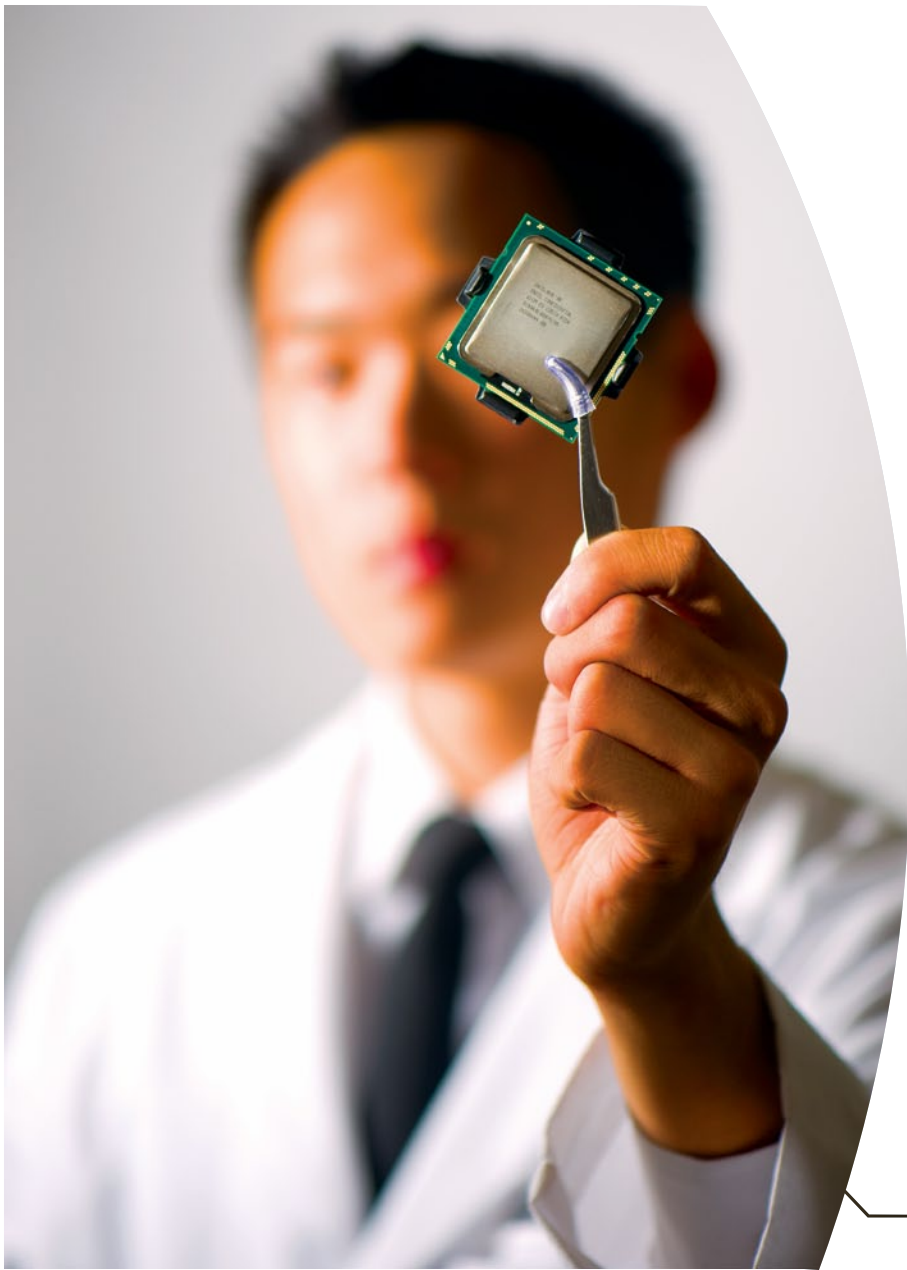


MAXIMUM PC



Future US
4000 Shoreline Court
Suite 400
South San Francisco, CA 94080
650-872-1642



WE MEAN BUSINESS. YOURS.

In 2010, **Maximum PC** charged forward with the largest advertising market share gain of any PC or games magazine in North America. That wasn't by pure chance, either: our readership is active, aware and responsive, and through both our print and online branches, we consistently pair our sterling editorial reputation with relevant, actionable advertising.

We'd like to do the same for you. In the following pages you'll find all of the schedule, ad rates, and close dates information you need to get started in reaching a readership with a 99% action rate toward our content.

The opportunities don't end with what's seen in these pages, either—we're constantly dreaming up new campaign ideas to drive your message home and generate sales. Let us know what you need, and we'll do the rest. ☺





AUDIENCE PROFILE

Average household income

\$102,417

Average age

37

Percentage of readers who have built a PC from scratch

94%



Average annual spend on PC products

\$3,294

Average est. hardware expenditure in 12 months, for work or personal use

\$39,835

Readers upgrading their PC in 12 months

80%



Friends & colleagues advised on PC and electronics purchases each month

20

A GAMING AUDIENCE

Weekly gaming time, vs. average * **190%**



Have upgraded to support a newly released game

77%



Games purchased annually, vs. average

21/10



*Source: Maximum PC User Studies, Consumer Electronics Association reports, Nielsen: The Value of a Gamer: Play and Purchase Behavior in a Recession.

**Maximum PC users play PC games 9.5 hours/week. Average gamer plays 5 hours/week gaming.

THE AUTHORITY IN TECH

Since 1998, **Maximum PC** has won the hearts and minds of the hardcore enthusiast audience by honing a focused, uncompromising editorial message. It's no secret: Our magazine maintains a paid and highly profitable circulation with an active, informed, highly discerning readership that spends more dollars at newsstand on **Maximum PC** than any other PC publication.

We haven't cut corners: Over the years, we've continuously responded to our readership, crafting a winning editorial balance in our features, how-tos, columns, and more. It's no wonder each reader spends an average of 3.1 hours with each issue, and the majority spend up to 45 minutes on each issue's pack-in disc.

Our formula works.

OUR REACH — PRINT

200,000 Circulation nationally

BENCHMARKS

	7860 POINT	290 sec	3,263 [-4.6%]	209 [-6.1%]
Photoshop CS3	290 sec	3,114 sec	86.4 [-0.3%]	232 [-9.7%]
Proshow Producer	86.7 fps	257 sec		
Duke III Arena				
Battery Life				

VERDICT 8

- TOSHIBA PORTÉGÉ A605**
- FERRARI**
Great price, loads of features, well-rounded capabilities.
\$1,400, www.toshiba.com
- FIAT**
Unimpressive fit and finish; middle-of-the-pack performance.

TECH PREVIEW

50 Things Every PC Geek Should Know

17 Awesome Upgrades From Budget to Extreme

Give Windows a Clean Start!

OUR ONLINE REVOLUTION

MaximumPC.com's audience has grown by **294%** year-over-year, through an aggressive strategy of providing targeted, expertly crafted content. It's the primary destination for tech enthusiasts and influencers because it's the *only* technology information site that covers their full range of interests.

Our editorial mix focuses on what's important to our readers: up-to-the-minute news alerts, exclusive, first-look hardware coverage, empowering how-to information, and thought-provoking Op Eds from industry experts. Heavy hitters in the online tech community, as well as social media sites like Digg and Reddit, follow what's hot on **MaximumPC.com**, and accordingly link to our content on daily basis. What's more, our editors constantly listen to the user community through our active forums and article comments, taking the pulse from our established community for new story ideas.

OUR REACH — ONLINE

1.6 Mil. Unique readers visit the site monthly

8 Mil. Page views on the site monthly

A DEDICATED READERSHIP

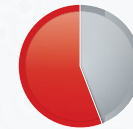
Percentage of readers who take exploratory purchase action after reading

98%



Readers who visit MaximumPC.com weekly or more

56%



Utilize media online when considering hardware/software purchases

81%



Readers who have their home PCs networked

85%



Need more than 1TB of digital storage at home

73%



Average number of home computers

5

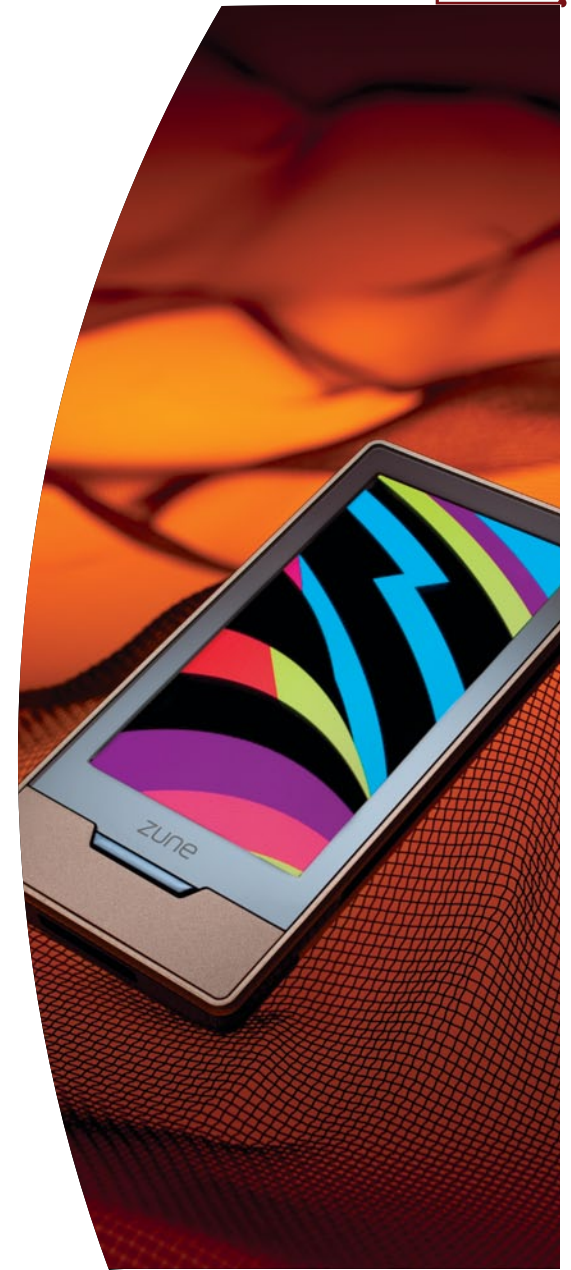


CLOSING SCHEDULE

2011 Issue	Disc Space Close	Disc Materials Due	Ad Space Close	Ad Materials Close	Ship Date	On Sale
JAN SPECIAL (#1)	14-September	21-September	21-September	28-September	20-October	09-November
JANUARY	19-October	26-October	26-October	02-November	24-November	14-December
FEBRUARY	16-November	23-November	23-November	30-November	22-December	11-January
MARCH	14-December	21-December	21-December	28-December	19-January	08-February
APRIL	11-January	18-January	18-January	25-January	16-February	08-March
MAY	08-February	15-February	15-February	22-February	16-March	05-April
JUNE	08-March	15-March	15-March	22-March	13-April	03-May
JUNE SPECIAL (#2)	22-March	29-March	29-March	05-April		17-May
JULY	05-April	12-April	12-April	29-April	11-May	31-May
AUGUST	03-May	10-May	10-May	17-May	08-June	28-June
SEPTEMBER	31-May	07-June	07-June	14-June	06-July	26-July
OCTOBER	28-June	05-July	05-July	12-July	03-August	23-August
NOVEMBER	26-July	02-August	02-August	09-August	31-August	20-September
DECEMBER	23-August	30-August	30-August	06-September	28-September	18-October
HOLIDAY	20-September	27-September	27-September	04-October	26-October	15-November

DISPLAY RATES

Full Page	2/3 Page	1/2 Page	1/3 Page	2 Pg/ Issue	3 Pg/ Issue	4 Pg/ Issue	5 Pg/ Issue	6 Pg/ Issue
\$23,700 1X	\$19,300	\$14,800	\$11,500	\$22,100	\$21,500	\$20,900	\$20,200	\$19,300
\$22,900 3X	\$18,800	\$14,500	\$11,100	\$21,400	\$20,900	\$20,300	\$19,500	\$18,700
\$21,800 6X	\$17,900	\$13,700	\$10,600	\$20,400	\$19,800	\$19,200	\$18,500	\$17,640
\$20,500 9X	\$16,800	\$12,900	\$10,100	\$19,200	\$18,700	\$18,100	\$17,300	\$16,500
\$18,900 12X	\$15,400	\$11,900	\$9,100	\$17,600	\$17,100	\$16,500	\$15,800	\$14,900
\$17,900 13X	\$14,400	\$10,900	\$8,100	\$16,600	\$16,100	\$15,500	\$14,800	\$13,900



SEND PHYSICAL MATERIALS TO:

Maximum PC-Production
 Future US, Inc.
 4000 Shoreline Court, Suite 400
 South San Francisco, CA 94080
 650-872-1642

Send creative to:
 jurrutia@futureus.com
 and
 dmallory@futureus.com

DIGITAL ADVERTISING SPECIFICATIONS

All of the following requirements must be met in order to receive digital file services from Future US. Any missing information or deviations from these specs will result in inaccurate reproduction from your digital files. Future US will not

be held responsible for errors if files are sent incorrectly or incompletely.

SUBMITTING ADS

Future US prints all of its publications using CTP (Computer to Plate) technology and has eliminated analog film.

Please submit all print ads in our preferred file format of PDF-X1A.

AD SIZES

All files must be created according to the correct size specifications (trim, live area, & bleed dimensions). Call your Future US

Sales Representative for ad sizes. Files will be returned if sized incorrectly.

PROOFS

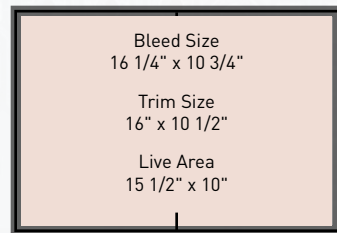
SWOP approved color proofs of your ad must be supplied with your files. Future US cannot and will not guarantee

accurate color if it does not receive SWOP approved color proofs. If an ad is sent electronically, a proof must be mailed. Files may be accepted without a proof but no quality or reproduction liability can be held against Future US in that case.

ELECTRONIC FILE SUBMISSION

Files can be uploaded to our File Transfer site using the link below, or by linking from Maximum PC's page on our corporate website www.futureus.com. Please compress your

files (including all support files noted above) using either Stuffit or Zip file format. Use the following File Transfer information:



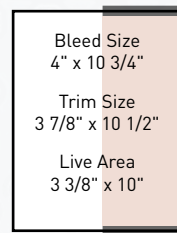
2 Page Spread

SPREAD AD SIZES

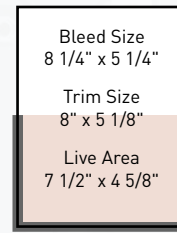


Full Page

SINGLE PAGE AD SIZES

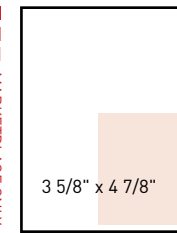


1/2 Page Vertical

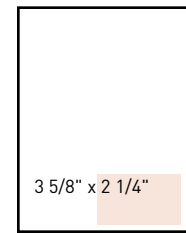


1/2 Page Horizontal

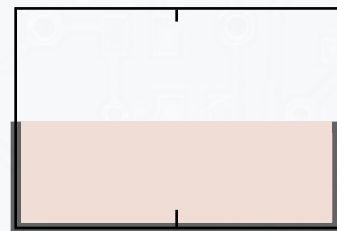
MARKETPLACE ONLY



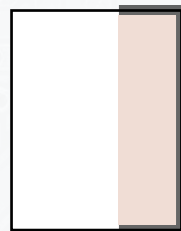
1/4 Page



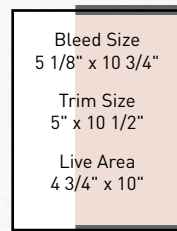
1/8 Page



1/2 Page Spread



1/3 Page Vertical



2/3 Page Vertical

FILE TRANSFER INFORMATION

<http://filetransfer.futureus.com/>

User name: pmxpc
Password: Adv3rts5

MAXIMUM CD MATERIALS SPECS

Required Materials

Brief description of each insertion

Maximum 550 characters including spaces (NOTE: hyperlinks are not supported)

Screen or product shots

Formats: JPG, PSD, PNG, BMP
Dimensions: 420x262 px min.

	Videos	Banner Ads	Static Display Ads
EXE or self-extracting EXE	MOV or WMV: must meet ESRB requirements	SWF, JPG, or static GIF (animated GIFs not supported); 468x60 px	PDF

Disc Capacity = 650 MB. Provide hyperlink URL text with materials.

Sponsorships

The following space is available with disc sponsorships:

Formats: PNG Required, PSD OK
Dimensions: 1016x630 px min.

File Format: FLV, 1024 kbps max.
Dimensions: 1016x630 px
Frame Rate: 30fps recommended

QUESTIONS

For questions related to disc information, contact:

Nathan Edwards
Assoc. Editor / Disc Producer
650-238-2543
nathan@maximumpc.com

DISC FTP INFORMATION

Upload all materials to the Maximum PC Disc Uploads directory on or before the materials deadline.

sftp.futureus.com

User name: emaxpc
Password: 7ygvbh



ONLINE DEADLINES & RATES

Deadline for creative materials + URL
 3 business days prior to start date

Podcasts

\$10,000 per month for exclusive sponsorship of four audio podcasts.

Newsletters

\$750 flat fee for one ad unit, \$1,000 flat fee for Newsletter Takeover.

Sponsored Posts

\$30 CPM

Email Blasts

\$100

Rates

Size	CPM
600x400	\$45
300x600	\$35
300x250	\$25
728x90	\$20
300x100	\$15

Other units may be available by special arrangement.

AD OPERATIONS CREATIVE CONTACT

adops@futureus.com

Karen Leung 650-238-2335 kleung@futureus.com

Chris Hanen 650-238-2338 chanen@futureus.com



ONLINE ADVERTISING SPECS

MPU	Leaderboard	Tower	Interstitial	Page Skins	
300x250	728x90	300x600		1600x1200	Pixel Size (W x H)
275K					Max. K Size
Left / 650x250	Down / 950x300 or 728x270	Left / 600x600		N/A	Expand Direction / Size
User-initiated; close button required				N/A	Expand Reqs
GIF, JPG, Flash, HTML, JavaScript, Third Party Rich Media				Static GIF or JPG	
Files should use a clickTag instead of hard-coding the URL. Max frame rate is 24 fps. Please include back-up GIF/JPG				Not clickable. Impressions may be tracked by 1x1	Notes For Submitting Flash
No pop-up ads		Interstitial is on screen for 15 sec	Editorial content area is 950px wide. Please design for 948px		Additional Notes
Insider Resources (4 spots)			Maximum IT Sponsored Links		
Text links + logo (JPG/GIF only) next to each link			Text links (no images)		Content Included
Header link: maximum 30 characters (including spaces). Each individual text link: maximum 60 characters (including spaces)					Character Counts

ADVERTISING OPPORTUNITIES

In addition to display ads, we also offer several other engaging advertising opportunities. These include:



*Roadblocks: A complete roadblock consists of Leaderboard, Tower, MPU and Skin

CONTACT FUTURE



Future US
4000 Shoreline Court
Suite 400
South San Francisco, CA 94080
650-872-1642

techsales@futureus.com