



Mac|Life MAC IPHONE IPAD

2012 MEDIA KIT





Have Apple questions? Mac|Life has answers.

Mac|Life is the ultimate source for all things Apple. Mac|Life is authoritative, ahead of the curve, and endlessly entertaining. Mac|Life is dedicated to providing how-to instruction for all iPhone, iPad, iPod and Mac users, from newbies to pros and everyone in between. And it's the only dedicated source whose mission, voice, and aesthetic harmonize with the design and direction of Apple products.

Mac|Life provides reviews and news of all Apple products, plus cases, headphones, accessories, apps and software, that you can't get anywhere else.

DIGITAL



MacLife.com has quickly become the go-to site for all things Apple. With informative how-tos, the latest product features, and in-depth reviews of Apple devices and Apps, MacLife.com delivers the readers the Apple lifestyle. Our expert perspective allows us to craft insightful, impactful stories that aim to make our readers personal, professional, and creative lives easier through Apple products.

In 2010, Mac|Life went mobile and introduced several apps for the iPad, iPhone and iPod. Our goal was to offer the content whenever and wherever the reader desired. Our iPhone App offers all the same content on our website on the go, to keep the reader interacting with Mac|Life throughout the day. In addition, Mac|Life magazine is available digitally through Apple newsstand. Mac|Life has won several awards for the apps we've produced including the AdAge Media Vanguard Award and Apple 2010 Rewind List.



Audience Overview

Total Page Views
3.5 MILLION

Unique Visitors
750,000

Male/Female
74%/26%

18-34
11.9%

25-54
47%

Avg. HHI
\$84,952

Source: comScore Plan Metrix September 2011, Mac|Life Online Reader Survey 2010, Google Analytics July 2011

PRINT



Apple products go beyond personal computing and command attention on a much larger, more meaningful stage. Apple's product line? Macs, iPods, the Apple TV, and the iPhone? are integral to the way we express our creativity, share our lives, run our businesses, and entertain ourselves. The Apple universe has come to represent everything that's fresh and exciting about personal technology. And there's a magazine that recognizes Apple's dynamic role in business, play, and even pop culture. It's called Mac|Life.

We're dedicated to giving an exclusive, expert and unvarnished look at the Apple lifestyle because our editors are passionate Apple enthusiasts. These editors delve into all aspects, from exclusive first looks and reviews of Apple products to features on new third-party software and hardware.



Audience Overview

Total Audience

941,019

18-34

12%

Circulation

136,776

25-54

60%

Male/Female

84%/16%

Avg. HHI

\$115,375

Source: MRI Spring 2011, Accelera Subscriber Profile Survey 2010

Savvy. Affluent. Influential.

Our readers are practical, inquisitive, and forward thinking. Tech-savvy and influential, the average Mac|Life reader gives buying advice to friends and colleagues every month. They look to Mac|Life to make their personal, professional, and creative lives easier.



Our Audience

Male/ Female: **84%/16%**
 HHI \$75K+: **50%**
 HHI \$100K+: **36%**
 Average HHI: **\$115,000**

SOURCE: 2010 Accelera Subscriber Profile Survey

Education

College Grad: **66%**
 Post Grad: **28%**
 Any College: **88%**

SOURCE: 2010 Accelera Subscriber Profile Survey

Apple Lifestyle

Own a Mac Computer: **97%**
 Own an iPod: **84%**
 Own an iPhone: **60%**
 Own an iPad: **33%**

Influence & Adoption

Strongly advise others to purchase Apple products:
 First among friends/ colleagues to know about new technology:
 First among friends/ colleagues to own the latest hardware/ software:
 Style and Design are important when purchasing new tech products:
 Friends copy my sense of style when purchasing tech products:
 If I want a product, I'll buy it regardless of price:

87%

67%

88%

79%

45%

40%



of people advised monthly on tech purchases:

SOURCE: 2010 Accelera Subscriber Profile Survey

Tech Shopping

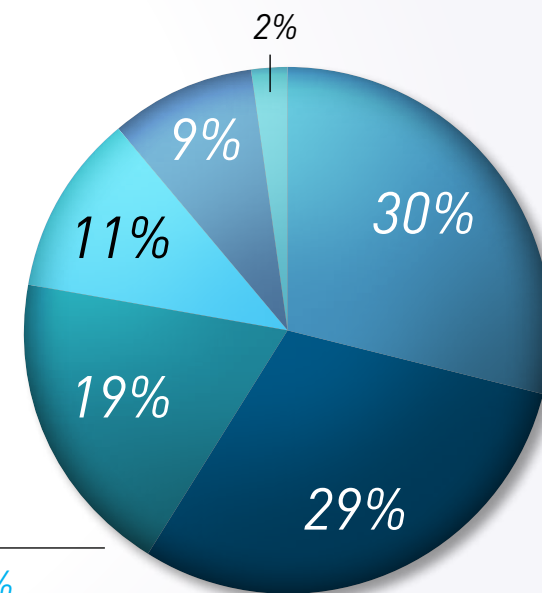
Avg. Number of Mac computers owned: **3**
 Avg. Annual Spend on Mac products/services: **\$2,000**
 Plan to buy a Mac in the next 12 months: **32%**
 Plan to buy an iPad in the next 12 months: **30%**
 Plan to buy an iPad, iPhone, iPod case: **43%**
 Plan to buy Headphones: **33%**
 Plan to buy Accessories: **38%**
 Own a Smartphone: **77%**
 # of Apps Downloaded on Average: **3.5 PER MO.**

SOURCE: 2010 Accelera Subscriber Profile Survey

Job Level

C-Level Executive: **29%**
 Manager: **30%**
 Creative/ Design: **11%**
 IT/ Technical: **19%**
 Business Staff: **9%**
 Other: **2%**

SOURCE: 2010 Accelera Subscriber Profile Survey



2012 PRINT SCHEDULE

ISSUE DATE	AD SPACE CLOSE	AD MATERIALS DUE	SUBSCRIBERS SHIP DATE	ON SALE
Jan Special (#1)	25-Oct	01-Nov	—	13-Dec
January	18-Oct	25-Oct	16-Nov	06-Dec
February	22-Nov	29-Nov	21-Dec	10-Jan
March	27-Dec	03-Jan	25-Jan	14-Feb
April	24-Jan	31-Jan	22-Feb	13-Mar
Digital Special (#2)	31-Jan	01-Feb	—	20-Mar
May	21-Feb	28-Feb	21-Mar	10-Apr
June	20-Mar	27-Mar	18-Apr	08-May
July	17-Apr	24-Apr	16-May	05-Jun
Digital Special (#3)	01-May	08-May	—	19-Jun
August	15-May	22-May	13-Jun	03-Jul
Sept	19-Jun	26-Jun	18-Jul	07-Aug
October	17-Jul	24-Jul	15-Aug	04-Sep
Digital Special (#4)	07-Aug	14-Aug	—	25-Sep
November	21-Aug	28-Aug	19-Sep	09-Oct
December	18-Sep	25-Sep	17-Oct	06-Nov
Jan Special (#1) '13	12-Sep	19-Sep	—	31-Oct

PRINT DISPLAY RATES

4 Color Display

	FULL PAGE	2 PAGE SPREAD*	2/3 PAGE	HALF PAGE	1/3 PAGE
1x	\$11,100	\$10,120	\$8,800	\$6,600	\$4,950
3x	\$10,545	\$9,615	\$8,360	\$6,270	\$4,700
6x	\$10,015	\$9,130	\$7,940	\$5,955	\$4,465
9x	\$9,515	\$8,675	\$7,845	\$5,660	\$4,245
12x	\$9,040	\$8,240	\$7,170	\$5,375	\$4,030

Shop

	FULL PAGE	2 PAGE SPREAD*	1/2 PAGE	1/4 PAGE	1/8 PAGE
1x	\$8,250	\$7,600	\$5,000	\$3,000	\$2,300
3x	\$7,850	\$7,260	\$4,750	\$2,900	\$2,050
6x	\$7,500	\$7,000	\$4,450	\$2,650	\$1,800
9x	\$7,100	\$6,600	\$4,200	\$2,500	\$1,600
12x	\$6,650	\$6,300	\$4,000	\$2,400	\$1,320

* Price per page

Send Physical Materials to:

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

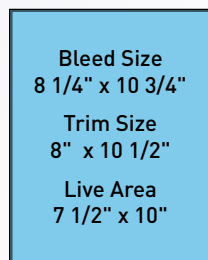
Send Creative to:

Larry Briseno
650-238-2554
lbriseno@futureus.com

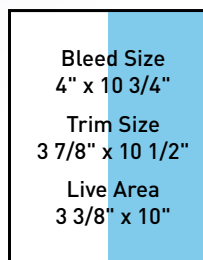
PRINT ADVERTISING SPECIFICATIONS

All of the following requirements must be met in order to receive digital file services from Future US. Any missing information or deviations for 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.

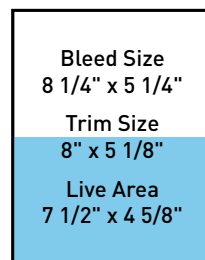
REGULAR AD PAGES



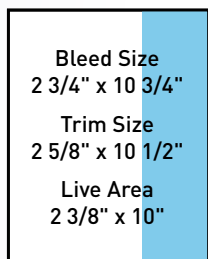
Full Page



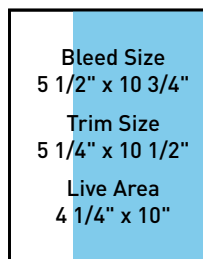
1/2 Page Vertical



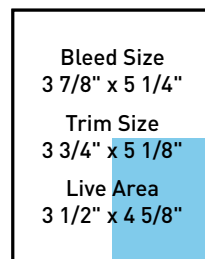
1/2 Page Horizontal



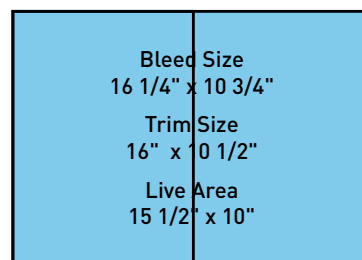
1/3 Page Vertical



2/3 Page Vertical

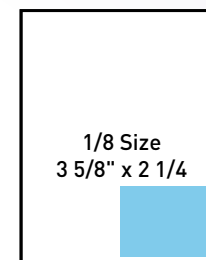


1/4 Page Horizontal

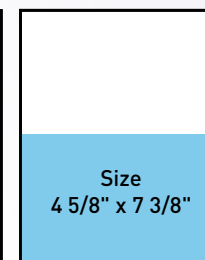


2 Page Spread

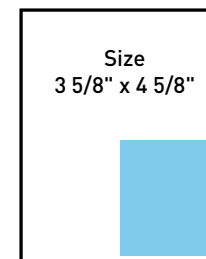
SHOP AD PAGES



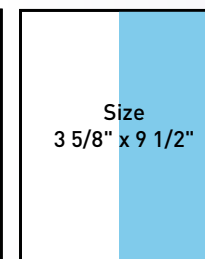
Shop 1/8 Pg. Sq.



Shop 1/2 Pg. Horz.



Shop 1/4 Pg.



Shop 1/2 Pg. Vert.

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.

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.

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 correctly.

Electronic Submission



Files can be uploaded to our File Transfer site using the link below, or by linking from Mac|Life'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:

FILE TRANSFER INFORMATION

<http://filetransfer.futureus.com>

User name: pmaclife

Password: Adv3rts5

DIGITAL ADVERTISING RATES & DEADLINES

Future US offers a dynamic mix of IAB standard and customized ad units to ensure the greatest campaign success. Reach our audience in a targeted, engaging environment while they research the latest and greatest products and make buying decisions.

Deadline for Creative Materials & URL: 3 business days prior to start date.

Welcome Ad/ Interstitial

Make your message the first thing that visitors see or between pages on the site.

\$40 CPM

Roadblocks (300x250, 728x90, Skin)

Take control of any page or section on the site with ad units and a custom skin.

\$75 CPM

Site Skin

Integrate your campaign within the design of the webpage.

\$35 CPM

Sponsored Posts

Your image, text, and URL are featured within the content lists throughout the site.

\$30 CPM

Video Sponsored Posts

Add video to your sponsored post for an even greater impact.

\$50 CPM

Video Pre-Roll (:15 seconds)

Marketing messages appear before the how-to and review videos on the site.

\$40 CPM

Mac|Life iPhone & Android App (320x50 leaderboard)

Integrate your campaign within our new mobile app.

\$25 CPM

Dedicated Email Blasts

A custom, dedicated HTML message sent straight to readers' inboxes.

\$2500

Newsletters

Mac|Life's newsletters are sent weekly and offer an opportunity to reach our visitors alongside the latest editorial content.

\$750

flat fee for one ad unit

\$1000

flat fee for Newsletter takeover



MAC|LIFE IPHONE &
ANDROID APP
[320x50 leaderboard]



WELCOME AD/INTERSTITIAL

DIGITAL ADVERTISING RATES & DEADLINES

(Cont.)

Standard IAB Ad Unit Rates

600x400	\$45 CPM
300x600	\$35 CPM
300x250	\$30 CPM
728x90	\$25 CPM

Note: other units may be available by special arrangement. Ads may be targeted by geography, time, OS and frequency. Please ask your sales representative for details.

Ad operations contact

All materials and inquiries should be directed to: adops@futureus.com



ROADBLOCK (SKIN)



ROADBLOCKS (300x250, 728x90)



GENERAL ADVERTISING RATES

GENERAL ADVERTISING RATES		CLICKABLE PAGE SKIN	LEADERBOARD	MPU	SPONSORED POST	INTERSTITIAL	
HOMEPAGE TAKEOVER (\$12,000 / DAY FOR ALL UNITS)	SIZE	1920 X 1200	970 X 66 OR 728 X 90	300 X 600	—	—	
	FF/CPM	FLAT FEE	FLAT FEE	FLAT FEE			
	VALUE	\$28.00 CPM	\$28.00 CPM	\$28.00 CPM			
PLATFORM HOMEPAGE ROADBLOCK (\$10,000 / DAY FOR ALL UNITS)	SIZE	1920 X 1200	970 X 66 OR 728 X 90	300 X 600 OR 300 X 250	580 X 200	—	
	FF/CPM	CPM	CPM	CPM	CPM		
	NET	\$28.00	\$28.00	\$28.00	\$28.00		
TARGETED MEDIA	SIZE	—	970 X 66 OR 728 X 90	300 X 600 (+\$2) OR 300 X 250	580 X 200	600 X 400	
	FF/CPM		CPM	CPM	CPM	CPM	
	NET		\$16.00	\$16.00	\$25.00	\$25.00	
RUN OF SITE MEDIA	SIZE	—	970 X 66 OR 728 X 90	300 X 600 (+\$2) OR 300 X 250	580 X 200	600 X 400	
	FF/CPM		CPM	CPM	CPM	CPM	
	NET		\$14.00	\$14.00	\$25.00	\$25.00	
RUN OF NETWORK MEDIA	SIZE	—	970 X 66 OR 728 X 90	300 X 600 (+\$2) OR 300 X 250	580 X 200	600 X 400	
	FF/CPM		CPM	CPM	CPM	CPM	
	NET		\$12.00	\$12.00	\$25.00	\$45.00	

3RD PARTY TECHNOLOGY RATES

PROVIDER	SERVING FEE
MEDIAMIND (EXPAND)	\$3.00 CPM
MEDIAMIND (FLOATING)	\$5.00 CPM
POINTROLL	\$5.00 CPM
EYEWONDER	\$3.00 CPM
KLIPMART	\$0.00 CPM

PRE-ROLL VIDEOS

PRE-ROLL VIDEO (4:3 OR 16:9) AVAILABLE AT \$25.00 CPM.

**Targeting Options: Genre, Title, Geo, Demo.*

**Roadblocks include following units: skin, leaderboard, skyscraper, and MPU.*

**Roadblock packages are sold as a whole.*

ONLINE SPECS STANDARD UNITS

GIFS OR JPEGS

MAX. KB SIZE

MAX. # OF ANIMATION LOOPS

LEADERBOARD
970 X 66 OR 728 X 90

SKYSCRAPER
300 X 600

LEADERBOARD
300 X 250

SPONSORED POST
580 X 200

INTERSTITIAL
600 X 400

150

150

150

150

150

1, :30 MAX

1, :30 MAX

1, :30 MAX

HEADLINE TEXT: 50 CHARS
BODY TEXT: 370 CHARS

1, :15 MAX

FLASH

MAX. KB SIZE

MAX. # OF ANIMATION LOOPS

NOTES

CLICK TAG INSTRUCTIONS

LEADERBOARD
970 X 66 OR 728 X 90

SKYSCRAPER
300 X 600

LEADERBOARD
300 X 250

SPONSORED POST
580 X 200

INTERSTITIAL
600 X 400

150

150

150

N/A

150

1, :30 MAX

1, :30 MAX

1, :30 MAX

N/A

1, :15 MAX

UP TO FLASH 10 (PROVIDE .GIF & .FLA FILES)

FILES SHOULD USE A CLICKTAG INSTEAD OF HARD-CODING THE URL. MAX FRAME RATE IS 24 FPS. PLEASE INCLUDE BACK UP GIF/JPG.

3RD PARTY RICH MEDIA AD TAG

MAX. LOOPING ANIMATION

EXPAND DIRECTORY PIXEL SIZE

NOTES

LEADERBOARD
970 X 66 OR 728 X 90

SKYSCRAPER
300 X 600

LEADERBOARD
300 X 250

SPONSORED POST
580 X 200

INTERSTITIAL
600 X 400

1, :30 MAX

1, :30 MAX

1, :30 MAX

N/A

1, :15 MAX

DOWN/OUT

LEFT

LEFT

N/A

N/A

970 X 418 OR 728 X 270

600 X 600

600 X 600

N/A

N/A

AUDIO/EXPANDING ADS MUST BE USER INITIATED. A STOP/CLOSE BUTTON IS REQUIRED. NO POP-UP ADS.

PRE-ROLL VIDEOS

:15 OR :30 PRE-ROLLS: UNCOMPRESSED VIDEO FILES IN .AVI, .MPG, OR .MOV FORMAT. 16:9 OR 4:3 ASPECT RATIO. MUST BE SITE SERVED. 1X1 TRACKING OK.

DEADLINE FOR CREATIVE MATERIALS + URL: **3 BUSINESS DAYS PRIOR TO START**



4000 Shoreline Court, Suite 400
South San Francisco, CA 94080
650-872-1642
techsales@futuresus.com