Manchester Sound & Vision Show preview; Projectors & peripherals supplement

November 2009

Manchester Sound & Vision Show report; Hi-end hi-fi / Two-channel CI supplement

December 2009

What Hi-Fi awards; Christmas kit special; Flatscreens & peripherals supplement

January 2010

HCD Awards & Review of the Year; What Video & TV, What Plasma & LCD TV & Hi-Fi Choice awards

February 2010

ISE 2010 Preview; Bristol Sound & Vision show preview; Profits Boost supplement



HOME CINEMA & AV



TWO-CHANNEL HI-FI



CUSTOM INSTALL

Europe's leading
INSTALL AV HI-FI
Industry journal



Pictured: Creston touchpanel; Krell MartinLogan ElectroKID ipod system; KEF IQ9 AV system

Advertising rates

* Front cover package £2,750	Full page ad £990
Inside front cover £1,150	Half page ad/Profile £500/£600
Inside back cover £1,050	Quarter page ad/Profile £275/£325
Outside back cover £1,200	Sixth page (Product profile) £225
Profile (DPS or single page) £1,900 or £1,150	Web slot (Product profile) £99 (28 days)
Inserts From £1,000	Contacts book with logo £100 per annum

** The front cover package includes a two-page editorial profile. All profiles written by an experienced journalist, in conjunction with the client. We can design your ad: price on application.*

Mechanical data

Full page 297mm x 210mm (Full bleed 300mm x 213mm)	1/4 standard 90mm x 133mm (Full bleed Not appropriate)
1/2 vertical 90mm x 272mm (Full bleed 103mm x 297mm)	1/4 strip 212mm x 74mm (Full bleed Not appropriate)
1/2 horizontal 185mm x 133mm (Full bleed 210mm x 145mm)	Sponsor 180mm x 14.5mm (Apply for options/prices)

Please supply high-resolution digital images – 300dpi minimum – and ensure that all images embedded into adverts are high-res. Bespoke deals (double-page ads, etc) available on request.

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