

**MEDIA KIT**

# Sound Waves Magazine



est. 1990

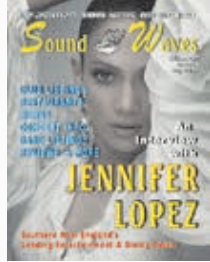
**Celebrating 35 Years**

860-572-5738  
[editor@swaves.com](mailto:editor@swaves.com)



# Sound Waves Magazine

est. 1990



**Sound Waves Magazine** has been a leading entertainment guide for Southern New England since 1990.

Featuring exclusive interviews with nationally known artists ranging from

Mariah Carey, Britney Spears and David Cassidy to Ozzy Osbourne, Alice Cooper, Trey Anastsio Jennifer Lopez and Avril Lavigne.

The magazine has a monthly print run of 5,000 issues. With a web presence at [www.swaves.com](http://www.swaves.com) that averages 3,700 hits per day.

**Sound Waves Magazine** reaches a wide and varied readership age ranging between 16 to 60 with 75% in the 18-40 age bracket.

## Sound Waves Magazine Staff

### David L. Pottie - Founder & Editor



- ~ 1990 to present - Editor of Sound Waves Magazine
- ~ 1985 - 1991 - Independent photographer for "Rolling Stone Magazine", "Guitar Player Magazine" & many other publications.
- ~ 1981 - 1986 - Owner of Shore News Service. Supplying video and press coverage for television stations World wide.

### Mark T. Gould - Column Writer/Reviewer/Writer



- ~ 1995 to present - Column writer and reviewer for Sound Waves Magazine.
- ~ 2008 to present - Superior Court Judge for the State of CT.
- ~ 1993 - 2008 - Law practice in CT.

### Bill Harriman - Writer



- ~ 1991 to present - interviewer and writer
- ~ 2000 to present - insurance agent for H.D. Segur Agency

This is just 3 of the staff at Sound Waves Magazine. Currently there are 12 people that are working for the magazine with a majority of 12 or more years of experience.

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## SOUND WAVES MAGAZINE ON THE WEB WWW.SWAVES.COM

Sound Waves Magazine's web site was started in 1997 to reflect the street edition. In 2009 the web site was converted to a Flash "page flip" look that gave a true representation of the magazine with better enhancements. On the web edition we are able to:

- ~ embed audio
- ~ embed video
- ~ have links to advertisers and musicians

With this new approach to the web, any advertiser in the street edition of Sound Waves Magazine is automatically included on our web edition. ***Free of charge.*** Our web site **www.swaves.com** has had a dramatic increase in the number of hits. These statistics are verified by

- ~ Google Analytics (<http://www.google.com/analytics/>)
- ~ Urchin (<http://www.google.com/urchin/index.html>)

With the above services we are able to see the stats for:

- ~ number of hits per day/week/month/year
- ~ what part of the world/country/state viewers are from
- ~ how many are new visitors or repeat visitors

To date, the magazine averages 3,500 hits per day with 80% of the visitors from Connecticut, Rhode Island & New York.

**Report:** Summary - swaves.com  
**Date Range:** 12/01/2024 - 12/31/2024

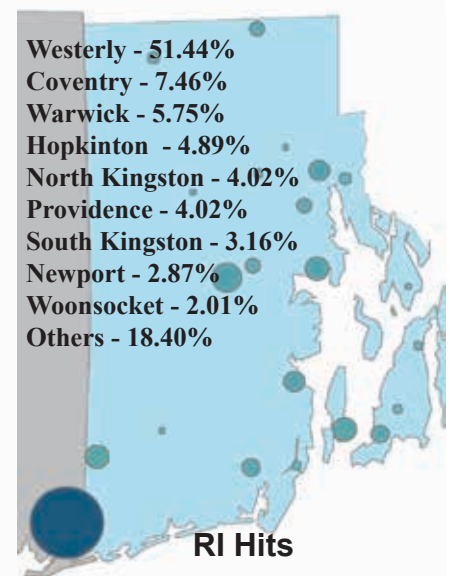
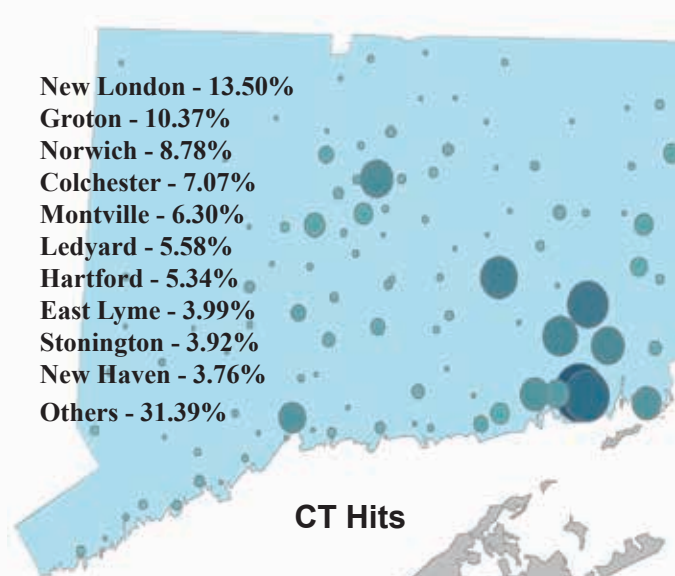
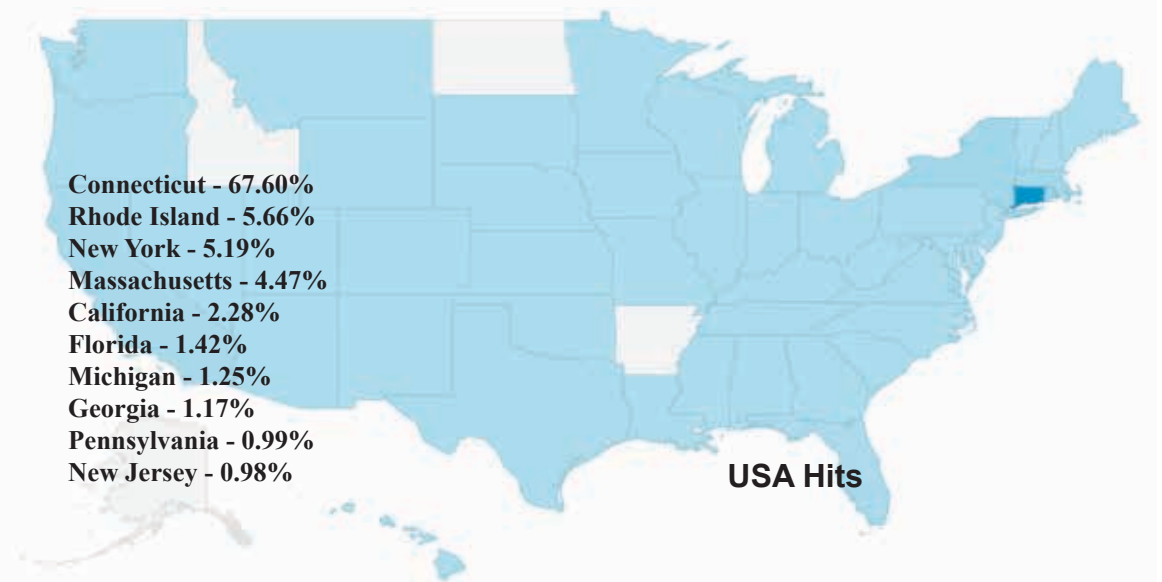
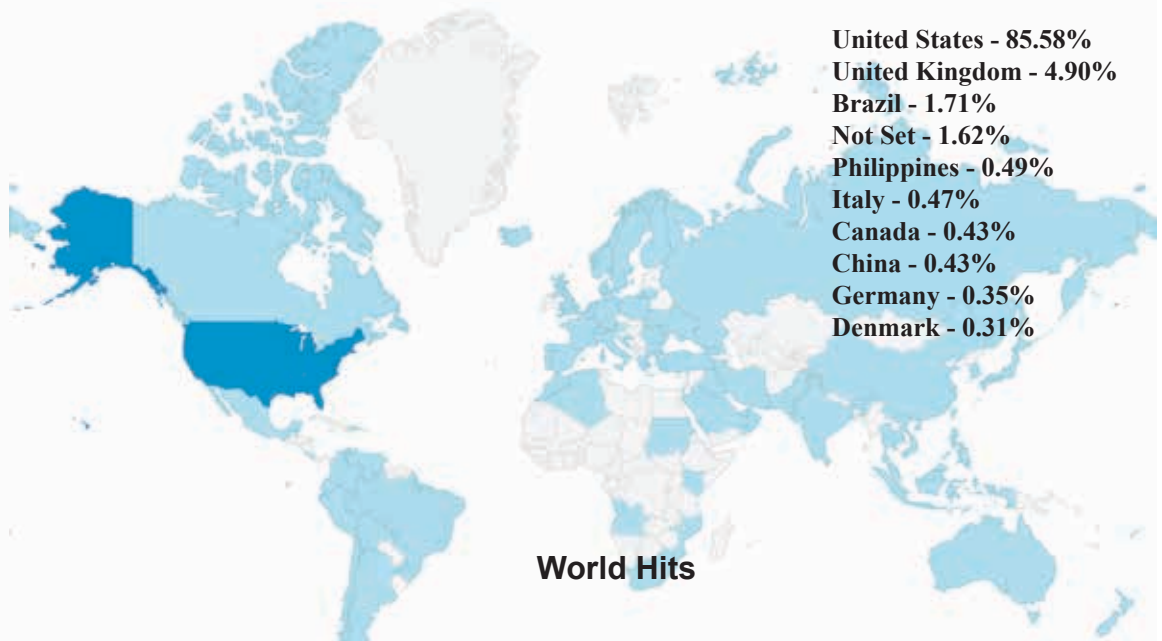
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| Average Length of Session         | 00:02:11  |

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## PRICE RATE FOR SOUND WAVES MAGAZINE PER MONTH ~ *This includes the Street Edition & Web Edition*

BACK PAGE -----\$ 1100

### INSIDE FRONT/BACK

FULL PAGE ----- \$ 800

### B/W & COLOR INSIDE

#### FULL PAGE

(7.5"W X 10"T).....Color...\$700  
add .25" for full bleed

#### 3/4 PAGE

(5"W X 10"T).....Color...\$575

#### 1/2 PAGE

(7.5"W X 4.75"T).....Color...\$450  
(3.75"W X 10T)

#### 1/4 PAGE

(3.6"W X 4.75"T).....Color...\$250

#### 1/8 PAGE

(2.375"W X 4.75"T).....Color...\$165  
(4.6"W X 2.25"T)

#### 1/16 PAGE

(2.375W X 2.375"T).....Color...\$86

Our Media Kit can be viewed at [www.swaves.com/Media\\_Kit.pdf](http://www.swaves.com/Media_Kit.pdf)

***Deadline is always the last Friday of the month***

Voice: (860) 572- 5738

E-Mail: [Editor@swaves.com](mailto:Editor@swaves.com)

The web site is updated by the following Tuesday. The street version is always out by the First Friday of the month.

*Discounts offered based on variable options. Call or email for information*

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