



STEREOPHILE MEDIA KIT



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

FREQUENCY	CIRCULATION	MALE TO FEMALE DEMOGRAPHIC
12X	75K*	99/1%
MEDIAN AGE	MARRIED	MEDIA HHI
47	65%	\$138K
AVG HHI OF MORE THAN \$100K	COLLEGE GRADUATE / MORE EDUCATION	PROFESSIONAL / MANAGERIAL OCCUPATION
48%	70%	61%

*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

<i>Stereophile</i> subscribers gave advice about audio, video, music, and home theater systems	85%
Advertising Action Taken	89%

» READERSHIP

Average length of time subscribing to <i>Stereophile</i>	7 Years
Average number of times a typical issue of <i>Stereophile</i> is read or looked into	6
Saved an entire issue	65%
Have a strong interest in <i>Stereophile</i> 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

BLACK & WHITE

	1x	3x	6x	10x	12
Full Page	11,620	10,460	9,870	9,305	8,720
2/3 Page	9,330	8,400	7,940	7,465	7,000
½ Page	7,270	6,515	6,175	5,810	5,455
1/3 Page	5,730	5,150	4,870	4,585	4,290

4 COLOR

	1x	3x	6x	10x	12x
Full Page	15,300	13,765	13,000	12,245	11,470
2/3 Page	13,995	12,405	11,725	11,030	10,335
½ Page	11,020	9,925	9,370	8,820	8,270
1/3 Page	9,805	8,825	8,335	7,855	7,410

BLACK & 1 COLOR

	1x	3x	6x	10x	12x
Full Page	13,105	11,795	11,140	10,485	9,835
2/3 Page	11,080	9,970	9,420	8,855	8,310
½ Page	8,635	7,765	7,335	6,900	6,475
1/3 Page	7,405	6,660	6,290	5,925	5,555

PREMIUM POSITIONS

	1x	3x	6x	9x	12x
Cover 4	19,125	17,210	16,255	15,300	14,345
Cover 2	17,595	15,830	14,950	14,075	13,205
Cover 3	17,595	15,830	14,950	14,075	13,205

MANUFACTURER'S SHOWCASE ONLY

	1x	3x	9x	12x
1/4 page opportunity	2,700	2,245	1,905	1,790

* Effective January 2019 Issue, All Rates are Gross



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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



	<u>WIDTH</u>	<u>HEIGHT</u>
2 PAGE SPREAD/BLEED	15.25"	10.5"
Trims to	15"	10.25"
Non-Bleed (Live Area)	14"	9"
FULL PAGE/BLEED	7.75"	10.5"
Trims to	7.5"	10.25"
Non-Bleed	6.5"	9"
1/2 PAGE HORIZONTAL SPREAD/BLEED	15.25"	5.25"
Trims to	15"	5"
Non-Bleed	14"	4.375"
1/2 PAGE HORIZONTAL/NON-BLEED	6.5"	4.375"
1/3 PAGE VERTICAL/BLEED	2.8125"	10.5"
Trims to	2.5625"	10.25"
Non-Bleed	2.0625"	9"
1/3 PAGE SQUARE/HORIZONTAL	4.25"	4.375"
1/4 PAGE SQUARE/VERTICAL*	3.125"	4.375"

* 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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