



# THE LIVE DESIGN AUDIENCE

**LIVE DESIGN** offers a thorough, balanced and trusted editorial product—your clear choice for reaching qualified customers.

Research shows that **LIVE DESIGN** commands attention from readers:

- **SUPERIOR READERSHIP**

Nearly 77% of readers have read all four of the last four issues<sup>1</sup>

- **EXCEPTIONAL PASS-ALONG RATIO**

The average issue of *LIVE DESIGN* is passed along to an additional two people<sup>1</sup>

**LIVE DESIGN** readers are your target audience:

- **SEASONED INDUSTRY PROFESSIONALS**

The average reader has been involved in the live design industry for approximately 17 years<sup>1</sup>

- **POWER PLAYERS**

Readers reported that their organization's total annual expenditures on lighting, sound, projection and staging equipment averaged more than \$492,000<sup>1</sup>



## QUALIFIED PURCHASERS

*LIVE DESIGN* readers are very involved in their organization's purchasing processes<sup>1</sup>

Identify need for purchase.....72%

Recommend or influence decision.....70%

Evaluate product/service/supplier.....68%

Specify product/service/supplier.....66%

Make final purchase.....51%

Approve product/service/supplier...49%

<sup>1</sup> 2006 *LIVE DESIGN* Reader Profile, Penton Media Research Dept., 9/06, 2. 2005 Forrester Research Inc.

### **LIVE DESIGN readers take action<sup>1</sup>:**

Visited a Suppliers Web site.....	<b>63.6%</b>
Discussed ad with others.....	<b>51.8%</b>
Filed ad for future reference.....	<b>34.1%</b>
Recommended the product/service to others.....	<b>29.2%</b>
Contacted an advertiser via e-mail.....	<b>26.6%</b>
Purchased an advertised product/service.....	<b>19.4%</b>
Routed ad to another person in company.....	<b>16.8%</b>

### **LIVE DESIGN readers use the following sources to find out information about industry-related products and/or services<sup>1</sup>:**

Online newsletters.....	<b>61.4%</b>
Trade publication articles.....	<b>60.6%</b>
Trade shows, conferences and association meetings...	<b>59.1%</b>
Trade publication Web sites.....	<b>50.4%</b>
Trade publication advertisements.....	<b>49.8%</b>
Print directories/print buyer's guides.....	<b>46.4%</b>
Online directories/online buyer's guides...	<b>40.1%</b>

According to research, the most-effective lead generation vehicles include in-person events, industry-specific magazines and online marketing<sup>2</sup>. *Live Design's* integrated marketing opportunities give you the access you need to deliver your message to our readers in the methods they use to keep up with industry related products and services.

### **LIVE DESIGN readers are involved in the purchasing process for the following equipment and/or products<sup>1</sup>:**

Lamps and light sources.....	<b>68.8%</b>	Audio equipment.....	<b>52.9%</b>
Filters/gels/dichroics.....	<b>62.9%</b>	Connectors.....	<b>51.7%</b>
Lighting consoles.....	<b>61.2%</b>	Special effects.....	<b>49.5%</b>
Dimming systems.....	<b>57.9%</b>	LEDs.....	<b>49.2%</b>
Electrical equipment.....	<b>57.5%</b>	Projection equipment.....	<b>47.3%</b>
Software.....	<b>56.8%</b>	Fabrics/curtains.....	<b>45.4%</b>
Luminaires.....	<b>53.5%</b>	Video Equipment.....	<b>45.4%</b>

1 2006 LIVE DESIGN Reader Profile, Penton Media Research Dept., 9/06, 2. 2005 Forrester Research Inc.