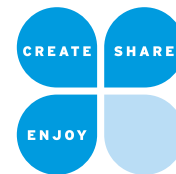


# Mac | Life



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



## CREATE. SHARE. ENJOY.

From its groundbreaking products to its intuitive, user-first designs with a propensity to shake the marketplace, Apple has created an ecosystem in which millions are making and sharing their worlds. At **Mac|Life** the ethos has always been to open up the Apple experience to its users—which is why 86% of users believe **Mac|Life** best captures the essence of Apple.

We're dedicated to giving an exclusive, expert and unvarnished look at the Mac 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.

### SAVVY, INFLUENTIAL READERS

Our readers are practical, inquisitive, and forward-thinking. Tech savvy and influential—the average Mac|Life reader gives buying advice every month—they aim to make their personal, professional, and creative lives easier through Apple products.

### AN INFORMED APPROACH

Our expert perspective allows us to craft insightful, impactful stories, from our detailed How-Tos to our product comparisons and forward-looking features.





### AN AFFLUENT, ACTIVE TECH AUDIENCE

Average household income <b>\$125,972</b>	Average age <b>37</b>
Plan to utilize more than 500GB of digital storage this year <b>84%</b>	Average annual spend on Mac/Apple products <b>\$2,165</b>
Have bought a product/service after seeing an ad in MacLife <b>75%</b>	Download paid apps to their iPhones <b>92%</b>
Average number of Mac computers <b>3</b>	Average number of iPods <b>6</b>

### LOYAL, INVOLVED AND INFLUENTIAL

Read every issue	<b>85%</b>	
Take action after seeing something featured in MacLife	<b>95%</b>	
Recommended a purchase	<b>56%</b>	
Number of people recommended/advised on Apple products	<b>15</b>	

\* Source: MacLife reader survey

## CAPTURE THE APPLE LIFESTYLE

We can wax philosophic about how effective your advertising can be within **Mac|Life**, but our readers tell the better story: **75%** of them have bought a product or service after seeing it in Mac|Life. And with each of our readers spending an average of **\$2,121 per year** on Apple or Mac-related products (and with our audience being full of early adopters and technology consumers in general), it's clear **Mac|Life** readers are the passionate audience you want to reach.

In the following pages you'll find all of the schedule, ad rate, and close date information you need to be included, either between the pages of our magazine or on **MacLife.com**.

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.

### OUR REACH — PRINT

**125,000** Circulation nationally

Adam Savage, Mythbusters  
September 2009 issue



# CLOSING PRINT SCHEDULE

2011 Issue	Ad Space Close	Ad Materials Due	Ship Date	On Sale
JAN SPECIAL [#1]	05-October	12-October	03-November	23-November
JANUARY	26-October	02-November	24-November	14-December
FEBRUARY	23-November	30-November	22-December	11-January
FEB SPECIAL [#2]	07-December	14-December	-	25-January
MARCH	28-December	4-January	26-January	15-February
APRIL	25-January	01-February	23-February	15-March
APR SPECIAL [#3]	01-February	08-February	-	22-March
MAY	22-February	01-March	23-March	12-April
JUNE	22-March	29-March	20-April	10-May
JUN SPECIAL [#4]	05-April	12-April	-	24-May
JULY	19-April	26-April	18-May	07-June
AUGUST	17-May	24-May	15-June	05-July
AUG SPECIAL [#5]	10-June	17-June	-	29-July
SEPTEMBER	21-June	28-June	20-July	09-August
OCTOBER	19-July	26-July	17-August	06-September
OCT SPECIAL [#1]	09-August	16-August	-	27-September
NOVEMBER	23-August	30-August	21-September	11-October
DECEMBER	20-September	27-September	19-October	08-November

# DISPLAY RATES

4 Color Display	Full Page	2 Pages*	2/3 Page	Half Page	1/3 Page	1/6 Page
	1X	\$11,100	\$10,120	\$8,800	\$6,600	\$4,950
3X	\$10,545	\$9,615	\$8,360	\$6,270	\$4,700	\$2,610
6X	\$10,015	\$9,130	\$7,940	\$5,955	\$4,465	\$2,480
9X	\$9,515	\$8,675	\$7,845	\$5,660	\$4,245	\$2,360
12X	\$9,040	\$8,240	\$7,170	\$5,375	\$4,030	\$2,240

Shop	Full Page	2 Pages	Half Page	1/4 Page	1/8 Page	1/16 Page
		\$8,250	\$7,600	\$5,000	\$3,000	\$2,300
	\$7,850	\$7,260	\$4,750	\$2,900	\$2,050	\$1,350
	\$7,500	\$7,000	\$4,450	\$2,650	\$1,800	\$1,200
	\$7,100	\$6,600	\$4,200	\$2,500	\$1,600	\$1,100
	\$6,650	\$6,300	\$4,000	\$2,400	\$1,320	\$990



**SEND PHYSICAL MATERIALS TO:**

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

Send creative to:  
[jurrutia@futureus.com](mailto:jurrutia@futureus.com)  
 and  
[lewis@futureus.com](mailto:lewis@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 MacLife's page on our corporate website [www.futureus.com](http://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:



1/16 Size  
1 3/4" x 2 1/4"

1/8 Size  
3 5/8" x 2 1/4"

Size  
7 1/2" x 4 3/4"



SHOP AD PAGES

Shop 1/16 Pg. Sq.  
Shop 1/8 Pg. Horiz.

Size  
3 5/8" x 4 3/4"

Size  
3 5/8" x 9 5/8"

Shop 1/4 Pg. Sq. Shop 1/2 Pg. Vert.



REGULAR AD PAGES

Bleed Size  
8 5/8" x 11 1/8"

Trim Size  
8 3/8" x 10 7/8"

Live Area  
7 7/8" x 10 3/8"

Full Page

Bleed Size  
4 3/8" x 11 1/8"

Trim Size  
4 1/8" x 10 7/8"

Live Area  
3 5/8" x 10 3/8"

1/2 Page Vertical

Bleed Size  
8 5/8" x 5 5/8"

Trim Size  
8 3/8" x 5 3/8"

Live Area  
7 7/8" x 4 7/8"

1/3 Page Horizontal

Bleed Size  
3" x 11 1/8"

Trim Size  
2 3/4" x 10 7/8"

Live Area  
2 1/4" x 10 3/8"

2/3 Page Vertical

Bleed Size  
5 1/8" x 10 3/4"

Trim Size  
5" x 10 1/2"

Live Area  
4 3/4" x 10"

Bleed Size  
8 5/8" x 3 7/8"

Trim Size  
8 3/8" x 3 5/8"

Live Area  
7 7/8" x 3 1/8"

1/3 Page Horizontal

**FILE TRANSFER INFORMATION**

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

User name: pmacliffe  
Password: Adv3rts5

Bleed Size  
17" x 11 1/8"

Trim Size  
16 3/4" x 10 7/8"

Live Area  
16 1/4" x 10 3/8"

2 Page Spread

# ONLINE RATES & DEADLINES

## Deadline for creative materials + URL

3 business days prior to start date

### Podcasts

\$10,000 per month for exclusive sponsorship of four audio and two video 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 CONTACT

[adops@futureus.com](mailto:adops@futureus.com)

Karen Leung

650-238-2335

[kleung@futureus.com](mailto:kleung@futureus.com)

Chris Hanen

650-238-2338

[chanen@futureus.com](mailto:chanen@futureus.com)



# ONLINE ADVERTISING SPECS

MPU	Leaderboard	Tower	Interstitial	Page Skins	Video Pre-Roll	
300x250	950x90 / 728x90	300x600	600x400	1600x1200	320x240, fullscreen	Pixel Size (W x H)
275K					N/A	Max. K Size
	Down / 950x300 or 728x300	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	Uncompressed video files or FLV tags ONLY	File Formats
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	All files will be re-encoded to streaming FLV	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	4:3 aspect ratio. 15 or 30 seconds. Can be third-party tracked	Additional Notes

## Insider Resources (3 spots)

Text links + thumbnail image [75x75px, JPG/GIF only] next to each link	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:

[Sponsored Posts](#)

[Site takeovers](#)

[Setion Sponsorships](#)

[Newsletter sponsorships](#)

[Custom Resource Center](#)

## CONTACT FUTURE



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

[techsales@futureus.com](mailto:techsales@futureus.com)