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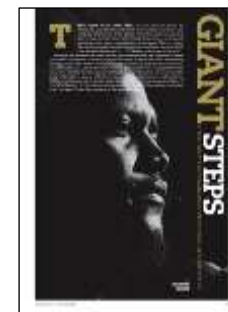
**THE
ENTHUSIAST
NETWORK™**

2017 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
12x

CIRCULATION
70K*

MEDIAN AGE
47

MALE TO FEMALE
DEMOGRAPHIC
99/1%

MARRIED
65%

MEDIAN HHI
\$138K

AVERAGE HHI
OF MORE THAN
\$100,000
48%

COLLEGE
GRADUATE/
MORE
EDUCATION
70%

PROFESSIONAL/
MANAGERIAL
OCCUPATION
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

2017 EDITORIAL CALENDAR & PRODUCTION SCHEDULE



JANUARY

Bonus Distribution
CES 2017

Ad Close:
10/19/16
Materials Due:
10/24/16
On Sale:
12/09/16

FEBRUARY

**“Records to Die For”
(R2D4)**
*Stereophile lists the
best recordings of 2016*

Ad Close:
11/14/16
Materials Due:
11/16/16
On Sale:
1/06/17

MARCH

Equipment Reports
Ad Close:
12/15/16
Materials Due:
12/19/16
On Sale:
02/10/17

APRIL

Bonus Distribution
Salon Son Image
**“Recommended
Components”**
Ad Close:
01/18/17
Materials Due:
01/23/17
On Sale:
03/10/17

MAY

Bonus Distribution
Axpona Show

Equipment Reports
Ad Close:
02/22/17
Materials Due:
02/24/17
On Sale:
04/14/17

JUNE

Equipment Reports
Ad Close:
03/22/17
Materials Due:
03/24/17
On Sale:
05/12/17

JULY

Bonus Distribution
LA Audio Show
Equipment Reports
Ad Close:
04/19/17
Materials Due:
04/21/17
On Sale:
06/09/17

AUGUST

Equipment Reports
Ad Close:
05/16/17
Materials Due:
05/18/17
On Sale:
07/07/17

SEPTEMBER

Equipment Reports
Ad Close:
06/20/17
Materials Due:
06/22/17
On Sale:
08/11/17

OCTOBER

Bonus Distribution
CEDIA 2017
T.H.E.Show Anaheim
**“Recommended
Components”**
Ad Close:
07/19/17
Materials Due:
07/21/17
On Sale:
09/08/17

NOVEMBER

Bonus Distribution
RMAF
Equipment Reports
Ad Close:
08/22/17
Materials Due:
08/24/17
On Sale:
10/13/17

DECEMBER

**2016 Audio Products
of the Year**
Ad Close:
09/20/17
Materials Due:
09/22/17
On Sale:
11/10/17

2017 RATE CARD

GROSS RATES*

BLACK & WHITE

	1X	3X	6X	10X	12X
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
1/2 Page	7,270	6,515	6,175	5,810	5,455
1/3 Page	5,730	5,150	4,870	4,585	4,290

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
1/2 Page	8,635	7,765	7,335	6,900	6,475
1/3 Page	7,405	6,660	6,290	5,925	5,555

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
1/2 Page	11,020	9,925	9,370	8,820	8,270
1/3 Page	9,805	8,825	8,335	7,855	7,410

PREMIUM POSITIONS

	1X	3X	6X	10X	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

1/4 PAGE OPPORTUNITY

3X	2,700	9X	1,905
6X	2,245	12X	1,790

* Effective January 2017 Issue, All Rates are Gross

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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