

MEDIA KIT

Sound Waves Magazine



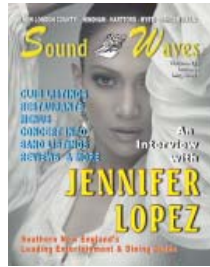
est. 1990

860-572-5738
editor@swaves.com



Sound Waves Magazine

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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 and Avril Lavigne.

The magazine has a monthly print run of 10,000 issues. With a web presence at www.swaves.com that averages 2,800 hits per day.

Sound Waves Magazine reaches a wide and varied readership age ranging between 16 to 60 with 65% in the 18-30 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.

Rex Rutkoski - Writer

- ~ 2001 to present - Writer for Sound Waves Magazine.
- ~ 1971 to present - Independent music writer.

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 8 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 2,800 hits per day with 80% of the visitors from Connecticut, Rhode Island, New York & California. Of these, 59% are new viewers.

We expect these numbers to increase in that we are doing an advertising campaign promoting the web site with ads in almost every major newspaper from New York to Boston.

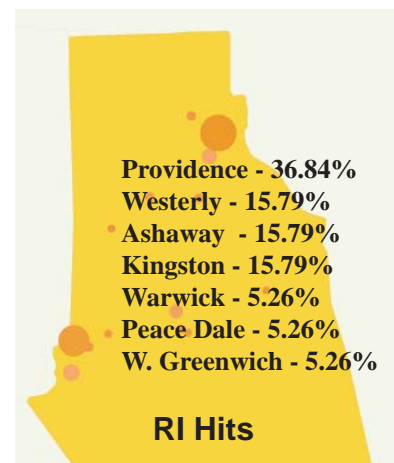
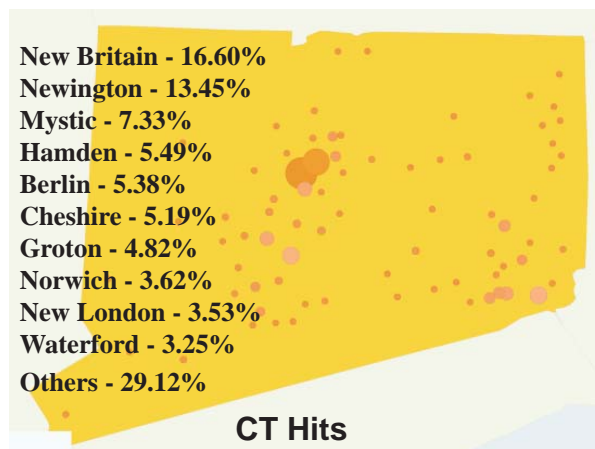
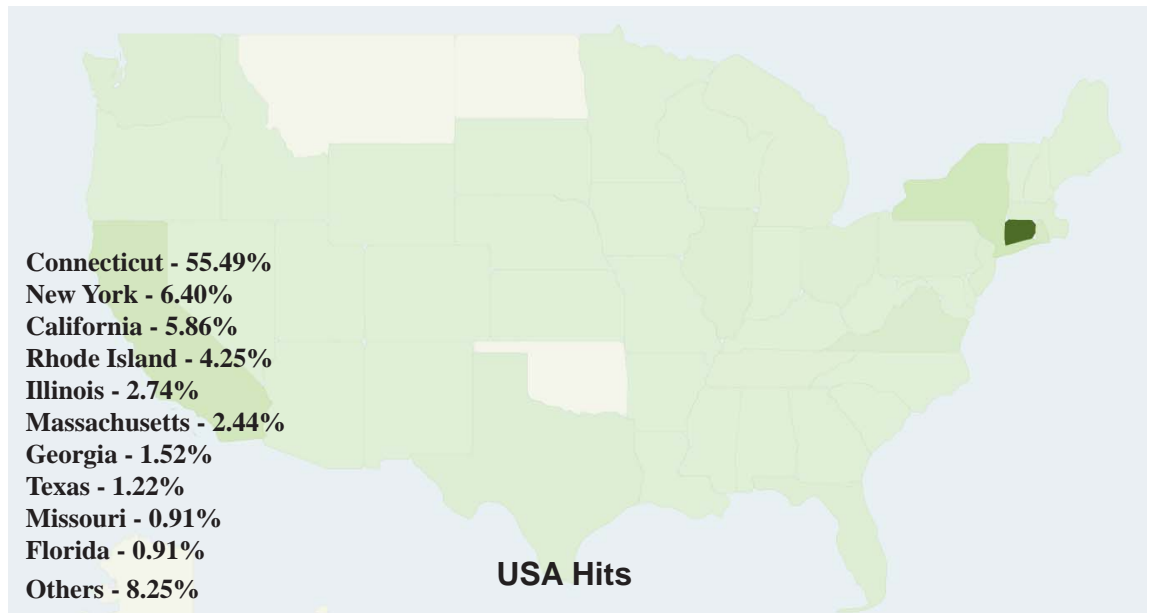
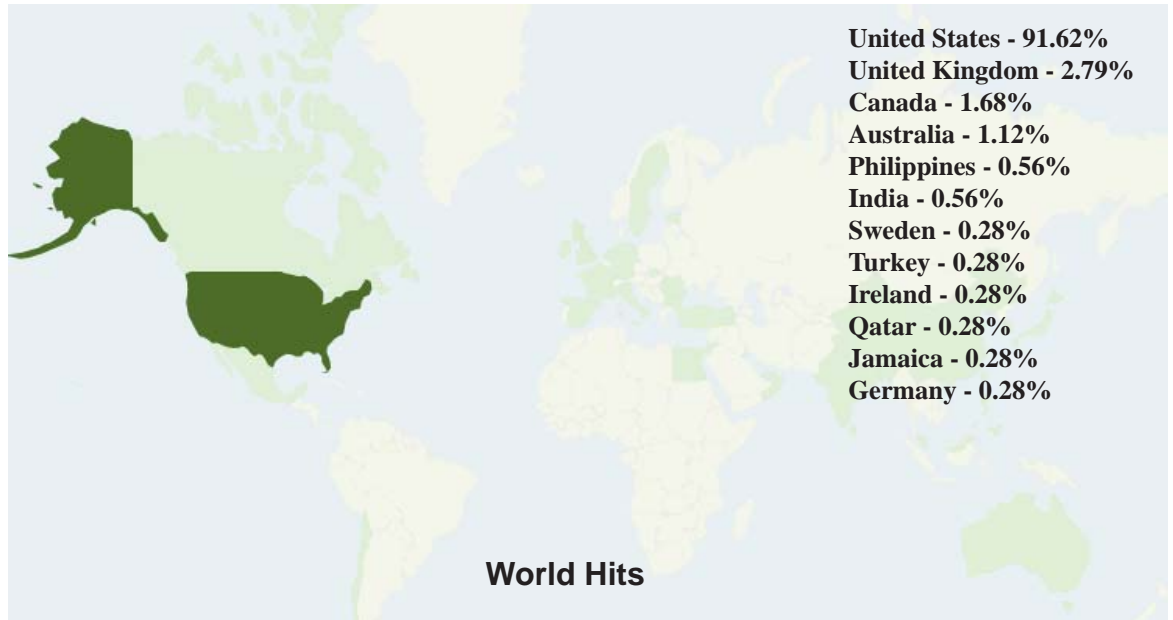
Report for: swaves.com		Date Range: 02/01/2009 - 03/10/2009
Traffic Summary		
Total Sessions		15,563
Total Pageviews		55,529
Total Hits		108,490
Total Bytes Transferred		3.39GB
Average Sessions Per Day		409.55
Average Pageviews Per Day		1,461.28
Average Hits Per Day		2,855.00
Average Bytes Transferred Per Day		91.24MB
Average Pageviews Per Session		3.56
Average Hits Per Session		6.97
Average Bytes Per Session		228.13KB
Average Length of Session (H:M:S)		00:10:54

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

BACK PAGE -----\$1152

INSIDE FRONT/BACK

FULL PAGE ----- \$720

B/W & COLOR INSIDE

FULL PAGE ----- \$468

Color ----- \$610

1/2 PAGE (3.75x10) (5x7.5)----- \$282

Color ----- \$390

1/2 PAGE (4.78x10) ----- \$324

Color ----- \$420

1/4 PAGE (3.75x5) ----- \$174

Color ----- \$216

1/4 PAGE (4.78x5) (7.5x2.5) ----- \$216

Color ----- \$258

1/4 PAGE (2.5x10) ----- \$234

Color ----- \$282

1/8 PAGE (2.5x3.75) (3.75x2.5) ----- \$102

Color ----- \$144

1/8 PAGE (2.5x4.78) (4.78x2.5) ----- \$132

Color ----- \$174

Voice: (860) 572- 5738 • Fax: (860)572- 5738 • E-Mail: Editor@swaves.com

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

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