

NRG30 SRL

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MEDIA KIT



LightSoundJournal

LightSoundJournal builds on 17 years of experience as ZioGiorgio, developing a fresh and modern approach to a network which has provided relevant and reliable information to industry professionals since the year 2000.

What makes LightSoundJournal unique is its six independent editorial departments in six different languages that are, however, connected to each other and therefore able to provide an extensive and global idea of the sector, with the right style and approach for our particular market. In fact, LightSoundJournal's claim is, and has always been: "we are technicians who speak to technicians".

Each year, the LightSoundJournal Network has seen constant growth in its popularity thanks to its neutrality and attention in the preparation of information, with daily press reviews, where news items are selected and paginated by a professional editorial team. New and original columns and presence at the most important fairs, with unbiased reports of the most important events in the entertainment sector, are also part of the editorial work, providing LightSoundJournal's regular readers with a professional online magazine, that is extremely focussed and – completely free of charge.

Thanks to constant dialogue and a proactive approach, LightSoundJournal is able to assist its clients to optimize communication and the impact that brands and companies have in their particular market, providing them with the most modern multi-platform methods of communication (Visual Campaigns, Product Enhancement, Social Media Marketing...)

The Editorial Department...

We only speak about what we know and, therefore, to communicate professionally and fast, about the often complex technologies of the sector, we need to be there in the field. This means continuous presence at international events, seeing, listening and speaking directly with companies and the main players. In a period where the Web provides information almost everywhere, the only way to stand out is to provide clear, true, interesting, useful and, above all, interesting information for our readers. Information that is communicated to our readers, who live and work in this sector each and every day. This is the only way to have long-lasting relationships with the most important companies of the sector, and even earn the esteem of important readers and technicians. And this type of success makes us proud ...

Stats

DISTRIBUTION BY CATEGORIES	%
Professionals / Technicians (sound engineers, lighting designers, backliners, riggers, scenographers, architects, etc.)	46,00%
Manufacturers / Distributors	17,20%
Installers / System integrators	12,20%
Musical Instruments / Musicians	8,20%
Productions (Management, Production Managers, Booking)	5,20%
Ancillary Services	4,10%
Enthusiasts / Students	4,50%
Other	2,60%

DISTRIBUTION BY SECTOR	%
Concert/Touring	36,30%
Theatre	17,80%
Installation & Building	14,80%
Conference/Event	13,70%
Studio/Recording	6,50%
TV/Film/Broadcast	4,20%
DJ/Club	3,90%
Other	2,80%

DISTRIBUTION BY EDITION	%
Italian	31,00%
English	24,00%
German	15,00%
Spanish	13,00%
French	12,00%
Russian	5,00%

TRAFFIC SOURCES	%
Direct	31,00%
Search Engines	49,00%
Referral	20,00%

Note: with regards to the above figures, we must take into consideration that many of our readers access our pages by writing the URL address in Google and not in the browser.

International registrations: 37131 as of September 2016
Weekly newsletter: 44022 as of September 2016

ZG.com English version is read in 193 countries	%
Usa	24,60%
UK	20,30%
Canada	10,30%
Italy	8,10%
Australia	7,30%
Germany	5,20%
The Netherlands	4,80%
Brazil	4,40%
France	3,60%
Spain	2,60%
Others	8,80%

ZG.fr French version is read in 127 countries	%
France	45,40%
Belgium	10,60%
Canada	8,80%
Switzerland	6,90%
Morocco	4,10%
Italy	3,60%
Tunisia	3,40%
Algeria	3,30%
USA	3,20%
Germany	2,20%
Others	8,50%

ZG.es Spanish version is read in 116 countries	%
Spain	32,20%
Argentina	16,80%
Mexico	12,40%
Colombia	7,30%
Venezuela	7,10%
USA	6,20%
Peru	4,20%
Chile	4,10%
Ecuador	2,90%
Others	6,80%



Advertising offers

A DIRECT RELATIONSHIP WITH THE EDITORIAL DEPARTMENT WILL SUPPORT YOU DAY-BY-DAY IN DEVELOPING AND CREATING SPECIFIC AND FUNCTIONAL COMMUNICATION.

JUNIOR

The aim of the Junior offer is to guarantee the presence of the company in the network and to have a direct dialogue with our editorial department.

- **News in a top position during the year of the contract (numbers can differ)**
- **Optimization of LightSoundJournal SEO pages**
- **Presence in the Quick-Search section on the homepage (direct link to the company)**
- **Dedicated company data sheet with description and logo**
- **Banner program and visual advertising* (please see description and details regarding visualization in the table on page 10)**

RATES	month/12 months	Clicks
▶ Single language offer	310,00 €	4.000
▶ Multilanguage offer (Ger, Fra, Spa, Ita, Uk/Usa, Ru)	750,00 €	16.000

BASIC

Basic guarantees a more constructive collaboration with our editorial department so as to plan communication, releases and actions in the best way possible

- **News in a top position during the year of the contract (numbers can differ)**
- **Optimization of LightSoundJournal SEO pages**
- **Presence in the Quick-Search section on the homepage (direct link to the company)**
- + **Dedicated company data sheet with description and logo**
- + **Banner program and visual advertising*** (please see description and details regarding visualization in the table on page 10)
- + **1 dedicated Newsletter per year**
- + **1 Features section for the company (1 technical news item supplied directly by the company or developed together with our team...)**
- + **Scouting of products and brands during special reports and news items regarding the most important fairs of the sector**

RATES	month/12 months	Impressions
▶ Single language offer	620,00 €	9.000
▶ Multilanguage pack (Ger, Fra, Spa, Ita, Uk/Usa, Ru)	1150,00 €	27.000

PROFESSIONAL

Professional provides close collaboration with our editorial department, thus exploiting in the best way possible the company's brand(s) and strengthening the importance of the product(s).

- **Higher number of news in top positions during the year of the contract**
- **Optimization of LightSoundJournal SEO pages**
- **Exclusive presence in the "TOP Quick Search" top right section in prominent position**
- **Dedicated company data sheet with description and logo**
- **Scouting of products and brands during special reports and news items regarding the most important fairs of the sector**
- + **Banner program e visual adv***
- + **3 dedicated newsletters per year, including one with a special layout (dedicated slot in a prominent position)**
- + **3 Features sections for the company (2 technical news items supplied directly by the company or developed together with our team...)**
- + **1 video spot per year (minimum)**
- + **1 videospot/anno (al the least)**
- + **Presence in the Quick-Search section on the homepage (direct link to the company) with different colours and higher visibility compared to smaller offers.**
- + **Monthly translation of a number of articles to be agreed (for multi-language offers)**
- + **Regular presence on the header of the main page of the most recent news items of the company rotating on the ticket "Break News" in prominent position and high SEO indexing**

RATES	month/12 months	Impressions
▶ Single language offer	980,00 €	18000
▶ Multilanguage pack (Ger, Fra, Spa, Ita, Uk/Usa, Ru)	1750,00 €	54.000

PROFESSIONAL PRO (Custom Tailored)

Professional offers an ad hoc service, developed and planned in close collaboration with the advertising company to exploit in the best way possible the company's brand(s) and product(s).

- **A higher number of news items in top position during the year of the contract**
- **Optimization of LightSoundJournal SEO pages**
- **Exclusive presence in the "TOP Quick Search" top right section in prominent position**
- **Dedicated company data sheet with description and logo**
- + **Banner program and visual advertising* (please see description and details regarding visualization in the table on page 10)**
- **1 video spot per year (minimum)**
- **Scouting of products and brands during special reports and news items regarding the most important fairs of the sector**
- **Presence in the Quick-Search section on the homepage (direct link to the company) with different colours and higher visibility compared to smaller offers.**
- **Monthly translation of a number of articles to be agreed (for multi-language offers)**
- **Regular presence on the header of the main page of the most recent news items of the company rotating on the ticket "Break News" in prominent position and high SEO indexing**
- + **4 dedicated newsletters per year, including one with a special layout (dedicated slot in prominent position)**
- + **4 Features sections for the company (2 technical news items supplied directly by the company, and developed our team...)**
- + **Presence in the Quick-Search section on the homepage (direct link to the company) with different colours and higher visibility compared to smaller offers.**
- + **1 Video created by our editorial department (special news items on products, technical interviews, corporate videos at the company...)**
- + **2 news items in top position in a special area on the home page**

RATES



on request



Contracts for periods of less than 12 months

Each and every commercial agreement mentioned above is to be considered on an annual basis. contracts of 6 or 3 months (minimum contract) will include surcharges as follows:

- 6 months + 30% compared to the annual indicated price
- 3 months + 50% compared to the annual indicated price

The Editorial Department's work

The editorial contents of the "From the Editorial Team" column are, in any case, completely independent from and never connected to advertising or commercial agreements that LightSoundJournal has with companies, which is also valid for the choice of the news items, which are based on the real interests of our readers. Post show and tour reports also follow this philosophy, thus providing unbiased and true information.

	JUNIOR	BASIC	PROFESSIONAL	PROFESSIONAL PRO
News in Top Position	•	•	•	•
Seo Optimization	•	•	•	•
Presence in the Quick-Search section on the homepage	•	•	•	•
Dedicated company data sheet with description and logo	•	•	•	•
Product scouting	-	•	•	•
Banner program & Visual Adv	4.000	9.000	18.000	18.000 +
Dedicated newsletters per year	500,00 €	1	3	4
Features	-	1	3	4
1 videospot/per year (al the least)	350,00 €/month	200,00 €/month	1	1
Quick-Search homepage	•	•	•	•
Monthly translation of articles for multi-language offers)	-	-	•	•
Regular presence on the header of the main page of the most recent news items of the company	-	-	•	•
Exclusive presence in the "TOP Quick Search" section	-	-	-	•
1 Video created by our editorial department	500,00 €	350,00 €	200,00 €	•
2 news items in top position in a speciale area on the home page	200,00 € each one	200,00 € each one	200,00 € each one	•

Banner Specs

standard



728x90 px

HEADER AND FOOTER POSITION ON ALL PAGES OF THE WEB MAGAZINE
SIZE: 728 X 90 PIXELS, MAX 80KB
FORMAT: ANIMATED GIF

cube



300x250 px

IN THE ARTICLES OF THE WEB MAGAZINE AND ON THE PAGES OF THE WEBSITE.

SIZE: 300x250 PIXELS, MAX 80KB
FORMAT: JPG

fixed space

TITLE



300x250 px

FIXED POSITION ON THE HOMEPAGE, INCLUDING AN IMAGE AND A TITLE

SIZE: 300x250 PIXELS, MAX 80KB
FORMAT: JPG

Testimonials

Katsuo Kimoto - Roland Systems Group

"We have been working with LightSoundJournal for almost 4 years now. LightSoundJournal has brought us many leads and is definitely one of the most influential and popular communities in the industry in Europe. "

Jiří Baroš - Robe

In the 21 century, and especially in our industry, everything is getting faster and faster (not only the lights) and we all have less time. The LightSoundJournal online magazines and newsletters keep me and our customers informed in a good way about everything important. No need to browse somewhere else... all in one place and in several languages. I am just looking forward to when they release the Czech version. Good guys in the right place - that's ZioGiorgo.

Rosi Marx - ETC

"ETC likes to work with LightSoundJournal as the network offers various languages and therefore covers large area. They are always up to date and provide the latest news, product videos and useful information."

Maartje Remmers - Philips

"Recently we decided to banner via LightSoundJournal.com; partly due to this investment, extra traffic was generated to our website and the online catalogue"

Jerry Gilbert - JPG Public Relations

"As a PR agent LightSoundJournal is an essential conduit for my press releases. Since it is multilingual, it provides a genuine worldwide networking service that enables immediate story distribution around the globe. That is the kind of access my clients want, and why they constantly look at the LightSoundJournal sites first when reviewing their editorial coverage."

Marina Prak - Prolyte Group

LightSoundJournal is one of the main international communication channels to the large community of people involved with Prolyte products on a daily basis. That's why we have chosen to use LightSoundJournal to reach out our to end-users.

Scott Gledhill - Meyer Sound Director of International Sales

LightSoundJournal offers both readers and manufactures a unique perspective by covering events and installations from all across Europe and by creating content in wide selection of languages, which extends LightSoundJournal's audience well beyond English-only publications. LightSoundJournal strives to tell the story beyond what is found in press releases, and provides the readers a more in-depth, technical review of what goes into a production.

Why choose us?

“...We know this business, we study this business, we live in this business...”



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