

SONOVISION

COMMUNICATION & AV INTEGRATION

2024 **MEDIA** KIT

General overview - Commercial offering and pricing

Sonovision offers the best of audiovisual communication news, with topics on corporate production, AV integration, education, events, museography and public places. Sonovision is a partner of trade fairs in France and abroad. Its team of journalists enthusiasts and industry experts discover and analyze the trends and innovations of these sectors. Sonovision is available in paper and digital format with a subscription formula, a website with daily news, and on social networks.

sonovision.com

33,654
visitors/month

37,114
sessions

69,833
page views

522,456

pages read per year

e-newsletter



2

newsletter/month

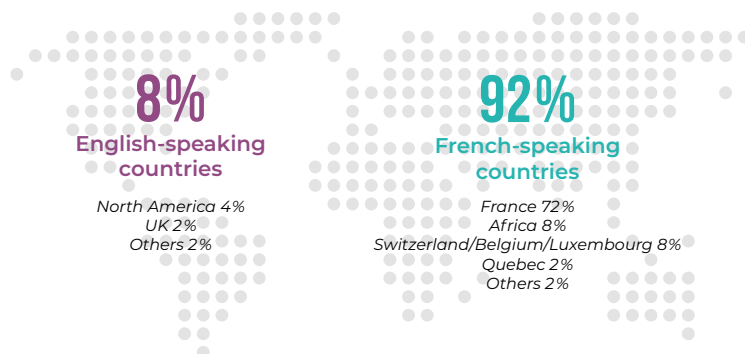
38,000

contacts



3 to 4 news updates
& **1,500** impressions per
banner location per day

VISITORS FROM 200 COUNTRIES



A "made in France" section in English

To reach international audience with French companies news and success stories.

magazine



4

large-format
100 pages
issue

1

special issue
172 pages
Set up your own
Multimedia Studio

4,000

copies print and PDF

20,000

readers

DISTRIBUTION ON PARTNER EVENTS

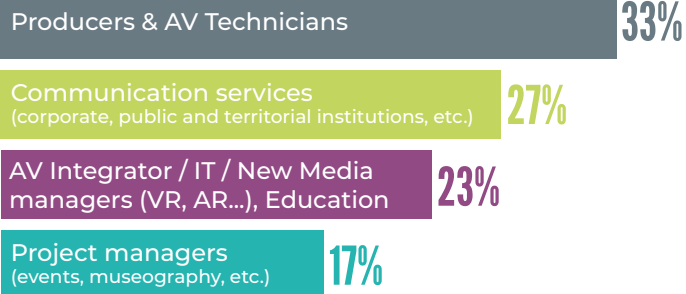
Key tech conferences and events for content producers (Markets & Festivals)

ISE Laval Virtual Ciné Europe IT Partners
SITEM SATIS SCREEN4ALL IBC

The best of articles
every day on
social media



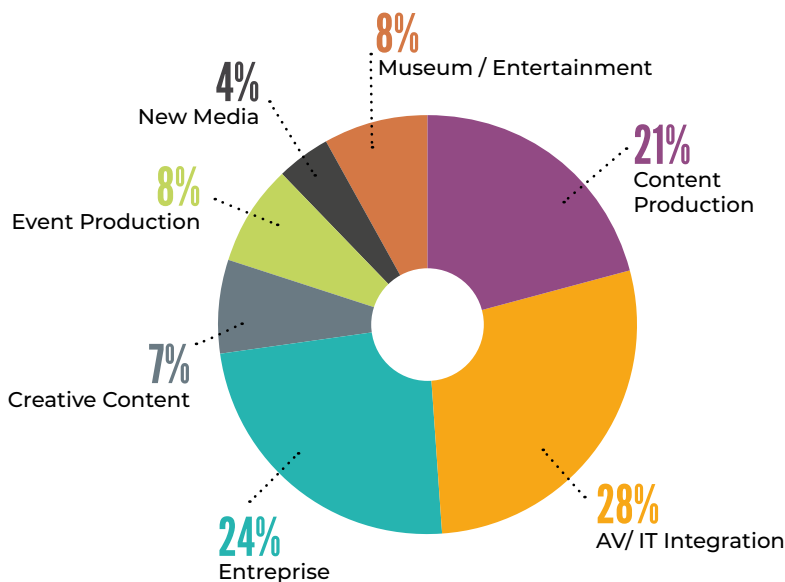
OUR READERS



Many leaders and decision-makers in reader profiles communication and audio-visual integration industries read Sono-vision to stay on top of the latest news and learn about the deeper trends in a multifaceted digital market.

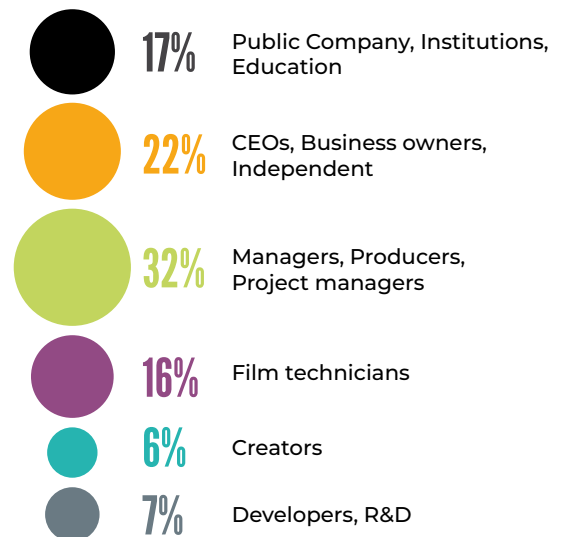
As a player on one – or several – of these markets, you could develop your brand name horizontally, through a variety of media and reaching an audience of decision-makers.

ACTIVITY AREA

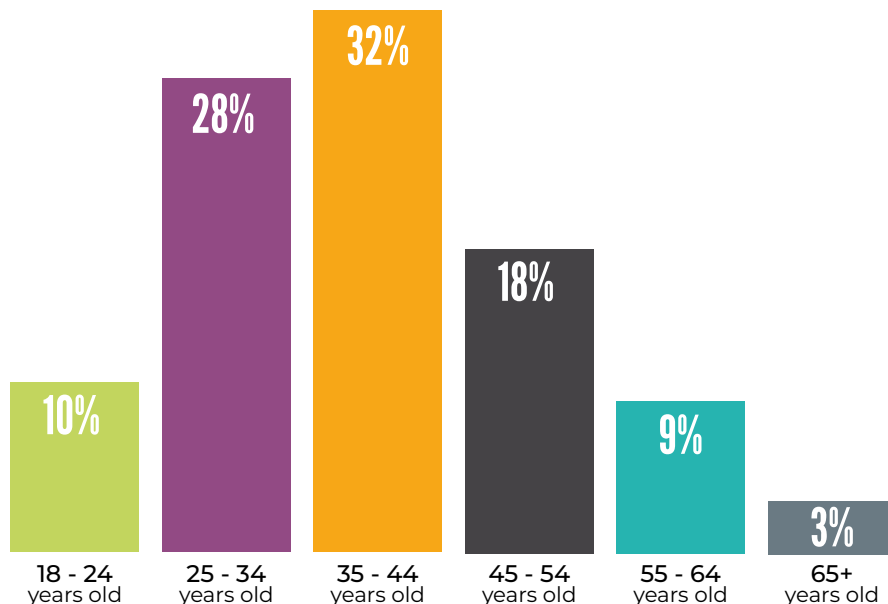


JOB FUNCTIONS

Most of our readers have had a direct influence on the acquisition of products and/or services!



DEMOGRAPHY



DIGITAL - FULLY CUSTOMIZABLE ADVERTIZING OPPORTUNITIES

BANNERS	CAMPAIGN DURATION	PRICING (TAX EXCL.)
Top banner (728x90)	1 month	2,300 €
300x300 box	1 month	1,300 €
Half page banner (300X600)	1 month	2,400 €
Top banner (728x90)	1 week	800 €
300x300 box	1 week	400 €
Half page banner (300X600)	1 week	900 €
Home page theme	3 days	1,500 €

Banner at the top of the newsletter	1,050 € / newsletter
Banner inside the newsletter	850 € / newsletter
Newsletter themed (sponsored)*	3,200 € / newsletter

**The Newsletter is sent to our entire base or a selection (producers, service providers, end users).
Please provide an HTML document.*

Advertorial* (3,000 characters)	2,100 €
Promotional video (3 minutes maximum)	2,000 €

**The text is provided by the advertiser (add 800 € (tax excl.) for a text written by a Mediakwest journalist).
The advertorial will be visible on the website and on the newsletter.*

PRINT EDITIONS - ATTRACTIVE ADVERTISING OPPORTUNITIES

AD PAGE IN THE PRINT MAGAZINE

1 inside page	2,400 €
Back cover	4,000 €
Inside front cover	3,500 €
Inside back cover	3,200 €
Advertorial (1 page)	2,500 €
1 double page	3,700 €
1 four-page booklet	5,000 €

AD PAGE IN THE "SET UP YOUR OWN MULTIMEDIA STUDIO GUIDE 2024"

1 inside page	2,500 €
Back cover	4,500 €
Inside front cover	3,500 €
Inside back cover	3,000 €
Advertorial* (1 page / 4,000 characters)	2,800 €

**The text is provided by the customer (add 800 € (tax excl.) for a text written by a Mediakwest journalist), and two photos must be provided*

OUR MULTIMEDIA OFFER

WEBINAR AND CONFERENCES ANIMATION

Webinar or conferences animation
setting and animation

Does not include technical costs

45 minutes

starting at 2,500 €

SONOVISION CAFÉ

Interview on line

Interview by videoconference, editing and graphics

5 minutes

1,400 €

SHOOTING TALK INTERVIEW

Shooting & Editing

*In the form of an interview on the customer's
premises, at an event or a trade show...*

5 minutes

2,500 €

FILM SET

Multi-camera broadcast with graphic
design and the possibility of
broadcasting video elements.

*Including shooting, post-production and animation,
on the moovee.tech platform.*

10 minutes

4,000 €

All the videos will be available on **moovee.tech**, the Génération Numérique video platform, and from the various magazine websites.



WEB TV CHANNEL

moovee.tech

Generation Numerique launches its video platform which brings together all audiovisual content of the group. This includes SATIS conferences, Mediakwest & Sonovision interviews.

New: A monthly video magazine called **Avance Rapide** offers a complement with an on TV set part with debates around a news item, an innovation and various columns.

Access to the platform is free and offered to the entire Generation Numerique community: **more than 50,000 people.**

It will be possible to sponsor this magazine, to have video advertising, to produce advertorials but also to be present via videos and banners directly on the moovee.tech platform.

Sponsorship of the program Avance Rapide Presence of the logo in the billboards and 15 sec video in pre-credits	4,000 €
Section sponsorship Presence of the logo in the billboards and 15 sec video in pre-credits	2,000 €
Insertion of Video Advertising in the program	3,000 €
Promotional video on the platform (Presence for 2 months)	2,000 €
Promotional video on the platform (Presence for 6 months)	3,000 €
Banner on the platform (Presence for 1 month)	1,500 €



AND THROUGHOUT THE YEAR...

- ✓ Benchmarks
- ✓ Trade show debriefings
- ✓ Articles on new products
- ✓ Presentations of new services and companies
- ✓ Behind-the-scenes tours of the finest AV installations
- ✓ Latest developments in virtual reality and 360° content
- ✓ Exclusive opinion leader interviews

SPECIAL ISSUE

Set up your own Multimedia Studio - 2024

Deadline April 2024



Today, it's possible to create your own multimedia studio, an "augmented" version of a web TV, or an intelligent meeting room. In short, a fully-connected, hybrid content production and post-production facility, live or not, open to the world.

The aim of this special edition is to provide an overview of the different types of equipment used to produce audiovisual content (image and sound), post-produce it, distribute it and display it. It's a practical guide that provides summary information on hardware, software and services to help those in charge of producing enriched audiovisual programs. This special issue also offers practical advice and experience feedback, always worth sharing.

Released at 5,000 copies, this special issue will be sent to subscribers and decision-makers.

N°	EDITORIAL	DEADLINE	RELEASE	TRADE SHOW
#34	<ul style="list-style-type: none"> Preparing your visit to ISE 2024 Unconventional video display formats Immersive multi-sensory experiences, stimulating creativity 	Jan. 15, 2024	Jan. 29, 2024	Museum Connect - Jan 16/17 ISE - Jan 30/Feb 2 IT Partners - March 13/14 SITEM - April 3/4 Laval Virtual - April 10/12
#35	<ul style="list-style-type: none"> Report ISE 2024 Successful corporate hospitality How to optimize audiovisual equipment (cable, connectors, converters, etc.) 	April 29, 2024	May 9, 2024	CineEurope - June, 24/27 Sunny Side - June, 17/20
#36	<ul style="list-style-type: none"> Technologies for XR studios The Olympics, big emotions in large format Remote control of peripherals 	Aug. 26, 2024	Sept. 6, 2024	IBC - September, 15/18
#37	<ul style="list-style-type: none"> e-sport, a hybrid between broadcast and events Which meeting rooms for which uses? AV integration - how to limit your carbon footprint 	Oct. 21, 2024	Nov. 5, 2024	SATIS - November, 6/9 JTSE - November
SPECIAL ISSUE « Set up a your own Multimedia Studio »				
SP. ISSUE	<ul style="list-style-type: none"> Choosing the right hardware and Software Practical tips 	May 27, 2024	June. 6, 2024	Issues distributed on trade shows and sent to VIP partners

The Editorial Planning is likely to evolve according to news in the sector, and each issue includes a set of files, articles on new products, interviews, test benches,

SONOVISION

COMMUNICATION & AV INTEGRATION

Nathalie Klimberg

Editor in Chief

nathalie@genum.fr

Phone: +33 1 76 64 16 13

Mob: +33 6 60 64 95 38

Léane Arhab

Content Manager

leane@genum.fr

Phone: +33 1 77 62 75 00

Mob: +33 6 43 72 20 05

Zoé Collignon

Advertisement

zoe@genum.fr

Phone: +33 1 76 64 16 12

Mob: +33 7 71 12 34 79

Stéphan Faudeux

Publisher

stephan@genum.fr

Phone: +33 1 77 62 75 00

Mob: +33 6 09 67 39 66

**Building together
your augmented image!**