



CUSTOM
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DESIGN &
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ASSOCIATION



Electronic Lifestyles® Magazine

Electronic Systems Contractor Full Members Media Kit

Electronic Lifestyles® Magazine – Fall 2010
Electronic Lifestyles® Magazine – Winter 2011

Reach Architects, Builders,
Interior Designers,
Remodelers, and Building
Designers... See inside!

Electronic Lifestyles® Magazine

Deadline for ESC Listings:

Fall 2010 Issue:

Materials Due: July 23, 2010

Mail Date: September 2010

Winter 2011 Issue:

Materials Due: October 22, 2010

Mail Date: December 2010

MAGAZINE SIZE 10.875" x 10.875"

CANCELATIONS

Cancellations are not accepted after space reservation closing time.

WINTER ISSUE

Electronic Lifestyles®, the most prestigious home electronics industry award publication, celebrates the entrants and winners of the CEDIA Designers Awards. This issue 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.

Page after page of *Electronic Lifestyles*® features home entertainment innovations in a variety of categories, including:

- Best Large Home Theater
- Best Integrated Home
- Best Media Room
- Best Hidden Installation
- Best Special Project

Electronic Lifestyles® is a niche publication serving a broad audience of industry professionals, which includes CEDIA members, interior designers, builders, architects, remodelers, 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.

FALL 2010 ISSUE*

CEDIA Electronic Lifestyles® is the official magazine of CEDIA. Handsomely produced with striking photography, the magazine inspires the audience of architects, interior designers and builders 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.

Introduction

A letter from the Editor — States the purpose of the magazine: *CEDIA Electronic Lifestyles*® is designed to inform and educate, providing solutions for architects, interior designers and builders aimed at delivering customer satisfaction.

Departments:

The President's Speak Out! The President's of CEDIA, the American Society of Interior Designers, American Institute of Architects, National Association of Home Builders, National Association of the Remodeling Industry, and American Institute of Building Design discuss today's economy, opportunities in partnering with the electronic systems contractors, and what's in store for 2010.

Focus on CEDIA's Registered Outreach Instructor's Program — The program allows CEDIA members to provide continuing education to local design and build professionals. How is it being implemented across the country? Why is it important? How to get involved and results from the Outreach Survey?

Facing Your Fears — States the concerns of architects, interior designers and builders regarding the integration of technology and addresses their concerns with solutions and benefits to them and their customers.

Technology Trends — Product Solutions: How is a product integrated into a project to solve problems across all disciplines? Market Facts and Analysis: Broad stroke research information on the Intelligent Home and what does it mean to the reader.

Tips — Experts weigh in on suggestions for integrating technology. Examples include "Green" issues such as water and energy conservation and security for children, pets and property from weather and other assailants.

Columns:

Designing Spaces for Living—Focus is on design that integrates technology and fits a lifestyle one room at a time (Kitchens, Garage, Home Office, etc.).

Guest Columnist — Realtors, home mortgage specialists, show-room designers, etc.

Editorial Features:

Main Feature — the editorial features make up the heart of the magazine. These residential projects represent a balance between retrofit and new construction focusing on the challenges met by cooperation between the architect, interior designer, builder and ESC accentuated by stunning photography.

Retrofit projects will be presented with before and after photography. New construction projects will be presented with work in progress photography. Each project will be accentuated with schematics and CAD drawings. Featured projects will include a mix of primary residences, vacation homes, MDUs and special projects.

Educational Feature — a reader profile featuring the perspective of one architect, interior designer or builder on best practices and the value of collaborating on a project from the beginning.

Parting words — Homeowners have the final say!

* Content is subject to change.

CIRCULATION

Electronic Lifestyles® will be direct mailed to architects, builders, remodelers, and interior designers and to CEDIA members. The magazine will also be distributed at industry trade shows and is available for single copy and bulk sale.

BONUS DISTRIBUTION*

International Builders Show (IBS)
Consumer Electronics Show (CES)
American Institute of Architects EXPO (AIA)
Interior Designer Education Council (IDEC)
National Conference of State Legislatures (NCSL)
American Society of Interior Designers (ASID)
American Institute of Building Designers (AIBD)
CEDIA Electronic Lifestyles® Forum Events
CEDIA Management Conference
CEDIA EXPO
Selected Physician/Plastic Surgeon Offices (locations TBD)
Top Consumer Publication Editors
**Distribution opportunities subject to change*

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Questions? Contact Katey Schenk at kschenk@cedia.org or 800.669.5329. You can also complete the ESC Listing form and fax it to Katey Schenk at 317-735-4012.

GET TO KNOW THE PUBLISHING PARTNER

The Consumer Technology Publishing Group (CTPG) of North American Publishing Company publishes the leading consumer technology industry magazines in both the trade—Dealerscope, CustomRetailer, Picture Business, Home Furnishings Business — and consumer marketplace — E-Gear.

CTPG is the custom publisher of the Official Pre-Show Planner, Directory, Show Guide and Addendum for the International CES® as well as the CEA's TKO Tour. In addition, the group produces tailored publications for industry groups, such as HTSA Quarterly for the Home Theater Specialists of America. CTPG also creates dynamic specialty publications for the industry and for consumers like, *How to Buy HDTV*, *How to Sell HDTV*, *How to Buy Audio* and *How to Sell Audio* that keep our readers up-to-date on the latest technology.

Combined, our expertise across the industry allows CTPG to offer a complete marketing strategy that is second to none.

