

For Immediate Release

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***Source Interlink Media Merges Sound & Vision and Home Theater***

*Two leading brands make an electronic entertainment powerhouse!*

July 22nd, 2013 • El Segundo, California • Source Interlink Media (SIM) announced today that it is merging the two most powerful print and online media brands in the home technology field, *Home Theater* and *Sound & Vision* to create a single powerhouse consumer brand dedicated to electronic entertainment.

SIM executives joined these two brands under the *Sound & Vision* banner because of the undeniably quick evolution of home and portable electronics products. Sales of new audio/video components like soundbars, wireless speakers, high-performance headphones and computer audio gear have virtually exploded and join more traditional A/V equipment in a vibrant new marketplace. “Using the all-encompassing *Sound & Vision* name we can more easily address the new ways in which consumers use their entertainment systems,” says Keith Pray, Publisher of *Sound & Vision.*

As a result of the merged brands, Pray notes, advertisers will enjoy benefits like the strongest industry print circulation, a growing digital, interactive version of the magazine and an abundance of digital apps. “Advertisers will find that *Sound & Vision’s* reach is unrivaled in the industry,” he says.

Rob Sabin, currently Editor-In-Chief of *Home Theater* and a former *Sound & Vision* Executive Editor will guide *Sound & Vision* beginning with the October 2013 issue. It will boast an exciting redesign, new features and a line-up preserving the best elements of both magazines.

“Bringing these two entities together has the effect of putting virtually all of the industry’s most noted experts in one place,” Sabin explains. “We will be ramping up our product review program to cover more gear across a wider range of categories and under the *Sound & Vision* name we can broaden our audience while continuing to support the serious audio/video enthusiast with the depth of coverage they’ve come to expect from *Home Theater*.”

The new *Sound & Vision* publishes ten times a year following the original publication schedule of *Home Theater*.

**About Source Interlink Media:**

Source Interlink Media, LLC is the premier source of special interest media in the United States. With more than 75 publications, 100 Web sites, 800 branded products, 50+ events, and TV and radio programs, SIM is the largest provider of content to enthusiast communities interested in automotive, action sports, home theater and other niche activities. The division’s strategy is to wholly focus on targeted audiences by leveraging and expanding upon its core market-leading brands through a multiplatform media approach.

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