2020 APPROACH?

A TAILORED SERVICE...
Content Marketing

Close Dialogue

Multilanguage

Branding

Experience

Visual ADV

EDM

Focus On
Who are we?

A team of passionate professionals...

LightSoundJournal is the only global network in the field of Professional Entertainment available in six languages. Today, we are recognised as a reference point for professionals and companies alike. The international network was born in 2002 from the direct experience of the NRG30 publishing group, developed in the wake of the success of the pioneering portal - ZioGiorgio.it online since 200. The international Network has continued to grow thanks to a constant updating of both its technical insight and unique content, always selected and filtered by a team of professionals who have lived and worked in the sector for many years.

We are regularly present at the world’s most important international trade fairs, in many cases as media partners (NAMM Show, LDI Vegas, PL&S Shanghai, Plasa London, JTSE Paris, PL + S Frankfurt, PL&S Guangzhou, Tokyo Live Entertainment Show...). Additionally, we strive to visit companies and training events as often as possible in order to offer our readers the most accurate and diverse picture of the world of Professional Entertainment as possible, with particular care and attention given to all things technical.

...and a completely free to access network!

The vast sea of the web is full of both overly-summarised and superficial information. Our editorial team work hard, every day, to guarantee timely and professional information is available to readers through a completely free network!
Editorial Organization

We talk and write independently, on subjects we truly understand... ...

Each of the six portals consists of sections taken care of by that portal's individual editorial staff. This allows for each portal's content to be published in its respective language, with independent content that articulates novelties and matters of importance to its specific market area. LightSoundJournal.com, by its very nature, has the function of embracing and encompassing the most important worldwide news. Furthermore, all editorial content is tailor created by our expert team. This includes tour and concert reports, interviews with technicians and prominent industry figures and, increasingly appreciated, our now famous "Focus On" - real road tests carried out directly in the field and in real-world situations. Daily updates is instead entrusted to the various press review sections, which feature selected news from companies all over the world, in six languages.

At you service!

The Lightsoundjournal team - today standing at over 20 people - is able to assist companies and advertisers thanks to a constant dialogue and a proactive attitude. This enables us to optimise communication and therefore the impact that brand and company have on the specific sector to which they belong. This is acheived by the utilisation of the most modern means of cross-platform communication: Visual Campaigns, Product Enhancements & Content Marketing...
Targets and Figures

Technicians, Rental Providers, Manufacturers, Distributors and Enthusiasts are always with us...

Our audience is loyal, attentive, highly specialised and - for these very reasons - very demanding. This is an audience made up of audio technicians, lighting technicians, video technicians, riggers, backline technicians, production managers, tour managers and more. Additionally, company personnel from many different levels of business visit our network. This includes distributors, service-providers, rental companies, as well as some musicians and system integrators (though the latter should be considered to be primarily catered for by other magazines belonging to our publishing group).

The unique monthly access numbers of each of the network’s portals vary depending on the language, but can certainly be considered as important when studied as a group. It is precisely this characteristic - that of the multilingual appeal - which makes the LightSoundJournal network unique and particularly effective. This is especially true when publishing within an increasingly globalised world, whilst remaining attentive to innovation and global trends. Because of this, we believe that the LightSoundJournal network has no direct competitors in its specific market, since no other magazine can guarantee such timely and complete information delivery for its readers.

The average reading time (no less than a minute even for short and fast news reports) is a clear indicator of the quality of the visits. This consideration can be further consolidated on the basis our low bounce rate.
Stats

DISTRIBUTION BY CATEGORIES

- Professionals / Technicians: 36.8%
- Manufacturers / Distributors: 17.8%
- Rental Companies: 16.6%
- Installers / System integrators: 8.2%
- Productions: 9%
- Musicians: 4.4%
- Other: 4.7%
- Enthusiasts / Students: 2.5%
- Search Engine: 48%
- Referral: 29%
- Direct: 23%
**PAGES/MONTH** | **USERS/MONTH**
---|---
lsj.com | 40076 | 26812
lsj.de | 9537 | 5357
lsj.es | 3999 | 2297
lsj.fr | 8012 | 4326
lsj.ru | 3435 | 2632

**MAILING LISTS**

<table>
<thead>
<tr>
<th>Subscribers</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>zg.it</td>
<td>8299</td>
</tr>
<tr>
<td>lsj.com</td>
<td>9123</td>
</tr>
<tr>
<td>lsj.de</td>
<td>1954</td>
</tr>
<tr>
<td>lsj.es</td>
<td>2801</td>
</tr>
<tr>
<td>lsj.fr</td>
<td>1932</td>
</tr>
<tr>
<td>lsj.ru</td>
<td>351</td>
</tr>
<tr>
<td>total</td>
<td>24460</td>
</tr>
</tbody>
</table>

- Numbers as of May 2019 -
The Adv packs

Our new offers are designed with absolute flexibility, with configurable subscription options to meet all needs...

A direct relationship with our editors will enable step by step creation and development of specific and functional communication.
JUNIOR

The purpose of the Junior package is to guarantee the presence of the company within our network, whilst establishing a direct dialogue with our editorial staff.

- News in top position within the contractual year (variable)
- SEO optimisation within the network's pages
- Presence in the homepage Quick-Search section (dedicated link to the company's news and content)
- Company card dedicated to the company with description and logo
- Branded banners and visual advertising on company dedicated news
- Space to promote events, seminars and meetings for FREE (NEW!)
+ Product scouting - research, selection and product engagement (NEW!)

<table>
<thead>
<tr>
<th>PRICES</th>
<th>Month / 12 Months</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Raw&quot; pack - single language</td>
<td>280,00€</td>
<td>banners only on branded news</td>
</tr>
<tr>
<td>Multilanguage pack</td>
<td>750,00€</td>
<td>banners only on branded news</td>
</tr>
<tr>
<td>(Ger, Fra, Spa, Ita, Uk/Usa, Ru)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**BASIC**

The purpose of the Basic package is to guarantee the presence of the company within the network, whilst establishing a direct dialogue with our editorial staff and creating original and engaging content.

- News in top position within the contractual year (variable)
- SEO optimization in the Network pages
- Presence in the Quick-Search home section (link dedicated to the company)
- Company card dedicated to the company with description and logo
- Space to promote events, seminars and meetings for FREE (NEW!)
- Product scouting - research, selection and product engagement (NEW!)
- Banner program and visual advertising (push-down banner included) (NEW!)
  + 1 Dedicated Newsletter per year for free
  + 2 Hot News (news with differentiated background and in first place) (NEW!)
  + 1 Focus On (an exclusive road test in the field)
  + 1 Original Article (event report, corporate interview...)
  + Trade Show Enhancement (product / brand enhancement from the most important trade fairs)

<table>
<thead>
<tr>
<th>PRICES</th>
<th>Month / 12 Months</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Raw&quot; pack - single language</td>
<td>590,00€</td>
<td>4000</td>
</tr>
<tr>
<td>+ 1 language (.COM is obligatory)</td>
<td>+100€</td>
<td>4000</td>
</tr>
<tr>
<td>International pack - 6 languages</td>
<td>+400€</td>
<td>4000</td>
</tr>
</tbody>
</table>
The purpose of the Professional package is to guarantee the closest possible collaboration with our editorial staff, in order to make the most of the brand image and strengthen the value of the product. This is achieved through extended communication strategies and content creation.

- Even more news in top position during the contract year
- SEO optimization in the network’s pages
- Presence in the Quick-Search home section (link dedicated to the company)
- Presence of latest company news on “Breaking News” header of main page - highly visible with high SEO indexing
- Company card with description and logo
- Banner program and visual advertising on news dedicated to the company
- Space to promote events, seminars and meetings for FREE (NEW!)
- Product scouting - research, selection and new product engagement (NEW!)
- Banner program and visual advertising (new push-down banner included) (NEW!)
  + 2 dedicated newsletters per year
  + 1 EDM (Editorial Dedicated Mailing) (NEW!)
  + 2 Hot News (news with differentiated background in first position) (NEW!)
  + 1 Focus On (Thorough and effective product review in the field)
  + 1 Original Article (event report, corporate interview...)
  + Educational Area for FREE (NEW!)
  + Trade Show Enhancement (product / brand enhancement from the most important trade fairs)
<table>
<thead>
<tr>
<th>PRICES</th>
<th>month /12months</th>
<th>Impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Raw&quot; pack - single language</td>
<td>920,00€</td>
<td>10000</td>
</tr>
<tr>
<td>+ 1 language (.COM is obligatory)</td>
<td>+100€</td>
<td>10000</td>
</tr>
<tr>
<td>International pack - 6 Languages</td>
<td>+400€</td>
<td>1000</td>
</tr>
</tbody>
</table>

**Contracts with periods of less than 12 months**

Each commercial agreement mentioned above is calculated and planned on an annual basis. For contract formulas that include 6 or 3 months (the contract minimum), the surcharges will be applied as follows:

- 6 months + 10% compared to the indicated price
- 3 months + 20% compared to the indicated price

**Services marked with "+"**

The services marked with “+” indicates the following: Only available on subscriptions of 12 consecutive months or longer. These services may also be purchased separately, at any time, at the prices stated in the table below.
## COMPARATIVE TABLE
### PACKAGES AND EXTRA OFFERS

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>JUNIOR</th>
<th>BASIC</th>
<th>PROFESSIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Service</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>SEO Optimization</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Quick Search</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company Profile</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Product Scouting</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Event Promotion Area</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Educational Area (NEW)</td>
<td>x</td>
<td>500</td>
<td>✔</td>
</tr>
<tr>
<td>Top Position News (Hot News)</td>
<td>500</td>
<td>2✔</td>
<td>2✔</td>
</tr>
<tr>
<td>Sticky News (1 Week)</td>
<td>500</td>
<td>250</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated Newsletter</td>
<td>500</td>
<td>✔</td>
<td>2✔</td>
</tr>
<tr>
<td>EDM Newsletter (NEW)</td>
<td>750</td>
<td>500</td>
<td>✔</td>
</tr>
<tr>
<td>Focus On (Product Test)</td>
<td>500</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Native Content</td>
<td>350</td>
<td>✔</td>
<td>2✔</td>
</tr>
<tr>
<td>Video Spot (1 Month)</td>
<td>500</td>
<td>250</td>
<td>✔</td>
</tr>
<tr>
<td>Page Wings (1 Week)</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Trade Show Sponsorship (NEW)</td>
<td>1500</td>
<td>1000</td>
<td>750</td>
</tr>
<tr>
<td>Extra Language* (each)</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Multi Language Pack (6 Languages)</td>
<td>500</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>only news</td>
<td>4000</td>
<td>1000</td>
</tr>
<tr>
<td>Push Down Banner (NEW)</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Pop Up Banner (NEW)</td>
<td>x</td>
<td>x</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Monthly Fee</strong></td>
<td>280</td>
<td>590</td>
<td>920</td>
</tr>
</tbody>
</table>
Relations with our editorial staff

Our customers have always had a direct and privileged relationship with our Editors - a constant dialogue where suggestions and advice are closely listened to. This is always done in order to help and guide the company in the difficult task of promoting its brand and products. In this sense, a real competence and mastery of the subjects that we discuss are indispensable requirements. Therefore, each of our editors are, first and foremost, passionate and experienced technicians.

The contents of our "From the Editor" sections are always completely independent and never bound by the commercial agreements that the network has with companies. The same is also true in relation to the choice of the news published - a decision which is always made on the basis of its interest to our readers.

The same approach is taken for our tour, concert, fair and event reports - where the goal has never been to "judge" but rather to inform and explain how technologies are being used by real people within the industry.
THE GRAPHIC LAYOUT

explanation of the various sections

1 - DAILY NEWS
This is the section where the most important innovations within the sector are broadcast. The launch and planning of this news is at the discretion of the editorial staff, who select and optimise (including SEO Optimisation) the press releases produced by companies within the industry. The "news on top" space is instead a high-profile slot that takes advantage of "one-off" sponsoring opportunities, dependent on the packages chosen.

2 - VIDEO SPOT
In the upper right part of the home page, in a position of great visual impact, we find the box called "VideoSpot". Here, it is possible to insert short promotional videos chosen and selected with the help of our editorial staff, in order to integrate and make a particular visual campaign even more effective.

3 - LSJ WORLD NEWS
The LSJ World news further widens the total number of news that the LSJ Network inserts in a single day. These are international news, in English, from the various markets. This is packaged into a "smart" format - providing regular, fast and informative posts designed to reach readers as quickly as possible.

4 - FAIRS AROUND THE WORLD
This section provides access to a page dedicated to international trade fairs, which can be viewed in a month by month format on a convenient calendar. Additionally, users can click on the name of a fair to access the direct link its site.
5 - QUICKSEARCH SECTION
In Quick Search, our sponsors' brands are listed clearly and prominently. By clicking on the links you can access an exclusive page with a company card dedicated to this company.

6 - INTERNATIONAL EDITOR’S CORNER
A space dedicated to the insights produced and edited by our editorial staff. This is original content and in no way linked to any business relationships with companies. Contents include reports from concerts, events and fairs - providing technical insights with the aim of timely and professionally informing our readers.

7 - FOCUS ON (FEATURES)
A space available to sponsoring companies. In this section, content provided directly by companies - consistent with the editorial choices of the network - can be published, or product reviews enriched with real product tests carried out by our technicians directly in the field.

8 - CALENDAR APPOINTMENTS
In this section, displayed as a calendar, it is possible to find the most important events in the sector. This includes fairs, meetings, open days and any other event considered to be of importance by our editors.
Banner Specs

728X90

STANDARD
Features: appears in the header and in the footer of all the pages of the network.
Dimensions: 728 x 90 pixels, max 80Kb
Format: animated gif

300X250

CUBE
Features: Appears in the articles across the network and in the internal pages of the site.
Dimensions: 300x250 pixels, max 80Kb
Format: jpg

300X250

FIXED SPACE
Features: Mini Graphic in Home Page with title and image.
Dimensions: 300x250 pixels, max 80Kb
Format: jpg
**PUSH-DOWN**

**Features:** when displayed, this format pushes other content down the page.

**Dimensions:** 728 x 90 pixels, max 80Kb

**Format:** animated gif, jpg

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**CORNER POP-UP**

**Features:** (100x100 jpg/png max 40kb with text Title (max 10 characters) and text Description (max 115 characters). It appears on the top left of the content of the web pages.

**Dimensions:** 300x100 pixels, image and text
NEWSLETTERS

Standard Newsletter
- News from daily news section
- Random Standard and Cube banner

Dedicated Newsletter
- “hot news”, a very effective space
- News from daily news section
- Matched banners from the customer only

EDM Newsletter
- Content Marketing Space
  - content from the customer or ad hoc
  - Matched banners from the customer only
  - Other news from the customer only
Testimonials

You’ve heard what we have to say, but what about our customers...

Louise Stickland - Loosplat (PR and Photography agency)
“It’s a fast-paced, easily-accessible, often-updated newsy media portal for those on the move in the industry. Vibrant and multi-lingual, the news is packaged with some well-written, insightful and in-depth technical and features which ensure a lively mix of materials for professionals working across all disciples”

Rosi Marx - ETC
“ETC likes to work with ZioGiorgio 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 ZioGiorgio.com; partly due to this investment, extra traffic was generated to our website and the online catalogue”

Scott Gledhill - Meyer Sound Director of International Sales
"LSJ offers both readers and manufacturers a unique perspective by covering events and installations from all across Europe and by creating content in a wide selection of languages, which extends ZioGiorgio’s audience well beyond English-only publications. Zio-Giorgio 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".
Serkan Güner - Riedel Communications
LSJ Network provides informative and informative content on current topics and events in our industry across Europe, at the latest developments in the market, technology trends, and more. We highly appreciate the team's commitment to creating and implementing multilingual content. The network gives in-depth insight into what's going on in our business, while not losing the focus on technology.

Gioia Molinari - RCF
"With ZioGiorgio.it, IntegrationMag.it, LightSoundJournal's International Network and ZioMusic.it, RCF can best cover advertising and communication in the sectors in which it is active. To deal with a flexible structure and work with a team of passionate and always attentive professionals is an added value of great importance for us. After several years of collaboration we can see that the network is effective ..."

Ennio Prase - Prase
"Prase Media Technologies has been working with ZioGiorgio for many years. During our collaboration, we have greatly appreciated the effort and the constant availability of its editorial team. As the distributor of more than 45 brands, in ZioGiorgio we found a reliable and attentive communication partner for our multiple promotional activities.".

Romano Frenquelli - Frenexport
"We appreciate Lightsoundjournal Network for their professionalism and their approach on relevant Pro Audio & Lighting topics. The perspective and focus given on specific news, reports and editorials capture the interests of industry professionals, but it is also a platform for education and training of new engineers, those with sales responsibilities and all other readers interested in understanding our industry and following European trends on products, systems, live events and installations."
Jerry Gilbert - JPG Public Relations
“As a PR agent LSJ is an essential conduit for my press releases. Since it is multi-lingual, 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 LSJ 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 to our end-users”.

Why choose us?
We know this business, we love this business, we live in this business.
Editorial Enquiries

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