



CUSTOM
ELECTRONIC
DESIGN &
INSTALLATION
ASSOCIATION

ElectronicLifestyles

2012 MEDIA PORTFOLIO

**YOUR GUIDE TO INTEGRATING
TECHNOLOGY SOLUTIONS
IN RESIDENTIAL DESIGN
& CONSTRUCTION**

Spring 2012 Issue

INTRODUCING THE NEW SPRING ISSUE

The new spring issue highlights the demand for the latest news and design from the blending worlds of interior designers, architects, builders, building designers and electronic systems contractors. This issue features the most architecturally superior homes—the showplaces of renowned interior designers—with successfully integrated entertainment and home control systems. This issue speaks to all CEDIA members and their design partners.



Fall 2012 Issue

MISSION

CEDIA *Electronic Lifestyles*® is the official magazine of CEDIA. Handsomely produced with striking photography, the magazine inspires the audience of architects, interior designers, builders and building designers to embrace the integration of technology in the home. The magazine addresses the benefits of working with a professional CEDIA Electronic Systems Contractor member to provide the highest level of customer satisfaction. Best practices across disciplines are highlighted through the voices of our affiliated industry partners, fostering understanding and collaboration to grow their businesses.

Winter 2013 Issue

20th Annual Edition

PRESENCE

Electronic Lifestyles®, the most prestigious home electronics industry award publication, celebrates the entrants and winners of the CEDIA Designer Awards. The magazine recognizes designers, contractors, technicians and manufacturers who have exhibited outstanding, creative and innovative leadership in the growth and advancement of the custom home electronics industry. Also included in this issue are the winners from the CEDIA Region 1 Awards, representing the very best of Europe, the Middle East, Africa, India and Russia.



HEY MANUFACTURERS!

Let your dealers in on the industry's best-kept marketing secret: CEDIA's *Electronic Lifestyles*® Awards competition! Winners are featured in the Winter issue of *Electronic Lifestyles*®. Visit www.cedia.org/awards to learn more about competitions for both electronic systems contractors and manufacturers.



ElectronicLifestyles

is a niche publication serving a broad audience of industry professionals, which includes CEDIA members, interior designers, builders, architects, manufacturers and their customers. *Electronic Lifestyles*® serves to accomplish one of CEDIA's primary goals: communication and the exchange of information between and among key segments of the residential design industry.

Spring 2012 Issue TOPICS*

The mandate for the new spring issue of *Electronic Lifestyles*® is to inform and educate by example. The issue will feature projects that showcase the best collaborative efforts among interior designers, system integrators and architects to make technology aesthetically pleasing and seamlessly operable.

- + Departments and columns will include frank conversations with some of the country's top interior designers, architects, builders and building designers on the construction and design of the future. Key discussions will include how their disciplines can work more closely with the electronic systems contractor to better facilitate the needs of their clients.
- + Features will include case studies featuring such topics as LEED certification projects, the growing commercial market and building your business best practices. Stealth design or "hiding technology in plain sight" will be explored; how to achieve better planning, cooperation and openness between integrators and designers for maximum results.
- + Updates on the ever-evolving home automation, lighting and control products that all disciplines need to know about. What is the latest information on the retrofit market and its products?
- + Homeowners have their final say! How is the new technologies of their home meeting their needs? What would they do differently? How have their lives changed due to the integration of technology and aesthetics in the home environment?

Fall 2012 Issue TOPICS*

The focus of this issue brings the absolute best to CEDIA EXPO 2012 and beyond. These intensely vetted projects are the creme de la creme of the custom integration community and are eagerly anticipated every year.

- + Energy management and sustainability. How are interior designers and architects working with electronic systems contractors to facilitate into their client's homes one of the hottest growth categories in the industry.
- + The Baby Boomers Aging-in-Place. Interior designers, architects and others discuss the fast-growing world of universal design. There is unlimited potential for new products and services and at home lifestyle changes. Through the help of electronic systems contractors, seniors are able to live much longer in their homes.
- + Cyber and Physical Security. Protecting the client in the ever-evolving world of technology. What do the four main disciplines—interior designers, architects, builders and building designers—need to know about what the ESC can provide that will protect their clients from cyber and/or physical disaster?
- + Cost Effective Design. What systems are the lower barrier to entry that work in the more modest sized home? Clients want comfort, convenience, safety, energy management and entertainment in the new "jewel box" sized dwellings. How are electronic systems contractors and builders meeting the needs of the homeowner through a more plug and play approach? How does everyone involved benefit?

Winter 2013 Issue

There is no other magazine like *Electronic Lifestyles*®. Each annual issue celebrates every imaginable type of home theater and media room—from the chic Art Deco to the contemporary and glamorous—and gives credit where credit is due! *Electronic Lifestyles*® showcases the work of CEDIA Residential Electronic Systems Professionals who enter and win the coveted CEDIA *Electronic Lifestyles*® Designer Awards. Page after page of the magazine features home entertainment innovations in a variety of categories, including:

- + Best Home Theater
- + Best Integrated Home
- + Best Media Room
- + Best Hidden Installation
- + Best Special Project
- + Best Showroom

SUB-CATEGORIES:

- + Best Dressed System
- + Best Theme
- + Best Documentation

CIRCULATION

Electronic Lifestyles® is a controlled circulation model that is only delivered via direct mail to a proprietary list of influential architects, interior designers and builders in the U.S. and Canada (approximately 25,000) and to CEDIA members (3,000). The magazine will also be distributed at industry tradeshows (5,500) and is available for single copy and bulk sale.

BONUS DISTRIBUTION*

- + International Builders Show (IBS)
- + National Conference of State Legislatures (NCSL)
- + CEDIA EXPO
- + National Association of the Remodeling Industry (NARI)
- + CEDIA *Electronic Lifestyles*® Forum in Conjunction With the New Orleans Home & Garden Show
- + American Resort Development Association (ARDA)
- + Integrated Systems Europe (ISE)
- + Kitchen & Bath Industry Show
- + American Institute of Building Design Annual Convention
- + IIDEX NeoCon Canada

GET TO KNOW CEDIA

The Custom Electronic Design & Installation Association (CEDIA) is an international trade association of companies that specialize in the design and installation of electronic systems for the home. Founded in 1989, the not-for-profit association has more than 3,000 member companies worldwide.

The mission of CEDIA is to encourage high standards of service, integrity, business ethics and professionalism within the industry. The organization works to build recognition for this specialized field and to represent the best interests of the industry. CEDIA members represent the world's finest home technology design and installation companies. Learn more at www.cedia.org.

MEET THE PUBLISHER

The Consumer Technology Publishing Group (CTPG) of North American Publishing Company publishes the leading consumer technology industry magazines in both the trade—*CustomRetailer*, *Dealerscope*, *Photo Industry Reporter* and *Home Furnishings Business*—and consumer marketplace—*Tell Magazine*. CTPG also publishes Technologytell.com, a host site for multiple consumer websites—Appletell.com, Gadgetell.com, Gamertell.com, Hometechtell.com, Demystifyingdigital.com, Your-Digital-Life.com and TeleRead.com.

We offer a custom publishing service that is successful in producing specialty products including tradeshow and tailored publications. In addition to CEDIA *Electronic Lifestyles*®, we publish the *Official Preshow Planner*, *Show Guide* and *Show Directory* for the International CES®, *HTSA Quarterly* and *HD Living*. Combined, CTPG's expertise across the CE industry allows us to offer a complete marketing strategy that is second to none. Learn more at www.ctpgonline.com.



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HOME FURNISHINGS
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*Distribution opportunities subject to change.

DIMENSIONS & MECHANICAL SPECIFICATIONS

GENERAL RATE POLICY

Advertisers may cancel or amend schedules at a the time any change in rate becomes effective without incurring a short-rate adjustment, provided the contract has been followed up to the date of cancellation.

POSITION POLICY

The publisher guarantees no position request unless contracted for at a premium rate and assumes no responsibility if position differs from request. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the magazine. Every effort will be made to comply with ad placement requests. Final ad position, however, is at the discretion of the publisher. The publisher is not responsible for errors in key code numbers or reader service numbers.

CANCELLATIONS

Cancellations or changes are not accepted after space reservation closing time.

CONTRACT & COPY REGULATIONS

Advertising copy, contracts and orders are subject to the publisher's acceptance. Advertisements that, in the publisher's opinion, give the illusion of editorial will carry the word "Advertisement." The advertiser and the advertising agency are jointly and severally liable for payment. Advertisers or ad agencies that do not comply with the mechanical specs and/or procedures waive all claims to make goods or refunds and hold harmless *Electronic Lifestyles*® in any and all production disputes.

ADVERTISING MATERIALS

Upload your files to SendMyAd. If you are sending S.W.O.P. certified contract proofs, please send to *Electronic Lifestyles*®, care of NAPCO, ATTN: Vicki Manucci, 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-4094. If you have any questions, please contact Vicki Manucci at 215.238.5432.

NET RATES

FOUR COLOR

Spread	\$11,600
Back cover (c4)	\$6,757
Inside cover (c2)	\$6,410
Inside Back cover (c3)	\$6,237
Full Page	\$5,800
1/2 Page, Horizontal	\$3,806
1/3 Page, Vertical	\$2,888

DEADLINES

SPRING 2012 DEADLINES:

Reservation: 5/8/12
Materials Due: 5/11/12
Mail Date: 6/11/12

FALL 2012 DEADLINES:

Reservation: 7/16/12
Materials Due: 7/19/12
Mail Date: 8/16/12

WINTER 2013 DEADLINES:

Reservation: 11/12/12
Materials Due: 11/15/12
Mail Date: 12/17/12

AD SIZES	DETAIL	DIMENSIONS
2 PAGE SPREAD	<i>non-bleed</i>	19.75" x 9.875"
	<i>bleed</i>	22" x 11.125"
	<i>trim</i>	21.75" x 10.875"
FULL PAGE	<i>non-bleed</i>	9.875" x 9.875"
	<i>bleed</i>	11.125" x 11.125"
	<i>trim</i>	10.875" x 10.875"
2/3 Page Horizontal		6.625" x 10.125"
1/2 Page Horizontal		10.125" x 5.125"
1/3 Page Vertical		3.1875" x 10.125"



MAGAZINE FINAL TRIM SIZE 10.875" x 10.875"

Allow 1/8" bleed area beyond all trim. Keep live matter 3/8" inside trim of all sizes. Bleeds are available on spreads and full pages. All ad material will be destroyed after 12 months, unless otherwise instructed. Cancellation of any portion of a contract voids all rate and position protection. The publisher reserves the right to repeat the last standing ad, or to charge for space reserved, if acceptable copy is not received by deadline.

DIGITAL SPECIFICATIONS/PDF FILE REQUIREMENTS

PDF/X1-a is the required file format for *Electronic Lifestyles*®. Ads should be uploaded to the SendMyAd portal. Simply log on to <https://napco.sendmyad.com> to set up your account and upload/approve your display print ad.

Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher using the instructions provided on <http://customretailer.net/productionspecs>. If you need assistance, please do not hesitate to call Vicki Manucci at phone number above. Please Note:

- + Scanned images for display ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphic) and saved as a TIFF or EPS.
- + All fonts must be embedded in the PDF and be Type 1 or 3 – No TrueType.
- + Bleeds must be 0.1250" outside trim.
- + All PDFs must be high res/press optimized (PDF/X-1a compliant).
- + Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- + If color is critical, please provide us with a composite S.W.O.P.-certified color proof (with color bars) and send to Vicki Manucci at address above. To see a list of S.W.O.P.-certified proofs we accept, please visit <http://www.swop.org/certification/systemList.asp>. We cannot grant makegoods for poor color reproduction unless a S.W.O.P.-certified color proof is supplied with your digital file.
- + Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>.

PRIORITY POINTS AWARDED

*Good news for CEDIA Members! CEDIA has agreed to allow advertisers that co-brand their *Electronic Lifestyles*® ad with the CEDIA logo to accrue priority points awarded toward booth selection for the CEDIA EXPO in 2014. To garner these points, the advertiser must be a current CEDIA member in good standing and points will be awarded in consideration of the following formula: One point earned per/\$1,000 spent on advertisements in the Spring 2012, Fall 2012 and Winter 2013 *Electronic Lifestyles*® publications. The official branded CEDIA logo must appear visibly in the ad, with a minimum 1/2 inch sized button (see right). All versions of the CEDIA logo may be used. Please contact Holly Keller at hkeller@cedia.org for a high resolution CEDIA member logo.

Member



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ASSOCIATION

FOR MORE INFORMATION, CONTACT:

CAROL CAMPBELL

+ 323.871.1990
 + ccampbell@napco.com

RICK ALBUCK

+ 215.238.5215
 + rickalbu@napco.com

BERNIE SCHNEYER

+ 215.266.4109
 + bschneyer@napco.com

MARYELLEN OSWALD

+ 951.677.9189
 + moswald@napco.com

MIKE RAGLAND

+ 717.993.3303
 + mragland@napco.com

Affordable, effective and custom-made printed and electronic reprints are available from *Electronic Lifestyles*®. We've designed our reprint program so you can capitalize on the industry status you've earned.

TO LEARN MORE, CONTACT:

KATHY KLING, Reprint Manager
 215.238.5361 + kkling@napco.com