2025 MEDIA KIT PROJECTION LIGHTS & STAGING NEWS

Advertise Where You Get Results

Visual Presentation Editorial Visual Presentation Audience

25

66 Advertising in PLSN has been key to CHAUVET's branding and successful crossover into the production and rental markets. PLSN is one of very few publications in this industry with editorial credibility. It attracts the kind of potential buyers we seek: discerning and educated readers, savvy designers and installers.

Berenice Chauvet, Vice President — CHAUVET

• 29,872 Total Subscribers*

• **49.24%** of *PLSN* subscribers are presidents/owners or are in management.*

• **42.03%** of *PLSN* subscribers have as a direct result of viewing an ad purchased a product and **81.99%** have visited an advertiser's website.**

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• **41.71%** of *PLSN* subscribers indicate a future spending level on entertainment technology for themselves or their company in excess of \$100k**

* Publisher's Sworn Circulation Statement, August 2024

** Publisher's Reader Survey

66 As Thomas Jefferson said '**The man who stops advertising to save money is like the man who stops the clock to save time.'** Time is the mainstay of life on our planet just as advertising is a key element of the Robe marketing mosaic. Cooperating with PLSN as one of the most important and long established industry media portals, is fundamental to both our printed and digital advertising strategies, not only in North America but worldwide. **??**

Pavel Němec, International Marketing Manager — ROBE Lighting

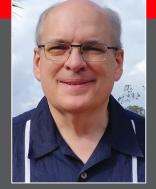
DA WEILING DRAW

MEGANTHEESTA

ENTER THE ARENA

66 Simply put, PLSN works! PLSN has been an essential partner in helping us communicate our brand for years and because it is the 'go to' resource for lighting pros in our industry, at all levels, we know we'll be seen and get results. The team at PLSN has always been incredibly responsive, alerting us to opportunities and working with us across all their platforms to be more effective and efficient with our marketing dollars. **99**

> Larry Beck, PR & Communications — Elation Professional



EDITORPROFILE

Michael S. Eddy

have worked in the entertainment technology industry for more than 40 years, since graduating from the University of Evansville with a degree in theater design and technology. I came to New York City with the plan to pursue a path in lighting design and worked as an electrician and assistant LD. Like many people in our industry, I changed and expanded into lighting for video and television as well as for corporate and special events. Along the

way I also took a turn into theatrical manufacturing and worked in sales & marketing, and product development for a range of companies as well as with theatrical dealers as a systems integrator. I've written about entertainment technology for over 35 years, probably interviewing some of you along the way, and I look forward to speaking with many more of you going forward.

Having been in and around concert touring for the better part of my time covering the production technology industry, I am always interested in sharing the innovation of manufacturers, designers and technicians. From the early days of PAR cans to today's all LED-based rigs, as editor, I will work to keep *PLSN* the leader in covering the design and technology of the industry. Every month *PLSN* will cover the details behind all the concert tours, music festivals, and special events our industry supports, as well as for theater, film, and broadcast projects.

Ours is an ever-evolving industry, which is why *PLSN* created the In The Volume section to cover the rapidly expanding virtual production discipline that is crossing into all market segments. It is an area that's quickly moving away from its roots in film and broadcast to other markets like concert touring and events. It is exciting to cover this area of work where a lot of the technology is expanding the creative possibilities and changing workflows. I look forward to sharing what's next in virtual production.

I can assure you that designers, makers, interesting productions, and groundbreaking technology will continue to be my focus at *PLSN*. I am also excited to be highlighting the many innovative designs and production solutions beyond concert touring, looking at film and broadcast, theater and the many unique immersive experiences that are part of our industry's work.

PLSN is THE place to share and find the technical solutions needed by all production professionals and decision-makers, as well as to participate in the most current conversations about the state of entertainment production. As production technology advances, and as virtual, real, and immersive worlds morph and merge, I look forward to working with all of you. Our advertisers' news and innovations are an important part of bringing the most valuable coverage to our readers. The depth of our coverage is what makes *PLSN* the must read source of information on the products, projects, and people expanding our industry.

I feel designer John Featherstone, Partner & Principal of Lightswitch, sums up perfectly what *PLSN* brings to the industry: "We all work in an industry that is a balance of the creative, and the technical—it's one of the many things I love about what I do! I turn to *PLSN* for what I consider the perfect blend of creative inspiration and technical education, to empower my work in creating remarkable experiences that balance creativity, fiscal responsibility, and executional practicality. *PLSN* is an invaluable resource."

www.plsn.com/mediakit

2025 EDITORIAL CALENDAR

Year	lssue	Focus	Resources	Show Issue	Ad Due Dates	
	Jan.	Parnelli IT Nominees	The Conversations Shaping the Industry	NAMM, ISE	December 20, 2024	
	Feb.	Staging/Automation	From Touring to Installs, All the Staging & Automation Solutions	USITT	January 20, 2025	
	March	Got Gear	The Gear choices of Designers & Shops; the Innovation of Manufacturers	NAB	February 20, 2025	
2	April	Virtual Production	Lighting, Video and In-Camera Solutions	ProLight+Sound	March 20, 2025	
	Мау	Touring Logistics	Trucking and Busing Vital to Any Tour		April 20, 2025	
U	June	Video Issue	Video: Content Teams, Workflows & Technology	InfoComm	May 20, 2025	
9	July	Festival Issue	The Rigs, the Designs and the Safety Considerations at Festivals		June 20, 2025	
	Aug.	Tour Support	The Production Houses, the Crews and the Technology Vital to Any Tour		July 20, 2025	
5	Sept.	Immersive Engagement	Immersive Technology and Design Products, Services and Tools		August 20, 2025	
	Oct.	Installations	Tech in Concert Venues, House of Worship and Theaters plus the Education Guide		September 20, 2025	
	Nov.	Industry Gatherings	The Fall Product Guide	LDI, The Conference LIVE @ Lititz	October 20, 2025	
	Dec.	Special Effects	Pyro, Cryo & Lasers: The Designs and Technology Innovations of SFX		November 20, 2025	

Matt Huber

Account Manager

Tel: 702.932.5585 x103

mh@timelesscom.com

IN-DEPTH and **COMPREHENSIVE** EDITORIAL COVERAGE

Industry News

PLSN provides the industry with an independent editorial voice, covering the industry like no other news source, worldwide.

Product News

What's new, updated and on the market? PLSN has it covered.

On the Move

Who's who in the industry, where are they heading, and info about the companies in transition.

Showtime

Readers send us gig shots, crew credits and details about the gear they used.

Production Spotlight

A look at the concepts, and lighting, video, staging and rigging systems that give each production a unique vibe.

Designer Insights

Lighting, video and set designers share their production perspectives.

Stage Directions

Covering theater makers and the technology on theatrical productions.

Company 411

The stories behind the the manufacturers and production shops that make up our industry.

Buyers Guide

A no-hype-allowed zone for industry professionals making critical buying decisions.

Road Test

Industry pros put the rubber to the road, taking the latest gear for a spin.

Vendor View

The production and rental houses' point of view supporting a particular show or event.

Product in Focus / in Use

An in-depth look from the manufacturer perspective of a particular product: In focus write-up: product deep dive. In use write-up: product use on a project.

Broadcast and Film

The lighting and video solutions and techniques that work for on camera.

In the Volume

The products, projects and people advancing Virtual Production.

Terry Lowe President Tel: 702.932.5585 tlowe@timelesscom.com Judy Wang The Greater China Worldwide Focus Media Tel: 0086-13810325171 judy@timelesscom.com

SALES CONTACTS

RATECARD

PRINT RATES

TABLOID PAGE SIZES							
4-Color	1x	3х	бх	13x			
Tab Spread	\$7,570	\$7,380	\$7,000	\$6,675			
Full Page Tab	\$4,700	\$4,495	\$4,300	\$4,115			
3/4 Tab	\$4,185	\$4,070	\$3,915	\$3,725			
1/2 Tab	\$3,795	\$3,650	\$3,505	\$3,400			
1/3 Tab	\$2,900	\$2,745	\$2,675	\$2,600			
1/4 Tab	\$2,495	\$2,385	\$2,290	\$2,135			
JUNIOR PAGE SIZES							
4-Color	1x	3x	бх	13x			
Jr. Full Page	\$3,880	\$3,720	\$3,555	\$3,460			
2/3 Jr. Page	\$2,950	\$2,895	\$2,825	\$2,750			
1/2 Jr. Page	\$2,495	\$2,385	\$2,290	\$2,135			
1/3 Jr. Page	\$2,090	\$2,045	\$1,955	\$1,885			
1/4 Jr. Page	\$1,620	\$1,580	\$1,505	\$1,445			
1/6 Jr. Page	\$1,185	\$1,150	\$1,045	\$1,005			
PREMIUM AD POSITIONS							
4-Color Only	1x	3x	бх	13x			
Front Cover Showcase Ad	\$5,200	\$5,000	\$4,810	\$4,630			
Inside Front Cover	\$5,200	\$5,000	\$4,810	\$4,630			
Inside Back Cover	\$5,000	\$4,810	\$4,630	\$4,460			
Back Cover	\$5,600	\$5,380	\$5,180	\$4,980			

PRODUCTION MARKETPLACE CLASSIFIEDS

Special advertising section for: Backline Rental, Case Companies Coach Companies, Communications, Freight Forwarding, Generator Rentals, Insurance Tour Supplies, Tour Pass / Itinerary Books, and Trucking.

SALES CONTACTS

Greg Gallardo Publisher Tel: 818.216.5336 gregg@timelesscom.com

Terry Lowe President Tel: 702.932.5585 x118 tlowe@timelesscom.com

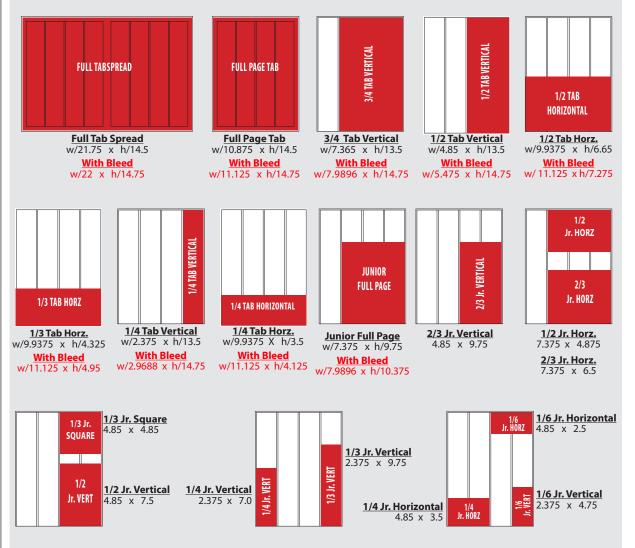
Matt Huber Account Manager Tel: 702.932.5585 x103 n mh@timelesscom.com

Judy Wang The Greater China Worldwide Focus Media

Tel: 0086-13810325171 judy@timelesscom.com

ADSPECS

SUBMIT ADS TO OUR AD SUBMISSION WEBSITE (100MB OR LESS): www.timeless-com.com/ads/



Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. **Preferred file submission:** CMYK or grayscale, high resolution (300dpi or greater) Photoshop or Illustrator-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

IMPORTANT PRINT NOTE: All SPOT, RGB, & LAB COLORS SHOULD BE CONVERTED TO CMYK to avoid any color conversion/transparency flattening issues. In addition, if a pdf file is supplied, all text must be converted to outlines.

PUBLISHER IS NOT LIABLE FOR INFERIOR OUTCOME IF GUIDELINES ARE NOT FOLLOWED.

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

INSIDE THE

LEAD WITH THE APPLICATION, NOT THE SPECS

Instead of opening with technical data, show how the gear is used on a real-world tour, festival, or venue install.

"Trusted on Taylor Swift's Eras Tour to deliver precision dimming and infinite pan/tilt control."

Then follow with spec highlights.





HIGH-IMPACT VISUALS

(Show the Gear in Action)

Use large, clean visuals of your products on stage, on truss, or in programming environments not just studio shots.

- LED walls in use at an arena.
- Console screens mid-show cue stack.
- · Beams cutting through fog at a festival.

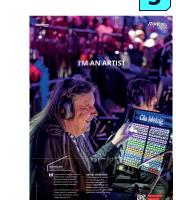
Tip: Lighting products benefit from dark backgrounds and color contrast. Use full-bleed image formats in print or wide-format digital banners for maximum effect.





good ad for manufacturers and service companies in entertainment technology — whether for lighting, audio, LED video walls, or staging gear — must balance technical credibility, visual impact, and industry relevance. It needs to resonate with a professional audience (LDs, TDs, production managers, venue managers, integrators) while clearly communicating what problem the product solves or how it elevates live production. Here's what makes an entertainment technology ad effective:

OF A GREAT AD



QUOTE THE PROS (Credibility)

Include testimonials from high-profile LDs, programmers, or integrators — especially when tied to a recent major tour or install.

"The AXCOR Profile 900 cut my load-in time by 45 minutes. It's a workhorse." - Rachel D.,

Lighting Designer for Foo Fighters







SELLING THE SPOTLIGHT

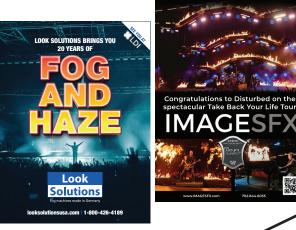
CLEAR, SINGLE CALL-TO-ACTION

Don't cram the ad with every feature. Instead, guide them to:

- Download a full spec sheet
- Watch a demo video
- Visit your booth at a trade show
- Link to a full case study or PLSN article

CTA example: "See how it performed on tour with Luke Combs.

— [company.com/tourcase]"



5 FEATURE WHAT SOLVES REAL PAIN POINTS

Most gear buyers want:

- **Reliability** (long runtimes, cooling, durability)
- Time savings (easy rigging, fewer cables)
- Creative capability (pixel mapping, FX, control)

"40% lighter than our previous fixture — with 30% more lumen output."





TRADE PUBLICATION TIE-IN

Mention when your product was featured or reviewed in a trusted source:

"As seen in the April issue of *PLSN or FOH* – full story at PLSN.com or fohonline.com."

This instantly adds **authorit**y and gives the reader a deeper reason to engage.



CONSISTENCY ACROSS CHANNELS

If your print ad runs in *PLSN* or *FOH*, **match your digital and social campaigns** to reinforce the message:

• Use the same imagery and headline for email banners.

• Post BTS setup content to Instagram with a "featured in PLSN or FOH" badge.



6





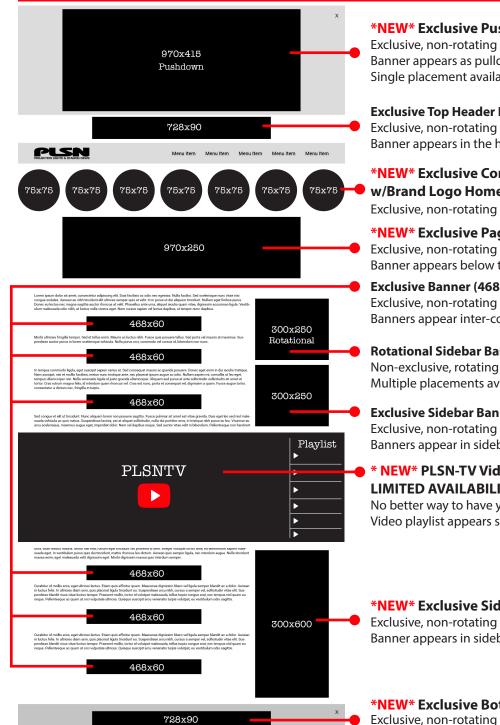
SUMMARY: WHAT WORKS

Element	Why It Works
Real-world context	Shows how the product performs in the field
Strong photography	Grabs attention in a visual-first industry
End-user quotes	Builds trust with buyers who care what peers think
Specific, scannable copy	Engineers and designers skim; clarity wins
Product benefits, not just features	Tells them how it helps them do their job better
Clear call to action	Drives next step — not just awareness

PLSN MK060425

ONLINE WEBSITE ADVERTISING





NEW Exclusive Pushdown Banner (970 x 415) — \$2,500

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears as pulldown advertisement on all website pages. Single placement available.

WEB BANNER SPECS Acceptable Formats: jpg, png, gif. **Size Requirements:** Max K-Size (kB): 300 total per image Animation ok within max k-size limit. No audio.

Exclusive Top Header Banner (728 x 90) — \$1,600

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears in the header on all website pages. Single placement available.

NEW Exclusive Company News Section! All your company's news aggregated in one location. w/Brand Logo Homepage Highlight Button

Exclusive, non-rotating logo appears above navigation bar. Limited Availibility. — \$1,600

NEW Exclusive Page Head Banner (970 x 250) — \$2,000

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears below the navigation menu on all website pages. Single placement available.

Exclusive Banner (468 x 60) — \$1,350

Exclusive, non-rotating ad placement, available to a limited number of advertisers. Banners appear inter-content on homepage, and above footer on all inner website pages. Multiple placements available.

Rotational Sidebar Banner (300 x 250) — \$1,200

Non-exclusive, rotating ad placement. Banner appears in sidebar of all website pages. Multiple placements available, shared with other advertisers.

Exclusive Sidebar Banner (300 x 250) — \$1,500

Exclusive, non-rotating ad placement, available to a limited number of advertisers. Banners appear in sidebar on all website pages. Multiple placements available.

* NEW* PLSN-TV Video Feature - \$1,750 LIMITED AVAILABILITY

No better way to have your company's video visible to the industry than having it on PLSN.com! Video playlist appears strategically right under the homepage news section.

NEW Exclusive Sidebar Banner (300 x 600) — \$1,750

Exclusive, non-rotating ad placement, available to a limited number of advertisers. Banner appears in sidebar on all website pages. Multiple placements available.

NEW Exclusive Bottom Footer Banner (728 x 90) — \$2,000

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears as a fixed position, non-scrolling footer on all website pages. Single placement available.

NEWSLETTER NEWSLETTER ADVERTISING

Read the Digital Edition of this Month's issue of PLSN at any Time, from Anywhere! **Click Here to Read Now**

CONNECT WITH PLSN: f

FORT

VOTING

NOW

OPEN!

EXPO

SCÈNE

2024



CURRENT ISSUE NEWS GEAR DIRECTORY ADVERTISE

OBSIDIAN

Headlines

Voting for the Parnelli Awards is NOW OPEN!

The ballot for the 23rd annual Parnelli Awards Ceremony has been finalized, and voting has begun! The ballot is posted online at parnelliawards.com, and it's up to YOU, the PLSN reader, to decide who among the nominees will step up to the awards podium

at the Anaheim Hilton in Anaheim, CA on the evening of Ian. 24, 2025 during the NAMM Show

Read More



Mextly Couzin Reflects Complex Web of Human **Emotions in Job with CHAUVET Professional**

Reflecting the very real human drama that defines Job is a starkly beautiful, emotionally unsettling Mextly Couzin lighting design that encompasses the play's complex world. Helping Couzin achieve the design vision is a collection of 48 CHAUVET Professional onAir Panel fixtures supplied by PRG.

Read More

VIDEO OF THE WEEK

Video of the Week: ETC Source Four LED Series 3



MORE HEADLINES.

 How to Reopen Live Events Safely ChamSys QuickQ 20 Helps Kyle Bell Adapt For Warrant and Firehouse Show Electrosonic takes home three top honors at the 2021 Integration Awards

AN INDUSTRY WITH A HISTORY DESERVES A SOFTWARE WITH A FUTURE.

NEWSLETTER SPECS

Acceptable Formats: .jpg, .gif Size requirements: around 200K No Flash, and all newsletter spots are **EXCLUSIVE.**

468x60 HEADER EXCLUSIVE

468x60 HEADER EXCLUSIVE \$1,500/month Subject to availability.

468x60 HEADER PAGE FOLD

468x60 EXCLUSIVE PAGE FOLD \$1.250/month Subject to availability.



160x160 EXCLUSIVE SIDEBAR \$950/month

Stacking order may alternate.

VIDEO INSERT/ VIDEO OF THE WEEK \$1,600/month Subject to availability.

E-BLASTS EMAIL ADVERTISING

CUSTOM E-MAIL BLAST...... \$1,600/per email blast

\$850

FOLLOWUP SURVEY

Five-question survey sent out to respondents of your orginal blast

This is the best way to deliver your "personalized message" straight to the desks of the decisionmakers throughout the entire visual presentation industry. You have total control over the information in the message (text, photos, etc.)...everything is focused on you! This is sent in a HTML format and will link directly to any where on your website that you want.

• This is great for a new product introduction, special programs, clients you have done work for or any other important information you want the market to know about your company.

Drive traffic to your web site

• You can also use it before a trade show to inform attendees what you will be exhibiting at your booth along with your booth number. You can invite attendees to contact you before the show to arrange a specific time (set an appointment) that works with their schedule to stop by your booth to discuss ways you can help them. When someone calls you before a show you can get detailed information on what they do and what their needs are so you are well prepared when they come to your booth for the arranged appointment...and that much closer to making a sale!

EXAMPLES OF CUSTOM E-BLASTS THAT OTHER CLIENTS HAVE DONE ARE AVAILABLE UPON REQUEST

SPEC NOTE: Pre-designed email (html) - provide html code in .txt or .html file. Please be sure to use absolute, full paths to images and links.

- All styling is inline (no css or styling in header)
- Do not include scripting of any sort (i.e., no javascript)
- Table-based layouts will provide the most consistent display for all email clients and programs
- Design for a width of 600 pixels wide. There is no restriction on height using this option.

If you are using Mailchimp to design your campaigns, please save your email blast as a template and share it with the address wvanyo@timelesscom.com

CREATIVE BRANDING ADVERTISING

Looking for a unique way for FOH readers to remember you?

- . BELLY BANDS
- INSERTS .
- ADVERTORIALS .
- POLY-BAG .
- **GATE FOLDS** .
- **BELLY BAND DELUXE SPREADS**

Ask your sales rep for a quote today!



STAND OUT IN PRODUCTS OR BUYERSGUIDE



PLSN Products & Buyers Guides are among the most highly read sections of the magazine. Now you can make your product **STANDOUT** in print & **NOW ONLINE!**

SPECIAL PRINT OFFER — \$999

FEATURED LISTING Product Name mnis velibusam fugitae nissin cus. Ucium eturiossum et lant expliciis dempor aut laudit doloreperent verrovitiam con nostrunt eatem eum inveriore aut undam volorernatio te si voluptae voluptas eaqui dolorep renimet etum volesciam nistemguas inctotaquas delignate oditatem rerspidust volo cust qui officiatem quuntureptas que re nullorum volles se experum sustrum inctur am, ipis quo velendi psaeped itiost, aut poresti ncitem ande si nihilitatus, ommodio nsedita speritem harum vent aut re lacient officiis ut harchiciis dolor ma exceptate di omnimincta vit, sus porati ut ommos ipiciis simaion nat qui te volupta peribus explam



A *PLSN* Print Featured Listing is:

- Twice as big as normal
 - Placed prominently on the page
 - Includes client logo
 - Includes 250-word paragraph
 - Includes Contact info Phone and URL

<section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text>

Features include:

- Placed prominently on the PLSN.com home page
- Includes large product image
- Includes 250-word paragraph
- Includes a lead-generating pop-up button with user-submitted contact information sent directly to an email address of your choice.

2025 **BUYERS**GUIDE SCHEDULE

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JAN.	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	ОСТ.	NOV.	DEC.
IP65 Luminaires	LED Fresnels & PARs	Lasers	Batten Striplights	Moving Head Wash Luminaires	Projectors	Film & TV Lighting	Hybrid LED Strobe / Wash	Atmospherics / SFX	LED Video Panels	LED Ellipsodials	Moving Head Profile Luminaires

FIND OUT HOW TO GET YOUR LISTING FEATURED! CONTACT YOUR PLSN SALES REPRESENTATIVE TODAY!

Greg Gallardo Publisher Tel: 702.932.5585 x155 gregg@timelesscom.com

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