“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.”

– JIM AUSTIN, EDITOR
### OUR MAGAZINE

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>CIRCULATION</th>
<th>MALE TO FEMALE DEMOGRAPHIC</th>
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<td>47</td>
<td>65%</td>
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<th>AVG HHI OF MORE THAN $100K</th>
<th>COLLEGE GRADUATE / MORE EDUCATION</th>
<th>PROFESSIONAL / MANAGERIAL OCCUPATION</th>
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<tr>
<td>48%</td>
<td>85%</td>
<td>61%</td>
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EDITORIAL CONTENT

» ANALOG CORNER
For over 25 years, the leading source of information on vinyl records, turntables, and all things analog.

» GRAMOPHONE DREAMS
Every month, Herb Reichert focuses on headphones and the latest affordable audio gear.

» EQUIPMENT REVIEWS
The most authoritative, influential evaluations of high-end audio equipment, with expert, comprehensive measurements. If you make it here, you can make it anywhere.

» INDUSTRY UPDATE
The latest news from the hi-fi industry, including new products.

» REVINYLIZATION
Focusing on recent vinyl reissues of classic records.

» RE-TALES
Stories from hi-fi's back rooms and front lines.

» MY BACK PAGES
Chronicles our close relationships with music and audio.
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

## 4 COLOR

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<thead>
<tr>
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## PREMIUM POSITIONS

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<tr>
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<td>14,950</td>
<td>14,075</td>
<td>13,205</td>
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## MANUFACTURER’S SHOWCASE ONLY

<table>
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<td>2,700</td>
<td>2,245</td>
<td>1,905</td>
<td>1,790</td>
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**SEPTEMBER 2022**
Equiment Reports
Ad Close: 06/17/22
Materials Due: 06/22/22
On Sale: 08/09/22

**OCTOBER 2022**
Bonus Distribution
CEDIA
“Recommended Components”
Ad Close: 07/15/22
Materials Due: 07/20/22
On Sale: 09/06/22

**NOVEMBER 2022**
Bonus Distribution
RMAF & Toronto AudioFest
Equipment Reports
Ad Close: 08/19/22
Materials Due: 08/24/22
On Sale: 10/11/22

**DECEMBER 2022**
Bonus Distribution
Capital AudioFest
2022 Audio Products of the Year
Ad Close: 09/16/22
Materials Due: 09/21/22
On Sale: 11/08/22

**JANUARY 2022**
Equipment Reports
Ad Close: 10/15/21
Materials Due: 10/20/21
On Sale: 12/07/21

**FEBRUARY 2022**
“Records to Die For” (R2D4)
Stereophile lists the best recordings of 2021
Ad Close: 11/12/21
Materials Due: 11/17/21
On Sale: 01/04/22

**MARCH 2022**
Equipment Reports
Ad Close: 12/17/21
Materials Due: 12/22/21
On Sale: 02/08/22

**APRIL 2022**
Bonus Distribution
Montreal AudioFest
“Recommended Components”
Ad Close: 01/14/22
Materials Due: 01/19/22
On Sale: 03/08/22

**MAY 2022**
Equipment Reports
Ad Close: 02/18/22
Materials Due: 02/23/22
On Sale: 04/12/22

**JUNE 2022**
Equipment Reports
Ad Close: 03/18/22
Materials Due: 03/23/22
On Sale: 05/10/22

**JULY 2022**
Equipment Reports
Ad Close: 04/15/22
Materials Due: 04/20/22
On Sale: 06/07/22

**AUGUST 2022**
Equipment Reports
Ad Close: 05/13/22
Materials Due: 05/18/22
On Sale: 07/05/22

**SEPTEMBER 2022**
Equipment Reports
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**AUGUST 2022**
Equipment Reports
Ad Close: 05/13/22
Materials Due: 05/18/22
On Sale: 07/05/22
# PRINT SPECIFICATIONS

## BLEED AND NON-BLEED AD CONFIGURATIONS

<table>
<thead>
<tr>
<th></th>
<th>SPREAD</th>
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<th>FULL PAGE</th>
<th>1/2 HORIZONTAL</th>
<th>1/3 VERTICAL</th>
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<tbody>
<tr>
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<td>16.5 X 10.5</td>
<td>16.5 X 5.25</td>
<td>8.375 X 10.5</td>
<td>8.375 X 5.25</td>
<td>2.875 X 10.5</td>
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<tr>
<td>TRIM</td>
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<td>SAFETY</td>
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<tr>
<td>NON-BLEED</td>
<td>15.75 X 9.75</td>
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<td>7.625 X 9.75</td>
<td>7.625 X 4.75</td>
<td>2.5 X 9.75</td>
</tr>
</tbody>
</table>

Bleed margin adds .25" to all outside edges, and should not contain critical elements.

## ISLAND AD CONFIGURATIONS

All island ads are non-bleed.
Non-bleed ads float within full-page safety area, .25" from trim.

<table>
<thead>
<tr>
<th></th>
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<th>1/4 ISLAND</th>
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<tbody>
<tr>
<td>SIZE</td>
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</table>

## UNDERSTANDING MEASUREMENTS (LARGEST TO SMALLEST)

- **BLEED**: An additional .125" amount on artwork to make the image extend all the way to the outside edges of the page.
- **TRIM**: The size of the page; useful for gauging size and placement of live elements.
- **NON-BLEED**: A term indicating that the ad fits in an inset box, fully contained on the page and surrounded by space.
- **SAFETY**: The .25" guideline inside trim measurement used to position live elements.
All concepts, ideas, media proposals, and/or commercial opportunities (collectively "concepts") described in this proposal or solicitation shall be owned unconditionally by AVTech Media Americas, Inc. AVTech Media retains all intellectual property rights relating to or arising out of the concepts and no third party (including without limitation any advertiser or agencies) shall make use of or otherwise exploit the concepts without the prior written consent of AVTech Media, which consent may be withheld in AVTech Media’s discretion.

For ad information and to submit your ad materials, please contact:

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DIGITAL SALES COORDINATOR
rtorcivia@avtechmediausa.com