

Who Reads Sound On Sound USA Edition?

Sound On Sound USA's target audience, like its European counterpart, is comprised of recording musicians, sound engineers and producers, with the majority of the readership (98.9%) now using a PC or Mac as a core component of the recording process. Although software is rapidly replacing many elements of the traditional recording studio, Sound On Sound recognizes that some aspects of the recording process will remain hardware based, such as microphones, monitors and control surfaces, and continues to give these important aspects of the modern studio their fair share of coverage. This is perhaps reflected in the fact that 49.3% of the readership purchased a new or used microphone within the last 12 months.

Quick Facts:

- The Sound On Sound readership is predominantly male (98%), with an average age of 35.
- Almost a third of all SOS readers (30.8%) derive their main income from music or music-related activities, while the remaining group displays a majority of middle- to high-income professionals (teacher, doctor, dentist, lawyer etc).
- With 98% of the SOS readership now using DAW software, it is no great surprise to see that the top purchase over the last 12 months was a computer hard drive (52.1%), with a computer (40.3%) and an audio interface (40.3%) coming a close second.
- For the first time in our surveys, at 54.7%, the PC is no longer the most popular choice of computer platform for studio use. Apple have increased their market share to 58.4%*. When asked which computer platform they were likely to adopt next, 51.5% of readers suggested they would choose an Apple Mac.
- Looking behind these figures reveals that only 1.6% of the Sound On Sound readership now does not own a computer of any sort.



With the same highly-respected content as found in the European edition, Sound On Sound USA Edition provides the focus on music and audio recording technology that your customers need.

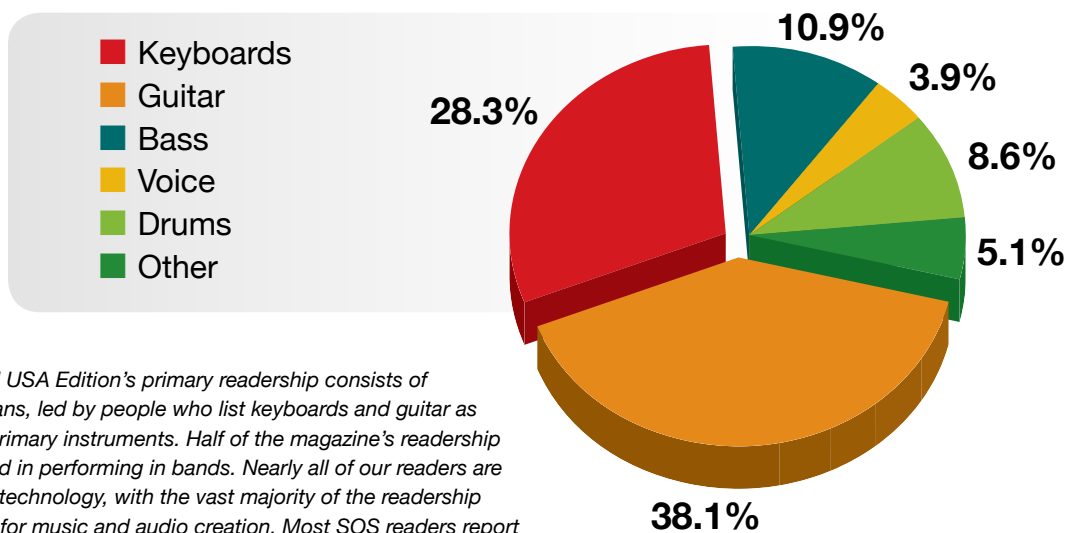


Data source: 2009 Sound On Sound Reader Survey
*Studios where both types are in use account for the total exceeding 100%

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Sound On Sound in the past may have been regarded as primarily a keyboard player's magazine, due to its extensive MIDI and synthesizer heritage. However, given the wider appeal of the magazine since its merger with sister publication Recording Musician in 1993, only 28.3% of readers now claim their main instrument to be keyboards, with the majority (71.7%) falling into the 'recording musician' category. Indeed, while those who cite the guitar as their main instrument accounts for 38.1%, over three-quarters of the readers (83.1%) actually own a guitar. The remainder of the 'main instrument' category in the survey breaks down as follows: bassists 10.9%, vocalists 3.9%, drummers 8.6% and "other instruments" 5.1%. A healthy percentage of the readership are in a band (42.8%), indeed only 35.2% did not play a gig in the past year, with some 26.3% gigging regularly and 37.8% performing live at least a few times.



Sound On Sound USA Edition's primary readership consists of recording musicians, led by people who list keyboards and guitar as their respective primary instruments. Half of the magazine's readership is actively involved in performing in bands. Nearly all of our readers are into music/audio technology, with the vast majority of the readership using computers for music and audio creation. Most SOS readers report having recently purchased or plan to purchase recording hardware and software, interface tools, mics, monitors, signal processors and more.

An impressive 96% of the readership state that Sound On Sound reviews influence their purchasing decisions, with a 89.2% approval rating for the content of those reviews. Product reviews also top the list of reasons for buying the magazine (43%) with the workshop/technique article coming close, at 36%. SOS readers tend to be loyal to the title, with 60.8% buying all 12 issues either from a newsagent or on subscription, and a further 11.4% reading between 7 and 11 issues per year. Some 73.4% also keep their copy of the magazine after reading it each month, with just 12.8% passing it on to a friend, and only 6% disposing of it.

Unsurprisingly, the Sound On Sound USA readership is highly web aware, with 87.4% being frequent visitors to soundonsound.com, although 38.1% still cite print advertising and editorial links as their primary means of finding new on-line content of interest to them.

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