



Live Design from Penton

Live Design is the new, must-read creative and technical journal for live entertainment professionals in lighting, staging, and projection. Each issue provides designers, programmers, and technicians with tips and trends, news and reviews of the latest gear, reports from the field, and industry viewpoint and commentary.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA
Canada

SEGMENTS

24,821	Total Universe / Universe Rate	\$150.00/M
21,062	Records with Phones	+ \$60.00/M
	Email (see email datacard)	\$375.00/M
	Transmission	+ \$50.00/M

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/29/2015
Counts Through	07/29/2015

DATA CARD MAINTENANCE

New To System	07/29/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Live Design reaches sound, lighting, and visual entertainment professionals including designers, programmers, technicians, dealers, and manufacturers.

Primary Business	Postal	Email
Other	2012	240
Sound-for-pic Post-production	2674	284
Concert/touring	5579	744
Consultant	29	7
Corp/industry/exhibit	6357	750
Cruise Ships	441	44
Dealer/distributor	176	32
Film/tv/video	2961	318
Houses Of Worship	2199	251
Live Corp/ind/exhibits	61	9
Manufacturer	47	5
Theatre & Pref Arts	8975	1210
Themed Entertainment	4749	570
Theatre	509	101
Concerts/touring	33	4
Theme Parks	2	2
Equip/mfgr/dist/dir	1	0
Govt		
Agent/school/library	1	0
Architectural/interior Design Firm	170	28
Clubs	2622	290
Commercial Architect	3288	300

Nightclubs	108	19
------------	-----	----

Title Category	Postal	Email
Top Management	39016	5350
Middle/administrative Management	15800	2508
Financial Management	905	70
Sales & Marketing Management	2484	381
Information Technology (it) Professionals	3105	563
Production Management	2414	450
Engineering Management	8170	1779
Professionals	7907	1785
All Other Management	182	40
Vp-level	2332	269
Director-level	7226	1361
Manager-level	9293	1259
Assistant -level	474	81
Human Resources	70	11
Purchasing	246	21
Retired	3	1
Senior (c-level Or Higher)	28667	3758
Students	611	270
Education	737	151
Medical	100	17
Lawyers	14	2

Year Started	Postal	Email
Prior To 1900	138	6
1901-1950	380	51
1951-1975	1595	163
1976-1990	4674	475
1991-2000	5147	559
2001-2005	2888	358
2006-2010	4526	689
2011+	3270	491

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

Their diverse portfolio of properties can help you reach your target audience.

(sets, show, ent, tech, electronics)

SELECTS

Bus/Industry Type	\$15.00/M
Equipment Type	\$15.00/M
Max per Company/Sites	\$15.00/M
Number of Employees	\$15.00/M
Phone Number	\$60.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC/NAICS Code	\$15.00/M
State	\$10.00/M
Venues	\$15.00/M
Zip	\$10.00/M
Employee Size	\$15.00/M
Job Title	\$15.00/M
Location Type	\$15.00/M
Primary Business	\$15.00/M
Annual Equip Extend	\$15.00/M
All other Business (Venues)	
Equipment Evaluated	
Sales Volume (+000)	

GENDER

Male	69%
Female	15%

AVERAGE INCOME

Value	not available
-------	----------------------

MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES**Exchange is not allowed****REUSE****Please inquire****CANCELLATION**

Charges	\$50.00/F
---------	------------------

CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

EMAIL	\$75.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS