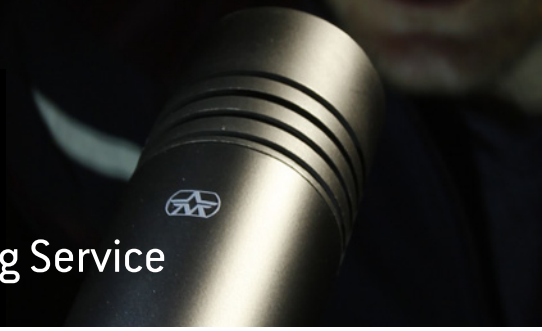


SOUND ON SOUND

UK/World E-Newsletter Advertising Blasts & Mailing Service



Brought To You In Association With
SOUND ON SOUND
 The World's Best Recording Technology Magazine

ARTURIA
 YOUR EXPERIENCE • YOUR SOUND

PRODUCT ANNOUNCEMENT
 JUNE 2019

PIGMENTS

Polychrome Software Synthesizer
FREE UPDATE 1.2

Try it for FREE

NKS
 NATIVE
 CONTROL
 STANDARD

NKS COMPATIBLE
 Do you use Maschine or Komplete Kontrol? Pigments is now ready to rock with Native Instruments NKS control format.

For a full list of exciting updates in version 1.2, visit the dedicated update page to learn more.

SEE IT IN ACTION
 Let our gear expert Jakub give you the low-down on the new features in Pigments 1.2, and what it means for you as a music producer.

This email was sent to you by Sound On Sound via the MailChimp mail server.
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Example of Hosted Advertiser E-Blast

Following an extensive re-verification of the entire SOS International User Database, we are now able to offer select advertising opportunities in the following monthly E-Blasts administered to a maximum of 2 Advertisers per calendar month with our email provider MailChimp. By only sending select emails to our database we typically enjoy above industry average open rates.

E-Newsletter Mailing Blasts:

An exclusively sponsored email where the Advertiser supplies the promotional content emailed from SOS to our readers "in association with Sound On Sound".

Price per month (excluding VAT) per E-Newsletter:

UK with bonus World (Not Americas)..... £2,895
 The Americas \$ Prices on request

New Issue Announcement Advertising:

Prices per month (excluding VAT) based on a minimum 3 month continuous commitment:

UK/World:

Midway Banner (570 x 95 pixels)..... £655

The Americas:

Midway Banner (570 x 95 pixels)..... \$ Prices on request

Global Review Boost

Guarantee your product review is one of the few featured highlights in the New Issue Announcement. This includes your product photo at the top of the email and a direct link to your review, which will also be fully unlocked to all users. Price on request.

If you are unable to see this message, please [Click Here](#)

SOUND ON SOUND
 THE WORLD'S BEST RECORDING TECHNOLOGY MAGAZINE

REVIEWS | TECHNIQUES | PEOPLE | SI

Hi Reader, the DECEMBER 2021 issue is Here are some of the highlights.

Advertisement

BLACK FRIDAY SALE

SOUNDTOYS 5 \$499 NOW \$229!
 EFFECT RACK \$299 NOW \$129!
 PLUG-INS \$79-\$199 NOW \$29-\$99!
 SHOP NOW

Click to discover what SOS Editors chose as their

GEAR OF THE YEAR 2021

Cover Feature - Vocal Comping & Editing
 Click to read cover feature

Soundtheory Gullfuss v1.10 Intelligent Equaliser Plug-in
 IK Multimedia UNO Synth Pro Synthesizer Keyboard

The Lathums 'I'll Get By' Mix Engineer Caesar Edmunds
 Audix A127 Omnidirectional Electret Microphone

PODCASTS

Allowing you to get into the ears of your perfect customer!

SOS has created three dedicated Podcast channels and now offers you the opportunity to reach our highly targeted listeners with *Channel Sponsorship*, *Pre-roll audio adverts* and *Behind The Brand* paid-for shows.

Every month each channel releases a new show produced by members of the SOS staff or one of our expert freelancers, covering a multitude of topics.



Recording & Mixing Channel

Takes the practical approach and keeps the listener inspired with expert hints and tips.



Electronic Music Channel

Is for everyone interested in synths, samplers and the world of electronic music.



People & Music Industry Channel

Features interviews with musicians, studios, engineers, producers and manufacturers.

Advertising Opportunities

Behind The Brand

- These shows are Paid Interviews that appear on our 'People & Music Industry' channel giving you the opportunity to say what you want. It's your agenda and you can talk about your business, its history, milestone products, future developments or whatever you like and deliver your brand message direct to the listener!
- One of our staff will work with you and draft an agreed interview structure prior to the recording to ensure you get all of your points across.
- BTB shows also come with enhanced visual branding on our print, website and social marketing.

Price £2,995 + VAT

Channel Sponsorship

- You can sponsor the channel that suits you.
- This is usually for a minimum of three shows and includes your logo and the wording 'Sponsored By X' everywhere we market the Podcasts in print and online.
- It also includes a spoken announcement at the start of the show before any Pre-roll advert, eg.
"This Podcast is sponsored by X, creators of Y."

Price - Rate available upon request.

Pre-roll Audio Advert

- Your audio advert is hard-edited into the start of our shows.
- We require a minimum 3-show booking and the advert can be up to 30 seconds duration.
- We prefer you to provide your finished audio advert but we can produce one for you if you supply the voiceover script and music. This will incur a production charge.
- The advert may be changed show to show.

Price - Rate available upon request.

Advert lifespan

- All these advertising opportunities are for the Podcast's lifetime and will not be removed, thus offering continued exposure long after the month of release.

Distribution

- All our shows are distributed via a wide range of popular Podcast platforms to ensure the greatest reach, including Apple Podcasts, Google Podcasts, Spotify and many more.
- Every show has a dedicated Landing page on the SOS website.
- Some shows are chosen to be converted into an illustrated podcast video for our YouTube channel.
- All shows are global.



Technical Specification

- All audio adverts must be a minimum of 16-bit, 44.1kHz stereo WAV file format.
- All shows are mastered to the highest quality the Podcast channel will support and are in stereo.

Check out our website below to see and listen to the shows already on air.

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