

## PENTON CUSTOM MARKETING & RESEARCH

### Market Data and Custom Research Services

Penton Media provides market-related data and custom research services, ideal for when you are creating a new marketing campaign, launching a new product or for any other strategic purpose when you need to make informed decisions.

### Custom Publishing

Mix's turnkey custom publishing capability—from custom magazines to brochures to inserts—allows you to create and maintain an effective, personalized relationship with your customers. Available in both print and online media.

### Article Reprints

Create a one-of-a-kind promotional piece that will impress your clients and prospects. Contact Penton Reprints at 888-858-8851 or [www.pentonreprints.com](http://www.pentonreprints.com)

### Lists and Databases

Postal, telemarketing and e-mail lists are available to rent for your next promotion. For more information, contact our list manager, Marie Briganti, at 845-732-7054 or at [marie.briganti@walterkarl.infousa.com](mailto:marie.briganti@walterkarl.infousa.com).

### Polybags and Inserts

CDs, flyers or other promos can be distributed with bonus show issues or targeted to a select reader demographic or geographic area. Segmented market distribution allows you to target prospects by region, job title or other subscriber classification.

## SPECIAL PUBLICATIONS

In both online and print, *Mix* delivers products essential to readers and manufacturers alike.



### Mix Master Directory

The *Mix* Master Directory is the complete Web-based source for facilities and services in the pro audio industry. Backed by 30 years of industry experience, this definitive guide features comprehensive national listings of audio manufacturers, professionals, facilities and services. Online. 24 hours a day.

### Gear Guides

This online pro encyclopedia guides buyers to gear specific content, archived from the pages of *Mix*. Brand an entire section and be sure your product is the one buyers see first. Current destinations include Microphones, Studio Monitors and Mixing Consoles.

### May Annual Special Issue

The *Mix* editors present the most authoritative coverage on topics of concern to ALL audio professionals in an annual May Special Issue. Previous topics include "Is Your Job Killing You?" and "What Can Save The Music Industry?" Be a part of one of our most anticipated issues of the year. Topic to be announced in early 2009.

### Trade Show Products Guides

Sponsorship opportunities are available in this unique vehicle for reaching show attendees and driving traffic to your booth. Reach hundreds of thousands online with full, rich media.

### Audio Education Directory

*Mix's* online guide to audio education programs (schools, courses, seminars and internships). Get your message to the future top talents in pro audio.

**Ask your sales representative about these custom opportunities**