

futureMUSIC

> TECHNOLOGY THAT ROCKS!

EDITORIAL MISSION STATEMENT

FUTURE MUSIC will embrace the beginning musician, the studio veteran and the download-savvy hand-held user alike. We'll provide world-class tutorials in production basics, screen-shot walk-throughs of the hottest new and updated software, hard-hitting reviews of the most talked-about new products, "insider" artist interviews and brave think-pieces on the future of digital distribution and on-line music commerce.

With an innovative CD-ROM in every issue, *FUTURE MUSIC's* editorial will be smartly tied to featured software demos, sample libraries, weblinks and on-screen masterclasses.

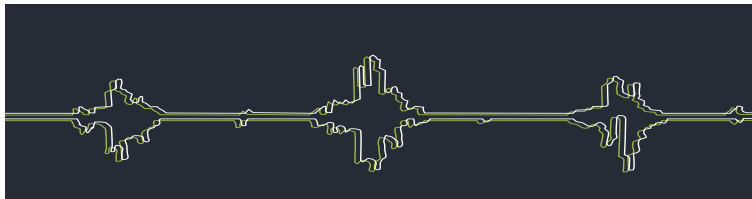
FUTURE MUSIC FACTS

PUBLISHER	Future USA
ESTABLISHED	April, 2005
FREQUENCY	Monthly
COST	\$7.99
INCLUDES	CD-ROM in every issue



THE RESULT

A magazine/CD package that will finally bring the music tech magazine boldly into the 21st century.



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THE EDITORIAL

FUTURE MUSIC magazine has finally arrived in the United States, with a new concept for a new generation of musicians. Exciting & fresh, but credible, *FUTURE MUSIC* features revolutionary new approaches to teaching. *FUTURE MUSIC* will give musicians all they need to know about music technology and digital musical culture in a friendly, fast and witty way.

It's a magazine only Future USA, the publishers of *Guitar World*, *Guitar One*, and *Maximum PC* could make possible. Fueled by the tremendous success and design/editorial breakthroughs of Future's British titles—*Future Music UK* and *Computer Music*—the stateside *FUTURE MUSIC* is poised to dominate the US newsstand.

INTERVIEWS

In addition to compelling and informative stories, our artist features will include a revolutionary new way to explain exactly how the hottest musicians and producers achieve their sound.

TUTORIALS

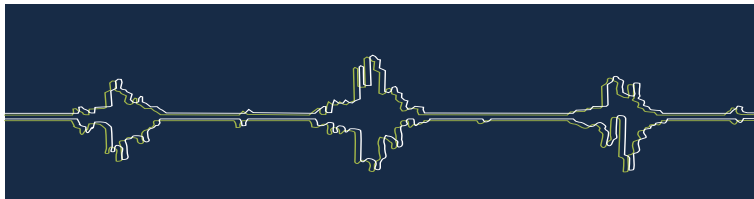
We will offer tutorials on all the latest studio concepts—and then take it one step beyond with value-added features. If you're reading about the ins-and-outs of EQ, for example, you can be sure it will be accompanied by a free EQ plug-in on the disc, so the reader can simultaneously apply the concepts he is learning on his latest tracks.

GEAR REVIEWS

Gear Reviews are standard stuff in tech mags, but, again, ours will be reviews with a difference! We will go under-the-hood and provide step-by-step, colorful, how-to-tutorials and tips and tricks. What's more, the disc will feature demos of reviewed software and audio examples of hardware so readers can hear and see for themselves.



Future Music has the answers!



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THE DISC

Other magazines write about music technology; *FUTURE MUSIC* embraces it. With each issue, readers will receive a CD-ROM packed with screen-shot tutorials, free demo software and sample content. The home studio will no longer be a dream—it will be a dream come true, as we will provide the building blocks for a complete computer studio with every issue.



SAMPLES

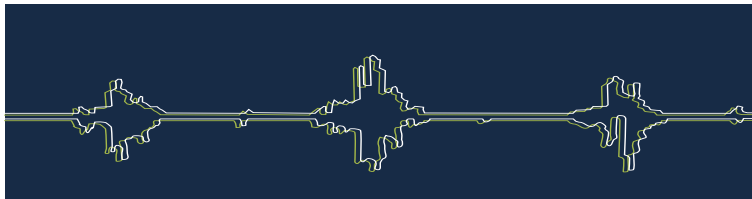
Each CD will include selections from some of the world's greatest sample libraries, including drum loops, atmospheric sounds, guitars, basses, synths, sound effects and more.

PRODUCT DEMOS

Two or three software demos will be a part of each exciting disc, along with "lite" sequencers, soft synths, groove boxes and more. In addition, many of the demos will be accompanied by step-by-step tutorials, or will directly correspond to a screen-shot tutorial within the magazine's pages.

EXTRAS

In any given month, the disc may also contain video-taped studio tours, in-person interviews with artists and audio tracks of reader demos, and clips of the best new hardware sound modules.



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READERSHIP

WHO IS OUR READER?

Based upon our prototype...

- They're **male** (98%)
- On average they're **32-years-old**
- They're employed—and **have spending power**—Half our readers earn upwards of \$50,000 per year
- They're into making, listening and reading about **rock, ambient and dance music**
- They're **enthusiastic** about this hobby and spend both money and time on it
- They **record music at home** (82%)
- Over 70% **consider themselves musicians**
- They **spent approximately \$5600** on gear, music hardware, software and computer equipment in 2004
- They are **avid internet users**—95% of them access it regularly



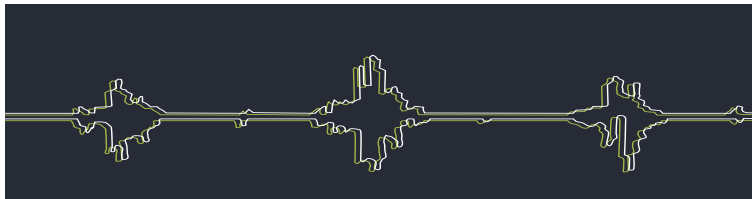
READER LOYALTY

Our readers are extremely loyal, with the majority keeping their copy for reference after they've finished reading it. Close to half of our readers will pick up their copy on at least 10 separate occasions, and more than half of our readers then pass it along to a friend.

HOW DOES OUR READERSHIP AFFECT OUR ADVERTISERS?

Based upon our past experience, we expect that...

- Our readers value & rely on *FUTURE MUSIC*'s editorial opinions and advertising... 76% have visited a company's website as a direct result of seeing an advertisement in *FUTURE MUSIC*
- Our readers rely on *FUTURE MUSIC* for advice about new gear—over 94% enjoy the reviews
- And... they love the samples, tutorials & demos—spending over 4 hours on average with the magazine and approximately 3 hours viewing the CD-ROM!



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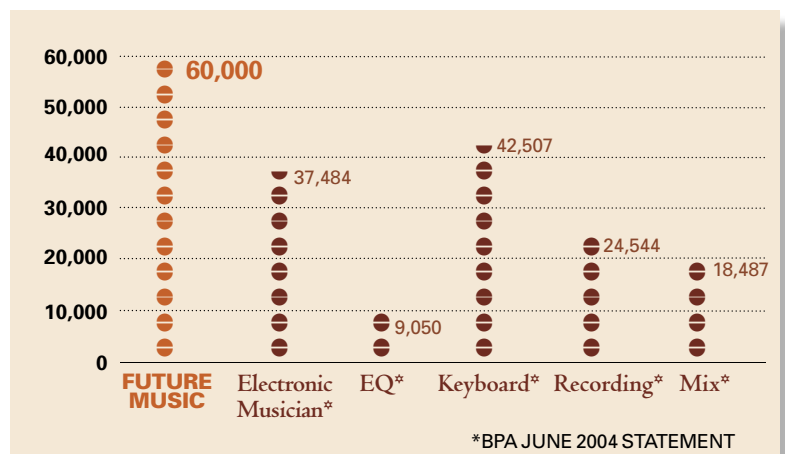
> TECHNOLOGY THAT ROCKS!

CIRCULATION/DISTRIBUTION STRATEGY

FUTURE MUSIC will distribute over 150,000 copies in the US. We will be strategically positioned to dominate the fast-growing market for digital music technology, and will be the first music tech magazine poised to reach consumers on a much broader scale. With the excellent sales and reputation of our *Future Music UK* sister magazine lending us our advantage and name recognition, we will distribute five times more copies than any of our competitors; in fact, it's more than *all of our competitors combined*.

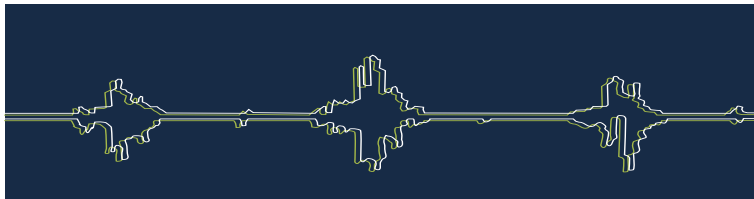
It's no secret: Because they've locked themselves into "controlled circulation"—that is, a combination of subscriptions, free issue give-aways and low print runs—our competitors have exhausted their growth potential and sell a relatively insignificant amount of copies on the newsstand.

Total Paid Circulation



WE'RE DIFFERENT

FUTURE MUSIC's newsstand-oriented business model, in keeping with the aggressive Future USA approach, will reach approximately 43% of the US newsstand market. Ultimately, our newsstand sales will simply blow away that of our outmoded competitors.



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MARKETING PARTNERSHIPS

Advertising need not stop with the printed page. Many ways exist to promote your company's products in conjunction with our magazine and CD-ROM.

MULTIMEDIA OPPORTUNITIES ON CD-ROM

- *FUTURE MUSIC* co-branded virtual instruments
- Commercials
- Software Demos
- Catalogues/Still Media
- Banner Ads
- Sample Libraries

COLUMN/SECTION SPONSORSHIPS

- TIPS & TRICKS: Manufacturer supplied tutorials from company experts both in-book and on disc

PRODUCT DEMOS

CUSTOM CD-ROMS/DUPLICATION

GUARANTEED AD POSITIONING

WEB SITE OPPORTUNITIES

- On-line advertising
- Section Sponsorships
- Links

CLINICS/DEMOS/PRINTED MATERIALS

CONSUMER & TRADE EVENT TIE-INS

CROSS PROMOTION WITH FUTURE GAMES & COMPUTER DIVISIONS

COMBINATION FREQUENCY DISCOUNTS

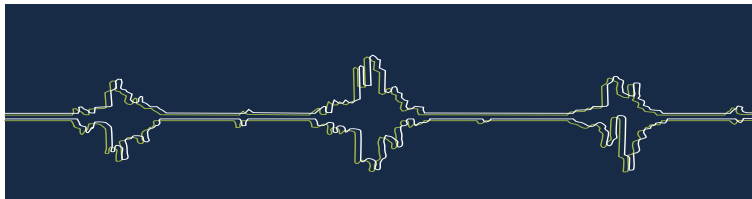
CONTESTS/SWEEPSTAKES

EDITORIAL REPRINTS/PDFS

COVER REPRINTS/BLOW-UPS

POSTERS





ADVERTISER CHARTER PROGRAM

HEAR IT, SEE IT, MASTER IT!

Each month a fully-interactive CD-ROM will accompany the magazine. Providing hands-on tutorials, software demos, sample libraries and software walk-throughs, the *FUTURE MUSIC* CD-ROM will be loaded with everything the reader needs to start making music on their computer right now. We offer numerous ways to place your multi-media message—we think it's the perfect complement to the music magazine experience.

COMMERCIALS

3-minute audio/video announcement featuring your multi-media product message

Value: \$7500

SOFTWARE DEMOS

Demos & light versions of your software

Value: \$4000

CATALOGUES/STILL MEDIA

PDF image of your product

Value: \$5000

BANNER ADS

Rectangular-shaped advertisement positioned in a highly visible area of the disc linking to your website

Value: \$1500

SAMPLE LIBRARIES

Diverse sample collections from drumkits to strings to special effects

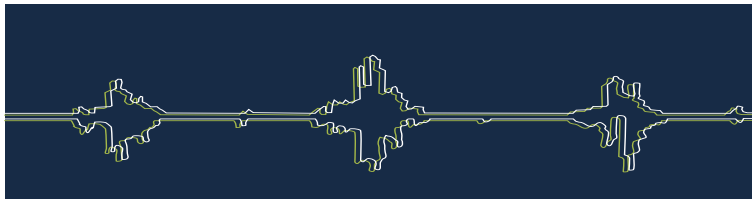
Value: Dependent upon number of samples provided

TIER I	
14-Page Schedule	
\$63,000 Added Value	
Commercials	3
Software Demos	5
Catalogues/Still Media	2
Banner Ads	7

TIER II	
10-Page Schedule	
\$38,000 Added Value	
Commercials	2
Software Demos	3
Catalogues/Still Media	1
Banner Ads	4

TIER III	
7-Page Schedule	
\$14,500 Added Value	
Commercials	1
Software Demos	1
Catalogues/Still Media	0
Banner Ads	2

Sample Libraries also available when applicable.



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ADVERTISING RATES

2005 GROSS RATES	1X	6X	10X	18X	24X	30X	36X	48X*
Full Page 4 Color	\$7,500	\$7,125	\$6,750	\$6,375	\$6,000	\$5,625	\$5,250	\$4,875
Spread 4 Color	\$14,250	\$13,540	\$12,825	\$12,115	\$11,400	\$10,690	\$9,975	\$9,265
2/3	\$6,375	\$6,005	\$5,740	\$5,420	\$5,100	\$4,780	\$4,465	\$4,145
1/2	\$5,625	\$5,345	\$5,065	\$4,780	\$4,500	\$4,220	\$3,940	\$3,655
1/3	\$4,500	\$4,275	\$4,050	\$3,825	\$3,600	\$3,375	\$3,150	\$2,925
1/4	\$3,750	\$3,560	\$3,375	\$3,190	\$3,000	\$2,815	\$2,625	\$3,535
1/6	\$3,000	\$2,850	\$2,700	\$2,550	\$2,400	\$2,250	\$2,100	\$1,950

MEDIA ON DISC	
Movie, commercial, animation—up to 3 minutes	\$7,500
Software Demo	\$4,000
Song track (audio)	\$2,500
SPACE ON DISC	
Banner ad (hot or cold)	\$1,500
Section sponsorship	\$3,500
Catalogue (compressed)	\$5,000
Gallery (collection of still photos)	\$2,000
Gallery with audio (as above with synch sound)	\$2,500

2005 COVER RATES	10X
2nd	\$9,375
3rd	\$8,250
4th	\$10,125

*B&W Rates (75% of 4/C rates)

Combination Rates Ads may be combined in other Future USA Music publications for maximum frequency. Owned divisions of the same company may combine ads for maximum frequency. Includes *Guitar World*, *Guitar One*, *Guitar World Acoustic*, *Bass Guitar*, *Guitar World Legends* and *Guitar Buyers Guide*. *Maximum discount available including combination rate structure.

ADDED VALUE

Maximum Retail Visibility Supported by promotional newsstand displays and premium newsstand placement

CD-ROM Exposure Providing sight, sound and motion to your message—true interactive exclusive experience for your customer

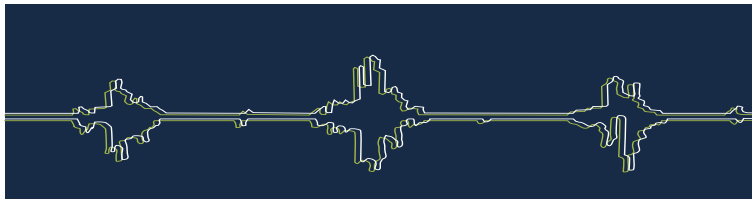
Proven Entity Future Music, already a successful title, will boast over 150,000 copies distributed on U.S. newsstands reaching the new generation

To Get On The Fast Track To The Future, Contact Your Sales Representative

JASON PERL (646) 723.5419
MATT CHARLES (646) 723.5426
ROBERT DYE (646) 723.5431

2005 PUBLISHING SCHEDULE

TITLE	ISSUE DATE	ON-SALE	ART DUE	SPACE	CD MEDIA DUE
Future Music	May/June	4/12	3/9	3/2	2/11
Future Music	July	6/7	5/4	4/27	4/8
Future Music	August	7/19	6/15	6/8	5/20
Future Music	September	8/16	7/13	7/6	6/17
Future Music	October	9/20	8/17	8/10	7/22
Future Music	November	10/18	9/14	9/7	8/19
Future Music	Dec./Jan.	11/22	10/19	10/12	9/23



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ADVERTISING MECHANICAL REQUIREMENTS

Spread	Safety	15.5" x 10"	Two Thirds VERTICAL	4.625" x 9.5"
	Trim	16" x 10.5"	Half Page HORIZONTAL	7" x 4.75"
	Bleed	16.25" x 10.75"	Half Page VERTICAL	4.75" x 7"
	Gutter allowance	0.5" (1/2 inch)	Third Page VERTICAL	2.25" x 10"
Full Page	Safety	7.5" x 10"	Third Page SQUARE	4.75" x 4.75"
	Trim	8" x 10.5"	Fourth Page VERTICAL	3.375" x 4.75"
	Bleed	8.25" x 10.75"	Sixth Page VERTICAL	2.25" x 4.75"

Live Area

This is the "safety area" within which to build your ad. Anything placed within this area will be printed on the page. The safety area is 1/4" in from all sides. Any ad you do not wish to bleed should be built to these specifications and not larger. Fractional ads must be bordered to the correct size of the ad size booked. Future USA will not float ads on the page. Ads that need a border or that are an incorrect size will be changed to meet our standards.

Trim Size

The trim size is the actual size of the magazine (8" x 10.5"). Any art or type that is placed outside the live area of the magazine may be cut off. Ads must not be built to trim. Future USA will not be responsible for any art or type outside the live area that is cut off.

Bleed Size

All art, graphics, type, etc. that you wish to bleed must be extended to the edge of the trimmed page an extra 1/8" on all sides (1/4" Bleed). Failure to provide the extra 1/8" may result in an irregular white strip around the border of your ad. Future USA will not be responsible for this white strip if the ad is not sized correctly.

File Format

Files must be submitted in QuarkXpress, Adobe Photoshop, Adobe Illustrator, an importable EPS or TIFF format, or as a PDF file. All fonts (screen and printer) and/or images used in the document must be included on the disk with the ad. All files/colors must be converted to process color (CMYK) or grayscale (halftones). Ads submitted in programs, other than those listed above, must be saved as a PDF, TIFF, or EPS file with all fonts embedded, built 100% to size with bleed if needed. Any ads needing additional work (ie. fixing bleeds, font problems, etc.) will accrue charges for which the advertiser is responsible.

Future USA requires that all ads are provided digitally. Any ad sent in film format will be copy-dot scanned and the client will be charged accordingly. If film is used, it must be provided Right Reading Emulsion Down (RRED), SWOP Standard at a line screen of 133 lpi. A Matchprint or ColorKey must be provided.

Electronically Transmitted Files

Future USA can accept files sent electronically to our FTP site. Please make sure all elements are included. Compress the document to make the file smaller, less likely to corrupt. Include the name of your company in the name of the file. Problems or questions should be directed to the Production Coordinator.

Clients must still provide printed proof(s).

Proof Prints

A proof must be submitted with all ads. The proof print must show all pictures, elements, and type as they appear in the final ad. Color ads should include a color proof.

Future USA will not be responsible for matching color proofs exactly, since the proofing process and the printing process use different materials. **Future USA will not be, in any way, responsible for any ads sent without printed proof.**

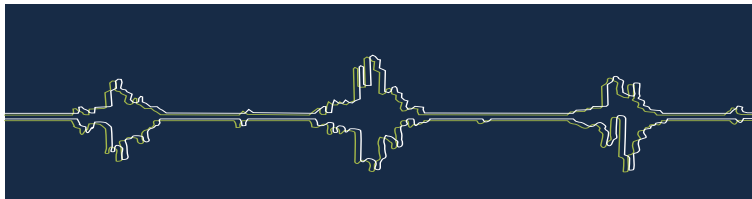
Spot Colors and Metallic Inks

Future Music can print spot colors and metallic inks that are specified within the Pantone Color Matching System. Rates will be submitted based on request and depend on color specified. All spot colors, unless otherwise requested and approved, will be converted to process colors (CMYK). Note, not all spot colors convert to process and color shifts are unavoidable. Future Music will not be responsible for matching colors that need to be converted.

Please contact Janene Fudzinski with questions.

JANENE FUDZINSKI
 (646) 723.5418
 jfudzinski@futurenetworkusa.com

Mailing Address
Future Music Magazine
 ATTN: Production Department
 149 5th Avenue, 9TH Floor
 New York, NY 10010



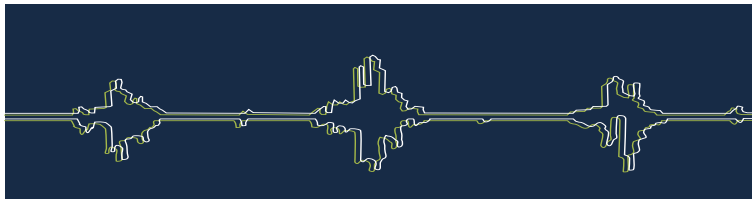
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FUTURE USA/MUSIC DIVISION AD SIZES

<p>SPREAD AD LIVE/SAFETY: 15.5" x 10" TRIM: 16" x 10.5" BLEED: 16.25" x 10.75"</p>		<p>FULL PAGE LIVE/SAFETY: 7.5" x 10" TRIM: 8" x 10.5" BLEED: 8.25" x 10.75"</p>	<p>2/3 PAGE VERTICAL 4.625" x 10"</p>
<p>1/2 PAGE VERTICAL 4.75" x 7"</p>	<p>1/2 Page HORIZONTAL 7" x 4.75"</p>	<p>1/3 PAGE VERTICAL 2.25" x 10"</p>	
<p>1/3 PAGE SQUARE 4.75" x 4.75"</p>	<p>1/4 PAGE 3.375" x 4.75"</p>	<p>1/6 PAGE 2.25" x 4.75"</p>	

If you have any ad materials-related questions, please contact:		Please send ad materials to:	
JANENE FUDZINSKI (646) 723.5418 jfudzinski@futurenetworkusa.com	HANS HUNT (646) 723.5414 hans@futurenetworkusa.com	FUTURE MUSIC HOST: 206.57.18.77 USER: future PASSWORD: music	Future USA ATTN: Production Dept 149 5th Avenue, 9th Floor New York, NY 10010
		*You must reference magazine and issue.	



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CD-ROM SPECS

The interactive CD-ROM complements the magazine's print editorial and allows your company to easily demonstrate and deliver products to our dedicated readers.

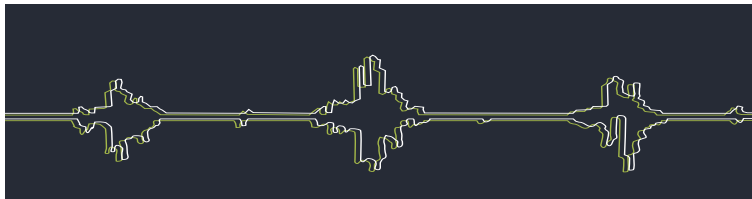
SOFTWARE DEMOS	
Demo/program size is subject to approval.	Demos must be provided exactly as they are to go on the CD-ROM. We will not alter your product.
Your demo/program must work within its own directory. No files will reside in the root directory of the CD-ROM. We will link to your folder, file, installer or executable.	If a demo or program requires a volume name in its path, the volume name for our CD-ROM is: Software/Insert your volume name here
Please submit instructions and accompanying text for all products that your company would like distributed on the CD-ROM.	
PRESENTATION	
PLEASE INCLUDE THE FOLLOWING FOR ALL SOFTWARE:	<ul style="list-style-type: none"> • Text stating your product's primary function • Your company and product logos; graphics may be sent in .EPS, .TIF, .JPG or Adobe Photoshop format • Text may be sent in .TXT or Microsoft Word .DOC format
PC AND HYBRID FORMATS	
Only the characters A-Z, 0-9 and _ (underscore) are legitimate file name characters. Please do not include space characters in your file names.	The ISO standard is used to provide file system compatibility with MS-DOS machines. MS-DOS permits only "eight-dot-three format," allowing a maximum of eight characters followed by a period (.), followed by three characters (Example: yourdemo.exe).
A demo or program that requires a proprietary run time module (e.g., QuickTime for Windows) must include the application in its setup. We cannot license software on your behalf.	

VIDEO SPECIFICATIONS	
IF YOUR COMPANY WOULD LIKE TO PRODUCE DIGITAL MOVIES FOR SUBMISSION, PLEASE FOLLOW THESE SPECIFICATIONS:	<ul style="list-style-type: none"> • Save the digitized footage as an uncompressed QuickTime movie (.mov) with standard NTSC settings (720x480) • Video rate should be 29.97 fps NTSC (frames per second) <p>Future USA will compress the video at our facility</p>
PLEASE SUBMIT MEDIA VIA THE FOLLOWING MEDIUMS:	<ul style="list-style-type: none"> • Mini DV Cam tape or DV Cam • CD-ROM • For download from your Website or FTP site <p>Note: Beta is not accepted. We can recommend facilities that will transfer your tape to an acceptable format</p>



Please contact Peter Heatley with technical questions.

PETER HEATLEY (646) 723.5454
pheatley@futurenetworkusa.com



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PROTOTYPE

Prototyping is a way of defining the size and characteristics of a vehicle that is not reported in the MRI National survey. It enables a vehicle to develop a profile using key characteristics known from that vehicle's primary research. Prototype audience figures can be analyzed against any of the MRI-measured media, product usage and lifestyle data.

A prototype is generally developed using one or more host magazines that the publisher feels are similar to their unreported title. Subscriber or proprietary data is generally used to make these assumptions. Product usage data may also be incorporated when defining the publisher's estimate. *FUTURE MUSIC's* prototype was developed through utilizing *Future Music UK* as a host magazine.

LEARN TO SEQUENCE! FREE TRAKTION SEQUENCER ON THE CD! www.futuremusicmag.com

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MUSIC TECHNOLOGY THAT ROCKS

FREE CD!
OVER 300 HIP-HOP
DRUM SAMPLES!

FULLY AMPED!
WE CRANK THE
HOTTEST VIRTUAL
GUITAR AMPS!

SOUND LIKE
**PINK
FLOYD**

ON YOUR COMPUTER!

- ▶ ALAN PARSONS MIX TRICKS!
- ▶ GILMOUR'S GUITAR TONE!

GAME ON!
DJ Paul Oakenfold
Scores the Bond Girls!

WEB STARS!
Post Your Tunes on
The Internet Now!

VIRUS
T1 POLAR
This Cool Synth
Gives Us Chills!

REVIEWED! Apple Jam Packs • M-Audio 02