STEREOPHILE MEDIA KIT
“Whatever the medium via which audiophiles choose to enjoy their music—be it two-channel or surround-sound, CD, SACD, DVD-A, MP3, LP or whatever—you will be able to read about it and how to get the best from it in Stereophile.”

– JOHN ATKINSON, EDITOR
### OUR MAGAZINE

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<th>CIRCULATION</th>
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<tr>
<td>48%</td>
<td>70%</td>
<td>61%</td>
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*AAM/ABC Audited*
EDITORIAL CONTENT

» AS WE SEE IT
The opening editorial examines current issues of note in the audiophile community.

» ANALOG CORNER
Michael Fremer covers the passionate world of LP’s and how to get the best from vinyl discs.

» AUDIO STREAMS
Michael Lavorgna keeps readers up-to-date on the fast-moving world of computer audio.

» AURAL ROBERT
Music Editor Robert Baird gets vocal with whomever and about whatever he pleases. He tells a good story, and he’s got plenty to tell.

» INDUSTRY UPDATE
Our team keeps you up-to-date with the latest breaking news in the high-end industry. Nothing gets past our watchful eyes and ever sensitive ears.

» LETTERS
Get into a heated debate with writers, editors, and readers as we discuss all things audio, and many things not so audio.

» LISTENING
Art Dudley’s wide-ranging column covers hardware, music, and the state-of-the-industry from the unique perspective he established as the editor of Listener magazine.

» MANUFACTURER’S COMMENTS
This is where the manufacturers of the equipment we are privileged to review respond to our detailed analyses and measurements.

» MUSIC IN THE ROUND
Kalman Rubinson’s bimonthly column on multi-channel music systems is aimed at those who are upgrading their high-quality two-channel rigs.
AUDIENCE

» KNOWLEDGE & INFLUENCE
Stereophile subscribers gave advice about audio, video, music, and home theater systems 85%
Advertising Action Taken 89%

» READERSHIP
Average length of time subscribing to Stereophile 7 Years
Average number of times a typical issue of Stereophile is read or looked into 6
Saved an entire issue 65%
Have a strong interest in Stereophile editorial 96%

» INVESTMENT & PURCHASING
Hi-Fi Equipment & Accessories
Average number of audio systems in home 2.2
Average amount invested in systems $18,500
Have budgeted/expect to buy hi-fi components in next 12 months 71%
Average amount expect to spend in next 12 months $2,400

Home Theater Equipment
Have home theater/video/TV equipment 92%
Average amount invested in equipment $6,700
Average amount expected to spend in the next 12 months $1,590
# RATE CARD

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## PREMIUM POSITIONS

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## MANUFACTURER’S SHOWCASE ONLY

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* Effective January 2019 Issue, All Rates are Gross
EDITORIAL CALENDAR & PRODUCTION SCHEDULE

JANUARY 2019
Bonus Distribution
CES
Ad Close: 10/19/18
Materials Due: 10/23/18
On Sale: 12/11/18

FEBRUARY 2019
“Records to Die For” (R2D4) Stereophile lists the best recordings of 2018
Ad Close: 11/16/18
Materials Due: 11/20/18
On Sale: 1/08/19

MARCH 2019
Equipment Reports
Ad Close: 12/21/18
Materials Due: 12/26/18
On Sale: 02/12/19

APRIL 2019
Bonus Distribution SALON SON IMAGE “Recommended Components”
Ad Close: 01/18/19
Materials Due: 01/22/19
On Sale: 03/12/19

MAY 2019
Bonus Distribution AXPONA
Equipment Reports
Ad Close: 02/22/19
Materials Due: 02/26/19
On Sale: 04/16/19

JUNE 2019
Equipment Reports
Ad Close: 03/22/19
Materials Due: 03/26/19
On Sale: 05/14/19

JULY 2019
Equipment Reports
Ad Close: 04/19/19
Materials Due: 04/23/19
On Sale: 06/11/19

AUGUST 2019
Equipment Reports
Ad Close: 05/17/19
Materials Due: 05/21/19
On Sale: 07/09/19

SEPTEMBER 2019
Equipment Reports
Ad Close: 06/21/19
Materials Due: 06/25/19
On Sale: 08/13/19

OCTOBER 2019
Bonus Distribution CEDIA & RMAF “Recommended Components”
Ad Close: 07/19/19
Materials Due: 07/23/19
On Sale: 09/10/19

NOVEMBER 2019
Bonus Distribution Toronto AudioFeest Equipment Reports
Ad Close: 08/23/19
Materials Due: 08/27/19
On Sale: 10/15/19

DECEMBER 2019
Bonus Distribution Capital AudioFest 2019 Audio Products of the Year
Ad Close: 09/20/19
Materials Due: 09/24/19
On Sale: 11/12/19
# AD MATERIAL SPECS

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<td>Non-Bleed</td>
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*Showcase Only*

**Special Note:** Bleed ad specifications include a 1/8” safety on all bleed sizes. Keep all live matter at least 3/8” from the head, foot, trim and gutter. Spreads that have crossover type should allow at least a 1/4” pullout from gutter on both pages of the spread. Publication’s trim size is 7.5” x 10.25”. Printed web offset and perfect bound. Four color process. No spot colors. Line Screen: 133. Magazine jogs to the foot.
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