

MAXIMUMPC



2012 MEDIA KIT





ABOUT MAXIMUM PC



TECHNOLOGY COVERAGE WITH NO BS.

Maximum PC is the website and magazine for every PC enthusiast, technology fanatic and PC gamer. Since 1998, Maximum PC has won the hearts and minds of its audience by honing a focused, uncompromising editorial message, offering rigorous reviews, lab testing, news and in-depth features all focused on the world of technology.

Our editorial is packed with frankly honest product reviews, exciting how-to stories, and the illuminating technical stories that our readers crave. Maximum PC covers every topic that requires a lightning fast PC - from video editing and music creation to PC gaming, we write about it all with unbounded enthusiasm. We also know that the world of tech goes outside the PC and we take the same discerning eye to smartphones, TVs, consumer electronics, and personal technology. Each month, readers find the latest crave-worthy gear online and in the pages of Maximum PC.





Through targeted, expertly crafted content, MaximumPC.com reaches an audience like no other technology site can deliver. MaximumPC.com is the primary destination for tech enthusiasts and influencers because it's the only technology information site that covers their full range of interests.

Our editorial mix focuses on what's important to our readers: up-to-the-minute news alerts, exclusive first-looks, empowering how-tos, and thought-provoking features from industry leaders. Furthermore, our editors constantly listen to the readers through comment articles and feedback forms, taking the pulse from our established community for new story ideas.

New for 2012, MaximumPC goes mobile with an informative app for Android and iPhone devices to deliver the latest technology content to users on the go.



AUDIENCE OVERVIEW

Source: comScore Media Metrix September 2011, comScore Plan Metrix September 2011

Total Page Views
4 MILLION

Unique Visitors
570,000

Male/Female
73%/21%

18-34
40%

25-54
60%

Avg. HHI
\$78,900

PRINT



Since 1998, Maximum PC has won the hearts and minds of the technology enthusiast audience by honing a focused, uncompromising editorial message. Our readership is active, aware and responsive, and we consistently pair our sterling editorial reputation with relevant, actionable advertising.



We haven't cut corners: Over the years, we've continuously responded to our readership, crafting a winning editorial balance in our features, how-tos, columns, and more. Its no wonder we have such passionate readers; On average, readers spend 3 or more hours reading each issue, 23% have been subscribing to the magazine for 10+ years, and 81% report Maximum PC is their favorite magazine.



AUDIENCE OVERVIEW

Source: MRI Spring 2011, Accelera Subscriber Profile Survey 2010

Total Audience
1,599,000

Circulation
203,859

Male/Female
98%/2%

18-34
29%

25-54
69%

Avg. HHI
\$92,821

AUDIENCE STATISTICS



OUR AUDIENCE

Built PC from scratch: **85%**
Upgraded their PC: **98%**
Plan to buy hardware in the next 12 months: **92%**

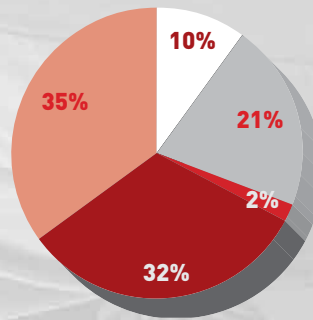
EDUCATION

College Grad: **46%**
Post Grad: **15%**
Any College: **80%**

SOURCE: 2010 Accelera Subscriber Profile Survey

JOB LEVEL

C-Level Executive: **10%**
Manager: **21%**
Creative/ Design: **2%**
IT/ Technical: **32%**
Business Staff: **35%**



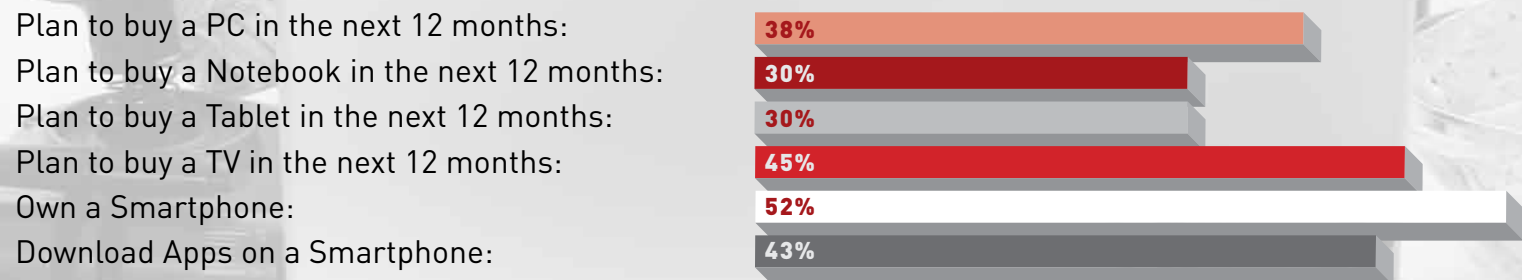
SOURCE: 2009 Accelera Subscriber Profile Survey

A GAMING AUDIENCE

Plays PC Games: **80%**
Avg. # of Games bought annually: **20**
Upgrade PC to support gaming: **76%**
Average # of hours per week gaming: **10**

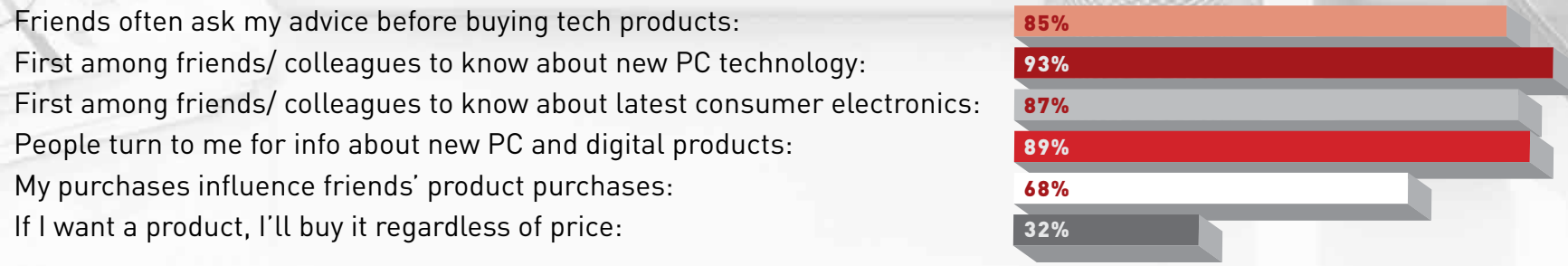
SOURCE: 2010 Accelera Subscriber Profile Survey

INFLUENCE & ADOPTION



SOURCE: 2010 Accelera Subscriber Profile Survey

TECH SHOPPING



of people advised monthly on tech purchases: **6 at work**, **4 at home**

SOURCE: 2010 Accelera Subscriber Profile Survey

PC PURCHASING HABITS

Avg. Number of PC computers owned:

5

Avg. Annual Spend on PC products/services:

\$1,250

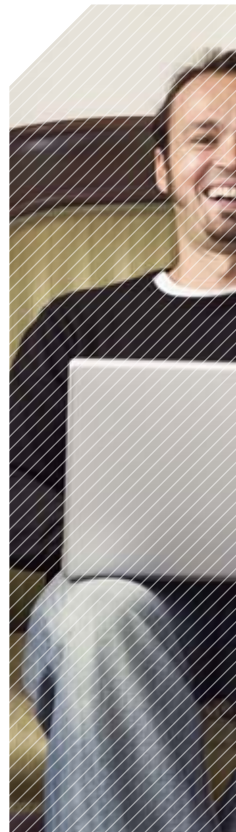
Avg Spend on next PC:

\$1,500

2012 PRINT SCHEDULE



ISSUE DATE	AD SPACE CLOSE	AD MATERIALS DUE	SUBSCRIBERS SHIP DATE	ON SALE
Special (#1)	4-Oct	11-Oct	2-Nov	22-Nov
January	25-Oct	1-Nov	23-Nov	13-Dec
February	22-Nov	29-Nov	21-Dec	10-Jan
Special (#2)	31-Jan	7-Feb		20-Mar
March	20-Dec	27-Dec	18-Jan	7-Feb
April	17-Jan	24-Jan	15-Feb	6-Mar
Special (#3)	1-May	8-May		19-Jun
May	14-Feb	21-Feb	14-Mar	3-Apr
June	13-Mar	20-Mar	11-Apr	1-May
Special (#4)	7-Aug	14-Aug		25-Sep
July	10-Apr	17-Apr	9-May	29-May
August	8-May	15-May	6-Jun	26-Jun
Sept	5-Jun	12-Jun	4-Jul	24-Jul
October	3-Jul	10-Jul	1-Aug	21-Aug
November	31-Jul	7-Aug	29-Aug	18-Sep
December	28-Aug	4-Sep	26-Sep	16-Oct
Holiday	25-Sep	2-Oct	24-Oct	13-Nov



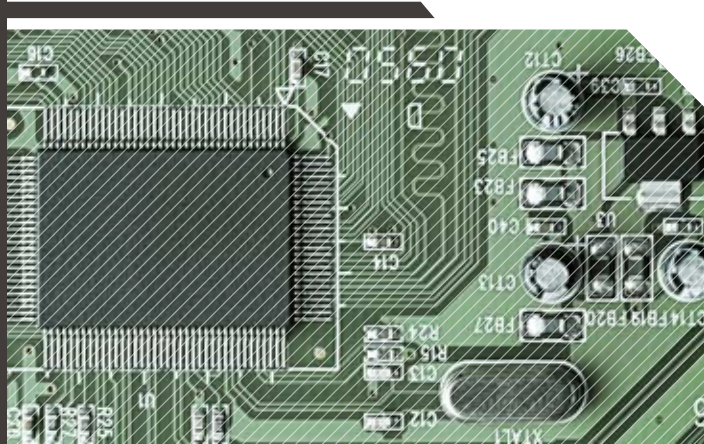
DISPLAY RATES



MAXIMUM PC MEDIA KIT 2012

**4
COLOR
DISPLAY**

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	2PG/ISSUE	3PG/ISSUE	4PG/ISSUE	5PG/ISSUE	6PG/ISSUE
1x	\$23,700	\$19,300	\$14,800	\$11,500	\$22,100	\$21,500	\$20,900	\$20,200	\$19,300
3x	\$22,900	\$18,800	\$14,500	\$11,100	\$21,400	\$20,900	\$20,300	\$19,500	\$18,700
6x	\$21,800	\$17,900	\$13,700	\$10,600	\$20,400	\$19,800	\$19,200	\$18,500	\$17,640
9x	\$20,500	\$16,800	\$12,900	\$10,100	\$19,200	\$18,700	\$18,100	\$17,300	\$16,500
12x	\$18,900	\$15,400	\$11,900	\$9,100	\$17,600	\$17,100	\$16,500	\$15,800	\$14,900
13x	\$17,900	\$14,400	\$10,900	\$8,100	\$16,600	\$16,100	\$15,500	\$14,800	\$13,900



SEND PHYSICAL MATERIALS TO:

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

SEND CREATIVE TO:

Dan Mallory
 650-238-2552
 dmallory@futureus.com

DISPLAY 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 for 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.



2 Page Spread



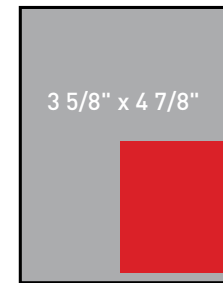
Full Page



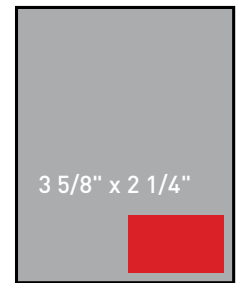
1/2 Page Vertical



1/2 Page Horizontal



1/4 Page



1/8 Page



1/2 Page Spread



1/3 Page Vertical



2/3 Page Vertical

FILE TRANSFER INFORMATION

Files can be uploaded to our File Transfer site using the link below, or by linking from Maximum PC's page on our corporate website 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:

<http://filetransfer.futureus.com>

User name: **pmxpc**

Password: **Adv3rts5**

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 correctly.

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.

DIGITAL ADVERTISING RATES & DEADLINES

Future US offers a dynamic mix of IAB standard and customized ad units to ensure the greatest campaign success. Reach our audience in a targeted, engaging environment while they research the latest and greatest products and make buying decisions.

Deadline for Creative Materials & URL: 3 business days prior to start date

Welcome Ad/ Interstitial

Make your message the first thing that visitors see or between pages on the site.

\$40 CPM

Roadblocks (300x250, 728x90, Skin)

Take control of any page or section on the site with all ad units and a custom skin.

\$75 CPM

Site Skin

Integrate your campaign within the design of the site.

\$35 CPM

Sponsored Posts

Your image, text, and URL are featured within the content lists throughout the site.

\$30 CPM

Video Sponsored Posts

Add video to your sponsored post for an even greater impact.

\$50 CPM

Video Pre-Roll (:15 seconds)

Marketing messages appear before the how-to and review videos on the site.

\$40 CPM

MaximumPC iPhone & Android App (320x50 leaderboard)

Integrate your campaign within our new mobile app.

\$25 CPM



MAXIMUM PC IPHONE
& ANDROID APP
(320x50 leaderboard)



WELCOME AD/INTERSTITIAL

DIGITAL ADVERTISING RATES & DEADLINES (cont.)

Dedicated Email Blasts

A custom, dedicated HTML message sent straight to readers' inboxes.

\$100 CPM

Newsletters

Maximum PC's newsletters are sent weekly and offer an opportunity to reach our visitors alongside the latest editorial content.

\$750

Flat fee for one ad unit

\$1000

Flat fee for Newsletter takeover

Standard IAB Ad Unit Rates

600x400

\$45 CPM

300x600

\$35 CPM

300x250

\$30 CPM

728x90

\$25 CPM

Note: other units may be available by special arrangement. Ads may be targeted by geography, time, OS and frequency. Please ask your sales representative for details.

AD OPERATIONS CONTACT

All materials and inquiries should be directed to:
adops@futureus.com



ROADBLOCKS (300x250, 728x90)



ROADBLOCK (SKIN)



DIGITAL ADVERTISING RATES



MAXIMUM PC MEDIA KIT 2012

DIGITAL ADVERTISING RATES		CLICKABLE PAGE SKIN	LEADERBOARD	MPU	SPONSORED POST	INTERSTITIAL
HOMEPAGE TAKEOVER (\$12,000 / DAY FOR ALL UNITS)	SIZE	1920 X 1200	970 X 66 OR 728 X 90	300 X 600 OR 300 X 250	–	–
	FF/CPM	FLAT FEE	FLAT FEE	FLAT FEE		
	VALUE	\$28.00 CPM	\$28.00 CPM	\$28.00 CPM		
PLATFORM HOMEPAGE ROADBLOCK (\$10,000 / DAY FOR ALL UNITS)	SIZE	1920 X 1200	970 X 66 OR 728 X 90	300 X 600 OR 300 X 250	580 X 200	–
	FF/CPM	CPM	CPM	CPM	CPM	
	NET	\$28.00	\$28.00	\$28.00	\$28.00	
TARGETED MEDIA	SIZE	–	970 X 66 OR 728 X 90	300 X 600 (+\$2) OR 300 X 250	580 X 200	600 X 400
	FF/CPM		CPM	CPM	CPM	CPM
	NET		\$16.00	\$16.00	\$25.00	\$25.00
RUN OF SITE MEDIA	SIZE	–	970 X 66 OR 728 X 90	300 X 600 (+\$2) OR 300 X 250	580 X 200	600 X 400
	FF/CPM		CPM	CPM	CPM	CPM
	NET		\$14.00	\$14.00	\$25.00	\$25.00
RUN OF NETWORK MEDIA	SIZE	–	970 X 66 OR 728 X 90	300 X 600 (+\$2) OR 300 X 250	580 X 200	600 X 400
	FF/CPM		CPM	CPM	CPM	CPM
	NET		\$12.00	\$12.00	\$25.00	\$45.00

3RD PARTY TECHNOLOGY RATES

PROVIDER	SERVING FEE
MEDIAMIND (EXPAND)	\$3.00 CPM
MEDIAMIND (FLOATING)	\$5.00 CPM
POINTROLL	\$5.00 CPM
EYEWONDER	\$3.00 CPM
KLIPMART	\$0.00 CPM

PRE-ROLL VIDEOS

Pre-roll Video (4:3 or 16:9) available at \$25.00 CPM.

**Targeting Options: Genre, Title, Geo, Demo.*

**Roadblocks include following units: skin, leaderboard, skyscraper, and MPU.*

**Roadblock packages are sold as a whole.*

ONLINE SPECS STANDARD UNITS



GIFS OR JPEGS	LEADERBOARD 970 X 66 OR 728 X 90	SKYSCRAPER 300 X 600	LEADERBOARD 300 X 250	SPONSORED POST 580 X 200	INTERSTITIAL 600 X 400
MAX. KB SIZE		150	150	150	150
MAX. # OF ANIMATION LOOPS		1, :30 MAX	1, :30 MAX	HEADLINE TEXT: 50 CHARS BODY TEXT:370 CHARS	1, :15 MAX

FLASH	LEADERBOARD 970 X 66 OR 728 X 90	SKYSCRAPER 300 X 600	LEADERBOARD 300 X 250	SPONSORED POST 580 X 200	INTERSTITIAL 600 X 400
MAX. KB SIZE	150	150	150	N/A	150
MAX. # OF ANIMATION LOOPS	1, :30 MAX	1, :30 MAX	1, :30 MAX	N/A	1, :15 MAX
NOTES	UP TO FLASH 10 (PROVIDE .GIF & .FLA FILES)				
CLICK TAG INSTRUCTIONS	FILES SHOULD USE A CLICKTAG INSTEAD OF HARD-CODING THE URL. MAX FRAME RATE IS 24 FPS. PLEASE INCLUDE BACK UP GIF/JPG.				

3RD PARTY RICH MEDIA AD TAG	LEADERBOARD 970 X 66 OR 728 X 90	SKYSCRAPER 300 X 600	LEADERBOARD 300 X 250	SPONSORED POST 580 X 200	INTERSTITIAL 600 X 400
MAX. LOOPING ANIMATION	1, :30 MAX	1, :30 MAX	1, :30 MAX	N/A	1, :15 MAX
EXPAND DIRECTORY PIXEL SIZE	DOWN/OUT 970 X 418 OR 728 X 270	LEFT 600 X 600	LEFT 600 X 600	N/A	N/A
NOTES	AUDIO/EXPANDING ADS MUST BE USER INITIATED. A STOP/CLOSE BUTTON IS REQUIRED. NO POP-UP ADS.				

PRE-ROLL VIDEOS

:15 OR :30 PRE-ROLLS: UNCOMPRESSED VIDEO FILES IN .AVI, .MPG, or .MOV FORMAT. 16:9 or 4:3 ASPECT RATIO. MUST BE SITE SERVED. 1X1 TRACKING OK.

DEADLINE FOR CREATIVE MATERIALS + URL: **3 BUSINESS DAYS PRIOR TO START**

MAXIMUMPC



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South San Francisco, CA 94080
650-872-1642
techsales@futuresus.com