Our mission

We live professional AV.

For the industry’s deepest analysis of products and technology, AV integrators and end users turn to Sound & Video Contractor. Through podcasts, webcasts, eBooks, in print and online, SVC maintains the industry’s deepest analysis of products and technology that keeps readers informed and prepared to be technically proficient in today’s market.

17.2k
QUALIFIED READERS

28k
MONTHLY WORLDWIDE SITE VISITORS

44k
MONTHLY WORLDWIDE PAGE VIEWS
This popular newsletter marks its 8th successful year, providing curated news that's relevant and entertaining for AV professionals with "Why This Matters" insight from Content Director Cynthia Wisehart.

News, applications, standards, technical information, and training tips in the fast-moving and competitive trend towards AV Over IP for professional AV.
AV integrators and end users have to manage change in this rapidly evolving industry. SVC informs and educates readers with the much needed change management they seek: new techniques, reviews and deep product analysis, and technical engineering information.

The AV industry’s technical resource

AV integrators and end users have to manage change in this rapidly evolving industry. SVC informs and educates readers with the much needed change management they seek: new techniques, reviews and deep product analysis, and technical engineering information.
## 2020 Editorial Calendar

### January

**Issue Focus:** House of Worship

**Technology Showcase:** Routers/Switchers, 4K/8K Displays/Mounts

**Lead Gen/Ebooks:** Dante and AES67-Enabled

### February

**Issue Focus:** Themed Environments

**Technology Showcase:** Capture/PTZ/Live Streaming, Outdoor AV

**Lead Gen/Ebooks:** Technologies for Worship

### March

**Issue Focus:** AV Over IP

**Technology Showcase:** Ceiling Speakers, Digital Signage

**Lead Gen/Ebooks:** AV Over IP Content Creation for Digital Signage

### April

**Issue Focus:** Arenas/Entertainment

**Technology Showcase:** Projectors/Screens/Mounts, AV Control

**Lead Gen/Ebooks:** KVM

### May

**Issue Focus:** Education

**Technology Showcase:** Portable PAs, Wireless Mics

**Lead Gen/Ebooks:** Media Distribution/Streaming

### June

**Issue Focus:** Unified Communication

**Technology Showcase:** Sound Masking/Acoustics, Mixing Consoles/Audio Processor

**Lead Gen/Ebooks:** Signal Distribution Training Roundup

### July

**Issue Focus:** Digital Signage

**Technology Showcase:** Power Amplifiers, Installed Speakers

**Lead Gen/Ebooks:** Projectors/Screens/Mounts, Best of Infocomm

### August

**Issue Focus:** Bars/Nightclubs

**Technology Showcase:** Signal Extenders, Furniture/Mounts

**Lead Gen/Ebooks:** Conferencing, Collaboration/Zoom Rooms

### September

**Issue Focus:** Corporate AV

**Technology Showcase:** Cable/Power Infrastructure, Boundary Mics/Mic Mixers

**Lead Gen/Ebooks:** Video Walls

### October

**Issue Focus:** Worship

**Technology Showcase:** Media Distribution/Streaming, Conferencing Mics/Systems

**Lead Gen/Ebooks:** Control Room Signal Distribution & Display, Diversity Handbook

### November

**Issue Focus:** Staging

**Technology Showcase:** Signal Distribution, Line Arrays

**Lead Gen/Ebooks:** High Impact Video Display, ADA Compliance

### December

**Issue Focus:** Year in Review

**Technology Showcase:** Video Walls, Drones

**Lead Gen/Ebooks:** AV Distributors Guide

### From The Wire@SVC

**July:** Audio

**August:** Case Studies

**September:** Infrastructure

**October:** New Products

**November:** Infocomm

**December:** Infocomm

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Contact us to receive our rate card & more information.
# 2020 digital editorial calendar

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<td>Corporate AV</td>
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<td>Conferencing/ Collaboration</td>
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CONTACT US TO RECEIVE OUR RATE CARD & MORE INFORMATION
WHO WE SERVE

Serving AV integrators and end users, SVC provides education on the latest technologies and use case scenarios. Through thought leadership stories, deep product analysis, webinars, podcasts, and large scale events, we prepare our readers to be technically proficient in today’s market.

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<th>Audience Category</th>
<th>Percentage</th>
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<tr>
<td>Systems Integrator/Contractor</td>
<td>46%</td>
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<tr>
<td>AV Consultant/Designer</td>
<td>32%</td>
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<tr>
<td>Distribution/Dealer/Rental/ VARs</td>
<td>13%</td>
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<tr>
<td>Facility/Venue Management</td>
<td>9%</td>
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SOURCE: INTERNAL
As the number one media company in the markets it serves, Future US has the editorial expertise, market knowledge, and the high-spending audiences that are the critical pillars for a successful content marketing program.

OUR SOLUTIONS

TARGETED B2B MARKETING
Leveraging Future’s leading brands and market expertise, we deliver responsive audiences. Our advanced data profile capabilities ensure precise segmentation and targeting.

CUSTOM ONLINE CREATIVE SOLUTIONS
Sponsored content programs run across our platforms and beyond using paid, owned, and earned media.

TRUSTED CONTENT
We attract an audience of in-market business decision makers, who engage with and are influenced by our expert editorial content.
PERSONALIZED BRAND EXPERIENCES

SPONSORED CONTENT
WEBINARS
PODCASTS
SOCIAL MEDIA HUB
VIDEO
WHITEPAPERS & EBOOKS
RESEARCH & SURVEYS

SEE OUR FULL CATALOG OF MARKETING SOLUTIONS
It’s an exhilarating time to be involved in this industry. Each year, we recognize the industry leaders at the cutting edge of AV technology.

Winners gain valuable marketing opportunities by entering our awards programs, including:

- Exposure to Future’s AV portfolio via print, online, and email
- Recognized as experts & thought leaders by the industry’s leading publications
- Award amplification during a major AV industry trade show (applies to Best of Show Award)

Each year, we honor and promote the outstanding product making their Infocomm debut. The Best of Show awards are judged on the show floor by our panel of professional, CTS-certified judges. Submitted products are evaluated based on a range of criteria that includes innovation, ease of use, quality against category, return on investment, market relevance, and more.

Now in its 10th year, the Innovative Product Awards celebrates the year’s innovative products. Future’s AV audiences vote through an online ballot for products submitted by manufacturers. Winning products, based on the highest number of votes, are recognized in the December issue of SVC.
TRADESHOW AMPLIFICATION
Sound & Video Contractor provides effective marketing opportunities that connect your brand with the influential attendees and buyers at Infocomm. Attendees receive ‘Preview’ newsletters on what to look for at the show, along with daily newsletters sent during the show, highlighting the day’s news. We amplify show news through our Infocomm Social Hub, a social feed that curates key posts and augments with relevant commentary.

Maximizing Your Tradeshow Presence

Our trusted editorial content around the industry’s top annual tradeshow highlights your brand as a thought leader on the cutting edge of the AV industry.