



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*.”

– JIM AUSTIN, EDITOR



OUR MAGAZINE

FREQUENCY	CIRCULATION	MALE TO FEMALE DEMOGRAPHIC
12X	70K	99/1%
MEDIAN AGE	MARRIED	MEDIA HHI
47	65%	\$140K
AVG HHI OF MORE THAN \$100K	COLLEGE GRADUATE / MORE EDUCATION	PROFESSIONAL / MANAGERIAL OCCUPATION
48%	85%	61%



EDITORIAL CONTENT

» GRAMOPHONE DREAMS

Herb Reichert focuses on all things musical and the latest affordable audio gear.

» BRILLIANT CORNERS

Alex Halberstadt explores hi-fi's more obscure niches.

» THE SPIN DOCTOR

Turntable-setup specialist Michael Trei writes about all things analog.

» EQUIPMENT REVIEWS

The most authoritative and influential evaluations of perfectionist audio equipment with expert, comprehensive measurements. If you can make it here, you can make it anywhere.

» MUSIC FEATURES

Interviews with musicians, reviews of recorded repertoire by genre or artist, and other topics of interest to connoisseurs of recorded music.

» REVINYLIZATION

Puts the focus on recent vinyl reissues of classic records.

» AURAL ROBERT

Robert Baird returns, covering the most interesting new releases.

» RE-TALES

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

» MY BACK PAGES

Chronicling our close, personal relationships with music and hi-fi.



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



INTELLIGENT INTEGRATION: CONNECTING *YOUR COMPANY* TO *YOUR CUSTOMER*

The trusted reviewers who make up the heart and soul of AvTech Media deliver truthful in-depth reviews

TRUSTED
AUTHORITIES

Stereophile and **Sound & Vision** have 157,000 readers globally

PRINT

Reach your customers through traditional postal mail or our enhanced list options

DIRECT
MAIL

The AvTech Digital Network reaches over 2.3 million AV enthusiasts monthly

DIGITAL

300,000 opt in subscriber emails/newsletters monthly

EMAIL
MARKETING

RATE CARD

4 COLOR					
	1x	3x	6x	10x	12x
Full Page	5,000	4,500	4,000	3,500	3,000
1/2 Page	3,500	3,000	2,500	2,000	1,500
1/3 Page	2,500	2,250	2,000	1,500	1,250

PREMIUM POSITIONS					
	1x	3x	6x	9x	12x
Cover 4	10,000	9,000	8,000	7,000	6,000
Cover 2	8,000	7,000	6,000	5,000	4,000
Cover 3	8,000	7,000	6,000	5,000	4,000

MANUFACTURER'S SHOWCASE ONLY				
	1x	3x	9x	12x
1/4 page opportunity	2,500	2,000	1,500	1,000

DISTRIBUTION & PRODUCTION SCHEDULE

JANUARY 2024 Equipment Reports

Ad Close:
10/13/23
Materials Due:
10/18/23
On Sale:
12/05/23

FEBRUARY 2024 “Records to Die For” (R2D4)

Stereophile lists the best recordings of 2023
Ad Close:
11/10/23
Materials Due:
11/15/23
On Sale:
01/02/24

MARCH 2024 Equipment Reports

Ad Close:
12/15/23
Materials Due:
12/20/23
On Sale:
02/06/24

APRIL 2024 Bonus Distribution **Montreal AudioFest** “Recommended Components”

Ad Close:
01/12/24
Materials Due:
01/17/24
On Sale:
03/05/24

MAY 2024 Equipment Reports Bonus Distribution

AXPONA
Ad Close:
02/16/24
Materials Due:
02/21/24
On Sale:
04/09/24

JUNE 2024 Equipment Reports

Ad Close:
03/15/24
Materials Due:
03/20/24
On Sale:
05/07/24

JULY 2024 Equipment Reports

Ad Close:
04/12/24
Materials Due:
04/17/24
On Sale:
06/04/24

AUGUST 2024 Equipment Reports

Ad Close:
05/10/24
Materials Due:
05/15/24
On Sale:
07/02/24

SEPTEMBER 2024 Bonus Distribution **CEDIA**

Ad Close:
06/14/24
Materials Due:
06/19/24
On Sale:
08/06/24

OCTOBER 2024 Equipment Reports “Recommended Components”

Ad Close:
07/12/24
Materials Due:
07/17/24
On Sale:
09/03/24

NOVEMBER 2024 Bonus Distribution **Toronto AudioFest** Equipment Reports

Ad Close:
08/16/24
Materials Due:
08/21/24
On Sale:
10/08/24

DECEMBER 2024 Bonus Distribution **Capital AudioFest** 2024 Audio Products of the Year

Ad Close:
09/13/24
Materials Due:
09/18/24
On Sale:
11/05/24



PRINT SPECIFICATIONS

BLEED AND NON-BLEED AD CONFIGURATIONS



	SPREAD	1/2 SPREAD	FULL PAGE	1/2 HORIZONTAL	1/3 VERTICAL
BLEED	16.5 X 10.5	16.5 X 5.25	8.375 X 10.5	8.375 X 5.25	3 X 10.5
TRIM	16.25 X 10.25	16.25 X 5	8.125 X 10.25	8.125 X 5	2.75 X 10.25
SAFETY	15.75 X 9.75	15.75 X 4.75	7.625 X 9.75	7.625 X 4.75	2.5 X 9.75
NON-BLEED	15.75 X 9.75	15.75 X 4.75	7.625 X 9.75	7.625 X 4.75	2.5 X 9.75

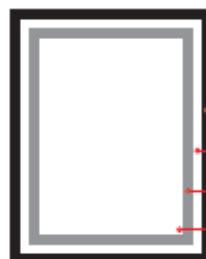
BLEED MARGIN ADDS .125" TO ALL OUTSIDE EDGES, AND SHOULD NOT CONTAIN CRITICAL ELEMENTS.

ISLAND AD CONFIGURATIONS

ALL ISLAND ADS ARE NON-BLEED.

NON-BLEED ADS FLOAT WITHIN FULL-PAGE SAFETY AREA, .25" FROM TRIM.

	1/3 SQUARE	1/4 ISLAND
SIZE	4.875 X 4.75	3.375 X 4.375



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.

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