

At last there's a merchandising publication for the home electronics market that says it all...

# Leisure Time Electronics

Vol. 1, No. 2

THE BUYERS' GUIDE TO ALL LEISURE ELECTRONIC PRODUCTS

Fall 1980

## VCRs gain 59 percent in first half

Videocassette recorders, which have penetrated an estimated two percent of the U.S. market, are showing rapid sales growth as consumers learn more about the expanding video world.

Sales of VCRs for the first half of 1980 advanced a healthy 58.8 percent over last year's comparable period, reports the Electronic Industries Association, with a total of 286,601 units sold to dealers so far. If this rate of growth continues through the second half, when more units are customarily bought, VCR sales for this year will total 755,786 units.

More consumer knowledge of products and the high costs of travel and other out-of-home entertainment are factors believed to be helping stimulate the sales curve.

The primary appeal of VCRs is control of programming—watching what you want to see when you want to see it. The video equivalent of the audio tape recorder, these units can be

*Continued on Page 10*

## Computer sales up 45 percent



Today's personal computers can play games, be learning aids or help perform household tasks.

By KATHLEEN LANDER

While the completely computerized society—with shopping and work being done at home via terminal—is not yet a reality, the personal computer market is growing at a rate of 45 percent a year. This means that a computer in nearly every home is a conceivable possibility.

The young product category of personal computers has already

passed through several marketing stages and is anticipating others—including new homes where computer capability is built-in, just like plumbing or electrical wiring.

Today's personal computers can be toys, learning aids, games, information centers, and/or household necessities for performing a variety of tasks. Moving in two technological

directions at the same time, computer development is yielding products that are both easier to use and more sophisticated in what they do.

First available as parts for hobbyists and engineers, then pre-assembled in a complete package, computers were originally sold primarily through specialists to hobbyists. Most computer shops are now concentrating on sales to the small business market. However, a growing number of models aimed at the average consumer are appearing on the market, and these are being stocked in

*Continued on Page 23*

## Video software entries aid market

By MILTON SCHULMAN

With the entry of all the major movie studios into the home video software market, an explosion is taking place in the number and quality of titles now

available for consumers' personal entertainment use.

This development represents a major step towards realizing the enormous potential of the emerging new home entertain-

ment systems, believe retailers and distributors.

Software comprises the key element in selling and building upon these systems, point out industry persons. They note that consumers frequently look at available software first, to determine whether or not to make a major investment in compatible hardware. Therefore, the ongoing release of attractive software will have a significant effect on the future size and profitability of the total home video market, it is felt.

Until now, retailers had only a limited selection of prerecorded videocassettes to offer consumers, points out Robert Moffet, national marketing manager for the 160-unit Video Station retail chain, headquartered in Los Angeles. "But the bigger the selection, the more business we can do. It's like the ice cream

*Continued on Page 16*

## More retail outlets add computers

By BOB CITELLI

Just as more and more consumers are accepting the potential of personal computers in their homes and small businesses, retailers from various segments of the total merchant community are taking the plunge and stocking these machines in their stores.

Retailers who carry computers and their peripherals comprise a diverse group that includes mass merchants and department stores like Montgomery Ward

*Continued on Page 19*



"Bruce," star of the movie *Jaws*, drew large crowd while on loan from MCA-Universal to New York's Video Shack store.

# Leisure Time Electronics

May/June 1980

THE BUYERS' GUIDE TO ALL LEISURE ELECTRONIC PRODUCTS

Vol. 18, No. 11

## \$1 billion business develops in 6 years

By MILTON SCHULMAN  
Exploding into a \$1 billion business in six years, the leisure time electronics market is expected to

Retail sales of non-video electronics more than tripled in 1979, their fourth year on the market.

LEISURE TIME ELECTRONICS, May/June 1980 \$29

## Montgomery Ward mounts new electronic game sections

CHICAGO—Some 100 to 125 Montgomery Ward retail stores are in the process of mounting floor-to-ceiling, self-contained electronic game sections in their toy departments.

Geared toward peak season selling, the 600-square-foot sections will feature secured demonstrators which will be staffed with a salesperson-demonstrator, and will hold all of the department's electronic game inventory.

Several video games will also be demonstrated in the area, but consumers interested in buying them will be directed to the sporting goods department, where video games are being stocked.

The merchandising move represents

SKUs to its electronic game merchandise mix, even though the number of electronic games shown by manufacturers this year has tripled. Last year's experience showed that consumers overwhelmingly preferred the brand-ed, heavily advertised items, notes Williams.

**SUPPORT FOR 'MAJORS'**  
"We've based our buying decisions on popularity, the amount of advertising the manufacturer will do on TV and the

business of the will carry major some of be of cor if

By TIMOTHY HUBER  
Vice-President/Marketing  
Mattel Electronics  
An aura of wizardry surrounds the computer, at least in the eyes of the general public. Geniuses created them... and now we are them work... and now we are use in his home! The or does it take a genius computer cur- them has it might sum

LEISURE TIME ELECTRONICS, May/June 1980 \$37

## Home computer buyer seeks good results, minimal effort

Electronic revolution impacts on market

Electronic revolution impacts on market

Electronic revolution impacts on market

LEISURE TIME ELECTRONICS, May/June 1980

## Integrated circuits insure low prices, innovation

Electronic revolution impacts on market

Electronic revolution impacts on market

Electronic revolution impacts on market

LEISURE TIME ELECTRONICS, May/June 1980

## Programmed for profits

Electronic revolution impacts on market

Electronic revolution impacts on market

Electronic revolution impacts on market

LEISURE TIME ELECTRONICS, May/June 1980

## Prices could decline

Electronic revolution impacts on market

Electronic revolution impacts on market

Electronic revolution impacts on market

LEISURE TIME ELECTRONICS, May/June 1980

## Few units yield major dollar volume

By JOHN BYINGTON  
Vice-President, NPD Research, Inc.

Director, Toy Market Index  
During 1970, nearly 50 million units of electronic toys and games were sold. With an average ticket price of about \$23.50, this volume translates to over \$1 billion in retail dollar volume.

In terms of importance to the total toy and game industry, electronics represent only 5 percent of total category units, but nearly 16 percent of total category dollars.

Clearly, electronics have evolved into a major industry factor.

Using data available from the Toy Market Index, a service of NPD Research, Inc. of Floral Park, New York we can gain a fairly good picture of the size and structure of the electronic toys and games market, as well as some understanding about the people who are buying them.

## ELECTRONICS PACE GROWTH

Volume trends for the total toy and game industry indicate overall growth during 1979. Dollar sales were up 17 percent versus 1978 and unit sales were up 2 percent. However, if we subdivide the category into electronic and non-electronic segments we observe that the growth traces entirely to the emergence of electronics.

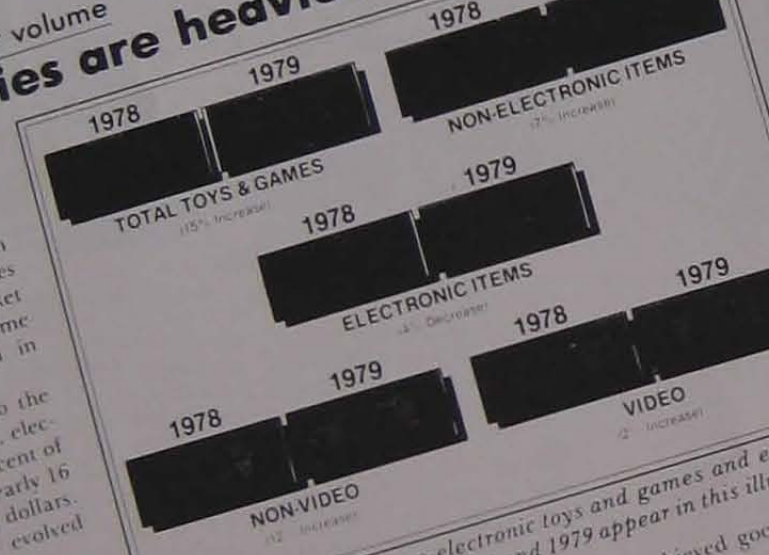
We generally think of electronic toys and games as belonging to two different types. First are the TV video games. These have been around for a few years but still appear to be on a growth curve. During 1979 they did trend above non-electronic toy and game items.

The current excitement, however, is over the non-video electronic items. Sales of this type more than tripled in 1979 to a retail sales level of \$782 million, 2.5 times greater than the sales of video games.

Electronic toys and games are expensive. The average price paid for a TV video game in 1979 was \$34.95. The average price of the non-video electronics is less at \$20.77, but this is still considerably above the average \$3.70 paid for non-electronic toy and game items.

## TRUE MARKET EXPANSION

That consumers are paying higher prices for electronic toys and games is not surprising. The higher price reflects the higher quality and more sophisticated nature of these products.



Comparative prices for non-electronic toys and games and electronic toys and games for the years 1978 and 1979 appear in this illustration.

Electronics may be viewed as true market expansion. The fact that the non-electronic segment of the market has remained stable suggests this. Further, we find that the electronics are being purchased for older children and even for adults. These purchases do not represent replacement for other non-electronic items bought by the same consumers.

The appeal of electronics to older children and adults was even greater in 1979 than in 1978, which may suggest growing interest or awareness by these age groups over time. If this continues in 1980, market expansion may well continue.

## GAIN WITH LARGE FAMILIES

The heavy buyers of electronics are families that are up-scale on education and income, and where the housewife is in the 35-54 age range and is employed part-time. Naturally, the heavy buyers usually have children in the 6-12 and 13-17 year age groups. However, we notice a skew toward larger families, i.e. families with several children in these groups. Perhaps it is the larger families who can best benefit from an electronic item that can satisfy several family members in a play activity. The multiple skill levels of the electronics would further enhance this advantage.

The heavy buyers also tend to reside in the larger cities, having populations of 500,000 or more. In terms of regional development, the heavy buyers of video games are on the West Coast and the heavy buyers of the non-video electronics are in the Eastern and Southern Divisions. The city development of the key

in the purchase. Fathers are twice as likely to purchase an electronic toy or game then they are to purchase another type of toy. 14 percent and 7 percent respectively. Upon closer inspection we find that it is the TV video games that fathers are buying. Fathers bought 22 percent of them. Perhaps it is because these are higher priced items or because fathers want to actually play with the electronic items themselves.

## MORE MALES GET INVOLVED

Males seem to be more involved in both purchasing and playing with electronic toys and games. Fifty eight percent of the electronic purchases are bought for boys only; another 10 percent were bought for boys and girls share. Consequently, very few electronics are bought for girls only. 7 percent of TV video games and 27 percent of non-video electronic toys and games.

This is definitely related to the types of play activity that have been translated into electronics. The majority of existing electronic items are either sports-oriented or space-oriented. Both spheres of interest probably have more appeal to men and boys.

## Programmed for profits

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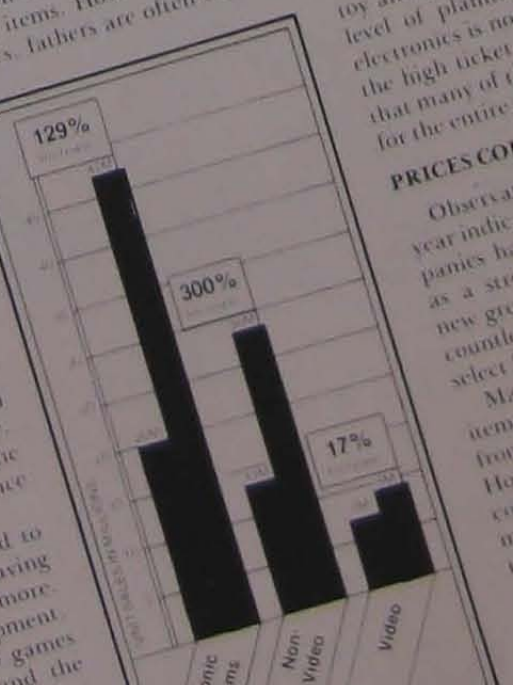
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This graph illustrates the percentage increase in sales of electronic items for the years 1978 and 1979, as compiled by NPD Research, Inc.

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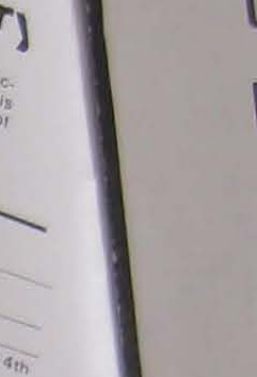
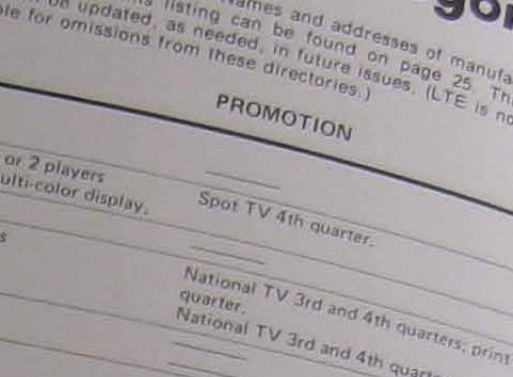
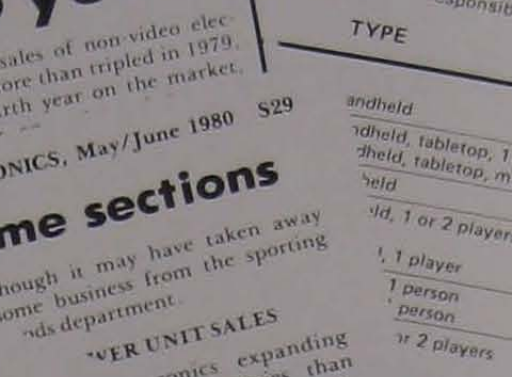
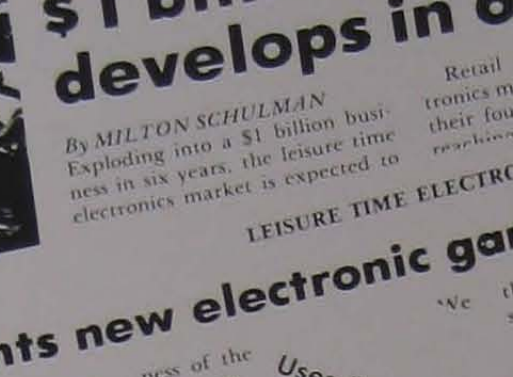
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By TIMOTHY HUBER  
Vice-President/Marketing  
Mattel Electronics  
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With its premier issue (distributed at the 1980 Summer Consumer Electronics Show in Chicago), Leisure Time Electronics established itself as the dominant publication for all buyers of electronic home entertainment products. This graphically exciting merchandising magazine offers lively, retail-oriented features covering video cassette recorders, electronic toys and games, personal computers, OEM products, accessories and software.

**Justin/Conic acquire**

NEW YORK—Justin/Conic Inc., exclusive distributor U.S. for Conic Inc. Hong Kong, h... Wicely Cor... City, N...

**Video Software  
Paramount Home Video releases  
new titles for VCR distribution**

HOLLYWOOD—Paramount Home Video has licensed several new titles from Paramount Pictures Corporation for video-cassette distribution. The new titles include seven motion pictures and ten popular Star Trek episodes.

**Data Entry**

**Computer Software**

**APF introduces full software line for Imagination Machine system**

NEW YORK—APF Electronics offers a full line of education...

**Polaroid introduces wafer battery for commercial**

CAMBRIDGE, Mass.—Polaroid Corporation has introduced a new improved wafer battery...

**Radio Shack educates; promotes computer line**

NEW YORK—Education of the consumer-buyer and consistent promotion are the methods Radio Shack uses to keep its TRS-80 at the top of the computer best-seller list.

Every one of the regular Radio Shack catalogs, mailed annually by the millions, includes the TRS-80 and its peripheral equipment. Free comic books, distributed through approximately 3,000 outlets in the U.S., introduce young people and novices to the workings of the computer, and regular advertising reiterates the message.

Merchandising is done through 50 computer centers, which are special sections within Radio Shack stores, and through 100 other stores with specialty computer departments. These are chosen for geographical coverage of important markets. Each has a specially trained sales staff, which conducts evening classes in programming at beginner and advanced levels.

In addition to this regular program of education and promotion, the chain regularly conducts a series of "computer blitz" events in major markets. A full-page newspaper ad invites

consumers to get "hands on" experience at a free computer seminar, scheduled at a local hotel for one or two days. No reservations are needed for the hourly programs.

**UNITS WORK ALL DAY**

Each of 90 working units with printers was in use all day and into the evening at a recent New York City blitz. Staff members and a prompting program in the computer guided attendants through the steps of producing profit and loss statements or accomplishing other tasks. A film and brief explanation were included on the program, but the highlight was seeing how easy it is to use the TRS-80. While visitors waited for a turn at the machines, and afterward, there was ample opportunity to get questions answered and pick up literature or make purchases. Two additional classes discussed specialized applications.

Attendance at the seminar qualified persons for a certificate good for a free course in programming at a Radio Shack center. The chain also gave out a package of literature to each attendant, and a mailed follow-



Computer centers such as this one are special sections found in 50 Radio Shack stores selected for their geographic importance.

up a week later offered a limited time price special on the TRS-80. Effectiveness of the blitz is reflected in the comment of a New York City store manager that "we'll sell all of the machines used in the seminar before it ends, and additional sales will continue in the store." Although the promotional activities are directed to business buyers, the TRS-80 also is used by many as a home computer for personal use, partly because it was the first

unit available for under \$1,000. Many clubs have also been privately formed to exchange information and stage competitions. Radio Shack recently added three models to its current computer line, including a color unit and a pocket version. There are five computers now being offered by the Tandy Corporation division, with prices for the units ranging from a low of \$299 for the pocket model to \$3,450 for the TRS II.

**Polk's links computer sales with electronic game business**

NEW YORK—Personal computers are seen as an upward extension of the electronic game business at Polk's Hobby Department store. The five-story, well-respected store, located on New York's Fifth Avenue, was one of the

early because computer kits were then available, and I knew that many schools were teaching computer programming, or had computer clubs. Many young people who receive this rudimentary exposure get their appetites whetted, and want to

puter of their own. Polk is in the process of tripling his 500 sq. ft. basement computer department, and combining it with his extensive electronic game selection for third- and fourth-quarter selling. "Personal computers are not-

An operating unit of each type is always kept on display. Consumers want home computer systems featuring color displays, and which have typewriter keyboards, Polk notes. He says he buys 10 units each of the Ohio Scientific models, "and

**Vendors**

POLAROID POLA PULSE 6 VOLT BATTERY PILE 6 VOLTS

commercial applications  
Additional design assistance available from Polaroid application engineers.  
P100 battery—Circle No. 5 on product card  
Design kit—Circle No. 6

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FOUR REASONS CONSUMERS WILL BE ASKING FOR RECHARGEABLES THIS YEAR.



# IN 1980, LAKESIDE IS PLAYING TO WIN!

We're spending more than ever so you'll sell more than ever.

...be seeing a lot of Atari\* this year. On net-tv television, in magazines and in your profits.



The biggest ad budget in Atari's history.

We're spending millions to make sure consumers know who we are. You'll see Atari on CBS, NBC, and ABC.

Maze-Craze, Video Checkers and Dodge Em Atari game cartridges offer everything from Football to our biggest seller, Space Invaders. And now the game cartridges will sell even faster than before.

We're offering a \$5 rebate on selected game cartridges.

Starting November 15, 1980 through January 31, 1981, your customers can get a \$5 rebate when they buy any two of 20 selected game cartridges.

We expect a big response from this rebate offer. So stock up now. Just call your Atari representative for more information.

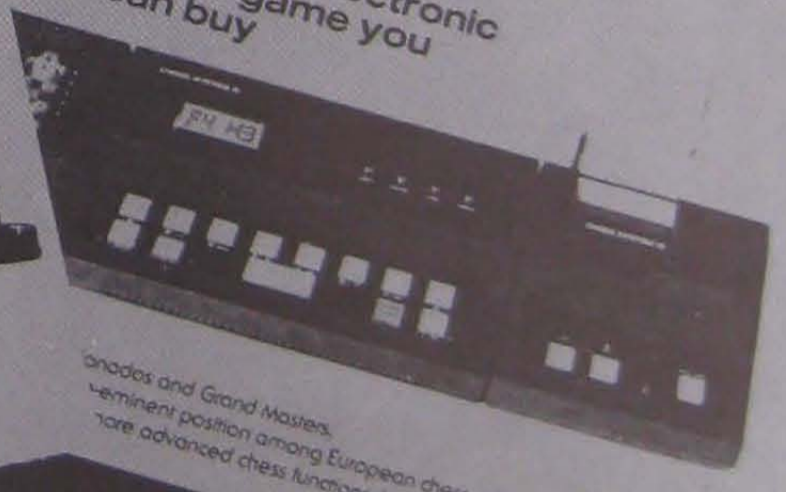
Our plan is to make Atari your biggest seller. We're already the leader in our field. We'd like to help you be the leader in yours.



Don't play around with second best... when your opponent can be...

**CHESS CHAMPION SUPER SYSTEM III®**

the finest electronic chess game you can buy



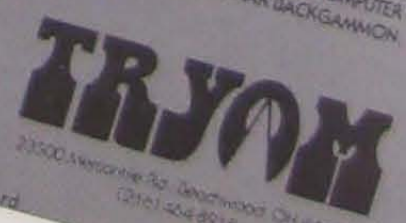
...and Grand Masters. ...eminent position among European chess connoisseurs for many years. ...are advanced chess functions than any other chess computer.

**CHESS TRAVELER FOR THE CHESS DEVOTEE**

Take the Chess Traveler along with you — anywhere. This light weight, handsome, battery-operated Chess Traveler offers seven levels of play from beginner to expert, plus a unique "look-ahead" mode. The levels are changeable during the game and the computer will play against itself with you as an observer, to learn from the expert.

- Available with:
    - Revolutionary LCD chess board
    - electronic printer
    - LCD quartz clock adjustable from 1 sec. to 100 hrs.
    - rechargeable power pack for ultimate portability
- Now ONLY FROM TRYJOM Chess Champion Super System III is available in America for those who demand the very best!

TRYJOM OFFERS A COMPLETE LINE OF INTELLIGENT DEDICATED ELECTRONIC GAMES, COMPUTER CHESS, GOREN BRIDGE AND OMAR BACKGAMMON.



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No matter what size LCD is in design... Our ZEBRA LCD connectors are on the line.



- ZEBRA LCD connectors offer design flexibility to accommodate any size LCD.
- ZEBRA LCD connectors are available for shipment within one week for any size LCD.
- Over one billion reliable contacts made in the field.



The Conductive People



Texas Instruments, Inc. TI-1030 Calculator

LCD Microsystems, Inc. Clock

Beede Electrical Instrument, Co., Inc. Tachometer

J. Fluke Mfg. Co., Inc. 8020A DMM

Timex Corp. Watch

Circle No. 5 on product card

Circle No. 18 on product card

Various manufacturers have realized that the explosive home entertainment market is converging. They have placed their advertising in the only publication able to convey their message to the entire marketplace:  
**LEISURE TIME ELECTRONICS**

Unisonic Presents a Full Line of Walt Disney's  
**Mickey Mouse Electronic**  
**"Fun 'n Numbers" Learning Aids**  
 with 48 page fully illustrated activity book

HELP! I NEED SOME ANSWERS FAST!

Games, Puzzles, Surprises and Fun!

Right Wrong

7 8 9 + \*  
4 5 6 x  
1 2 3 /  
C 0 =

MICKEY  
**SCHOOL**  
 FUN 'N NUMBERS

**Advanced Circus Home Pinball.**  
**Big excitement for families.**  
**Big profits for you.**

**BRUNSWICK**  
 Since 1945

NEW FROM BRUNSWICK! The great American circus is now right at home with Brunswick's advanced Circus Home Pinball game. Featuring the next generation of solid state electronics, super graphics playfield and back glass, a multitude of flashing lights and 19 circus tunes and tones. Five ball game for up to 4 players. Six-digit memory recalls each player's position and keeps highest score recorded. Double and triple bonuses - Free ball awards.

IT'S THE CIRCUS THAT BRINGS YOU BIG PROFITS! Brunswick is the only manufacturer of professional, ARCADE QUALITY home pinball. Solid, durable and with all the "asked for" exciting features. PLUS, full Brunswick support - warranty program, national service network, traffic building ads and point of sale promotions. Choice of Circus Wagon Red or Wood Grain cabinets. Get in on the big profits with Brunswick Home Pinball games - NEW Circus and Alive!

**A PRODUCT THAT SPEAKS FOR ITSELF SELLS ITSELF.**

"YOUR STEAK IS READY!"

"JACKPOT!"

more you'll be able to increase your security during product planning.

**Features:** 70 bits per second data rate  
 22 pin package  7 ma. current drain  
 Built-in amplifier  Single power source - wide voltage supply range  Latched inputs with 5 volt compatibility  External digital pitch level inputs  Automatic inflection  On-chip master clock circuit  Broad range of voices and sound effects possible.

**Let Votrax make your products talk.**

**Votrax**  
 A Division of Federal Screw Works  
 500 Stephenson Highway  
 Troy, Michigan 48064  
 (313) 588-2050

Electronics Show June 15-18.  
 Available for private demonstrations.  
 Call (313) 588-2050 today!

# Leisure Time Electronics

Published by Charleson Publishing Company • 124 East 40th Street • New York, New York 10016

## 1981 ADVERTISING RATES and EDITORIAL SCHEDULE

### GENERAL ADVERTISING RATES

	1X	4x
Jumbo page (Tabloid - 9 1/2 x 13 1/4)		
Jumbo page	4700	4200
3/4 page	3600	3200
1/2 page	3000	2700
1/4 page	2050	1850

### JUNIOR PAGE (7x10)

1 page	3100	2800
2/3 page	2650	2400
1/2 page	2150	1950
1/3 page	1500	1350
1/4 page	1200	1100
1/6 page	950	850

Oversize page  
(to 8 1/4" x 11 1/4") 3400 3100  
7 x 10 PAGES BLOWN UP TO JUMBO  
TABLOID PAGES AT NO PRODUCTION CHARGE

### BLEED

Acceptable in spreads, full pages (either tabloid or 7 x 10 pages) and fractional page units —\$300 per page. 7 x 10 bleed ads are an oversize page.

### COLOR RATES

(Plus space cost)

	Per Page	2-Page Spread
AAAA Standard colors	500.00	800.00
Matched colors	600.00	900.00
3-color: Black & 2-colors	900.00	1500.00
4-color process	1100.00	1800.00

### INSERTS SUPPLIED BY ADVERTISERS

	1x	4x
1 page insert (single sheet printed 1 side)	3100	2800
2 page insert (single sheet printed 2 sides)	5700	5200
4-page insert	8800	8000

Inserts larger than 4 pages; 4-page insert rate plus \$1550 per additional page.

NOTE: Above rates are for 8 1/2" x 11" inserts. Add 25% for tabloid size inserts. Multiple page inserts count as one insertion toward the earned frequency rate.

BACK UP CHARGE—\$600 back up charge for single-page inserts. \$800 back up charge for 2-page spread inserts.

### PREFERRED POSITIONS

\$300 extra per page. Inside Covers—\$400 extra per page. Back Cover—\$500 extra per page.

### MECHANICAL REQUIREMENTS

(Width by Depth in Inches)

#### JUMBO PAGES (9 1/2 x 13 1/4)

1	9 1/2 x 13 1/4	1/2	9 1/2 x 6 5/8	1/4	7 x 4 3/8
3/4	9 1/2 x 10	1/2	4 3/4 x 13 1/4	1/4	4 5/8 x 6 5/8
3/4	7 x 13 1/4	1/4	9 1/2 x 3 1/4	1/4	2 1/4 x 13 1/4

#### JUNIOR PAGES (7 x 10)

1	7 x 10	1/2	4 5/8 x 7 1/2	1/4	7 x 3 3/8
3/4	4 5/8 x 10	1/3	2 1/4 x 10	1/6	2 1/4 x 4 7/8
1/2	3 1/2 x 10	1/3	4 5/8 x 4 7/8	Oversize	
1/2	7 x 4 7/8	1/4	3 1/2 x 4 7/8	8 1/4 x 11 1/4	

Publication trim size—10 1/2 x 14 1/2

Bleed page—10 5/8 x 14 3/4

Bleed Page Spread—21 1/4 x 14 3/4

### INSERT SPECIFICATIONS

Maximum Size (Tabloid)

2-page, single leaf, untrimmed size: 10-5/8" x 14-3/4"; allow 3/16" trim at top, bottom and outer edge.

4-page: 21-1/4" x 14-3/4", folded to 10-5/8" x 14-3/4". Do not fold if publisher is to back up. Keep essential elements 1/4" or more from trim edges. Smaller sized inserts (8-1/4" x 11-1/4" or 9" x 12" etc.) are also acceptable.

Maximum weight of stock: 80 lb., 25 x 38 basis. For quantity of inserts required, contact publisher.

### PRINTING SPECIFICATIONS

FILM NEGATIVES for all advertisements are preferred; right reading emulsion side down, 133 screen for half-tone areas. One complete negative for each color is required with register marks and proofs for inking and registry guide.

Film positives, scotchprints and camera ready art are also acceptable. Any changes to be made on films or other production work will be charged at publisher's cost.

4-color process is printed 4-color wet. Sequence is blue-red-yellow-black. Please send one set of progressive proofs for 4-color advertisements.

Film will be stored for 13 months and then destroyed unless otherwise advised by advertiser or agency.

### GENERAL SHIPPING INSTRUCTIONS

Send all contracts, insertion orders, negatives, scotchprints, mechanicals, etc. to: LEISURE TIME ELECTRONICS, 124 E. 40th St., New York, N.Y. 10016. Ship all printed inserts to: LEISURE TIME ELECTRONICS, c/o Hughes Printing Co., 34 N. Crystal St., E. Stroudsburg, Pa. 18301.

### ISSUANCE AND CLOSING DATES

Leisure Time Electronics will be published 4 times in 1981—Winter, Spring, Summer and Fall. For closing dates, contact publisher.

### GENERAL RATE POLICY

Orders are accepted subject to change in rate upon notice by publisher.

### COMMISSION AND TERMS

Net 30. 15% of gross billing allowed on space, color, bleed and position if paid within thirty days. No agency commission on production or handling charges. No cash discount.

### 1981 EDITORIAL SCHEDULE

**WINTER—CONSUMER ELECTRONICS SHOW ISSUE.** Product previews for 1981. Feature stories focus on new introductions in electronic games, video games, video cassette recorders, video discs, personal computers and software. Preliminary reports on fourth quarter sales and predictions for the coming year. Editorial feature on camera shops stocking VCRs.

**SPRING—PERSONAL COMPUTERS ISSUE.** Topics include where the market is headed, popular price points, industry leaders' profiles and software market outlook. Features on handheld computers, peripherals market and the placement of systems in major department stores and national chains. Also a look at video discs. Which system is the emerging favorite?

**SUMMER—CONSUMER ELECTRONICS SHOW ISSUE.** Line stories detailing manufacturers' mid-year releases. Special reports on the video marketplace including accessories and their contributions to increased sales. Also, a look at the chip supply. Who are the major electronic vendors? Will enough chips be delivered to leisure time electronics manufacturers to ensure adequate product supply in December? Feature articles on new technologies available to manufacturers. Updates on January forecasts and an outlook on the remainder of the year. Also a report on the developing area of calculator-watch-games.

**FALL—HOLIDAY MERCHANDISING ISSUE.** Reports on successful merchants and their marketing techniques. Feature articles covering manufacturer plans for holiday promotions, point-of-purchase materials, and an outlook on Christmas, what's hot? Also included is coverage of major distributors in each area of the leisure time electronics marketplace. Who are the leaders, what types of programs do they offer merchants?

**IN EVERY ISSUE—**Timely reviews of new product introductions and news of the industry. By-line features from major industry figures. Regular departments include Video Software, Rep News, People, Computer Software, Data Entry, Viewpoints, and Vendors.

**Leisure Time Electronics**  
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