

MAXIMUM PC

MEDIA KIT



Minimum BS

2009

▶ MAXIMUM PC. ▶ MINIMUM BS.

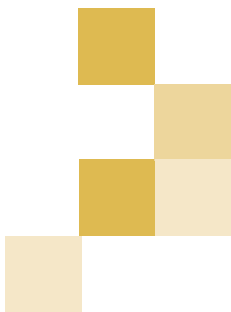
More than just a slogan, that's the essence of Maximum PC.



Maximum PC readers are well-informed enthusiasts who want nothing less than peak performance from their PCs. They read **Maximum PC** because **our editors deliver the commitment to performance that they demand.** From our brutally honest hardware reviews to our insightful and innovative How-To's, **Maximum PC** gives its readers the info they desperately need to get the most from their hobby.

Maximum PC's hardcore attitude and unimpeachable integrity deliver reader loyalty dividends. **Four out of five readers describe Maximum PC as their favorite magazine.** The reason is simple. They trust **Maximum PC's** content and the magazine opens the door to the pure PC power good life for each and every one of them.

That's what **Maximum PC** is all about.



UNMATCHED HONESTY

Maximum PC doesn't shy away from the hard truth. Our readers demand it. Their loyalty proves that we provide the most unbiased reviews you can find.

WE TARGET THE TRUE POWER USER

Maximum PC readers are genuinely engaged by cutting-edge technology. Our enthusiast audience is hands-on; 80% plan to build their own computer. Our mission is to show them how they can get the most from their passion.

A TRUE CONSUMER VIEWPOINT

While most PC magazines try to be all things to both consumers and IT professionals, **Maximum PC** stays true to the needs of the early adopting influencers. And they love us for it.



"I AM AN AVID COMPUTER MAGAZINE READER. I DEVOUR MAXIMUM PC...BECAUSE IT IS THE BEST SOURCE FOR COMPUTER NEWS, PRODUCTS, HOW TO AND TECHNOLOGY THERE IS."





▶ PRINT

Our print edition debuted in 1998 and now publishes 13 times each year, in addition to five themed newsstand specials. Quite simply, it's the only North American publication devoted to the PC enthusiast.

Most PC publications cast a wide net, trying to be all things to all users. Meanwhile, **Maximum PC** has stayed the course – by always focusing on the hardcore Enthusiast – the best, most active audience in the market -- and maintaining quality circulation. We have stayed strong because our editorial products resonate with our audience and create an unbreakable bond.

And clearly what we do resonates with both readers and advertisers, making **Maximum PC** the strongest growth story in a challenging market. Readers spend more dollars at newsstand on **Maximum PC** than any other PC publication. At the same time, **Maximum PC** had the largest advertising market share gain of any PC or games magazine in 2007.



**“GREAT MAGAZINE!
GAVE UP PC WORLD
AND PC MAGAZINE,
BUT KEPT YOURS.”**

▶ PASSION & INFLUENCE

- Took an action after reading **Maximum PC** **99%**
- Made an unplanned purchase after reading **Maximum PC** **69%**
- Save past issues for their collection **77%**
- Average hours spent with each issue **3.1**
- Friends & colleagues advised on PC and electronics purchases each month **12**

▶ EVENTS



A fixture at major pop culture shows like Comic-Con and Penny Arcade, Gaming University offers a highly effective way to interact directly with technology and gaming enthusiasts through daily in-booth seminars, product/game demos, and numerous contests and giveaways. **Maximum PC** and **PC Gamer** editors are on hand to answer questions about the world of PC games.



▶ ONLINE

PC technology moves at “Internet speed”, so we’ve launched **Maximumpc.com** as THE online destination for today’s most passionate PC and Tech Enthusiasts. **Maximumpc.com** delivers timely news, extensive product coverage, reviews of the latest and greatest, informative features and opinions. **Maximumpc.com** also features heavily trafficked forums where users and editors meet to chat about relevant topics like PC modding, gaming, building tips & tricks and the latest in retail deals. The “Maximum Attitude” is injected into the site and sets it apart from any other technology site on the internet.



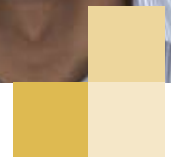
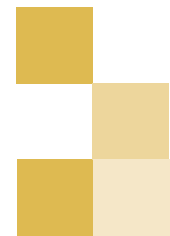
Maximum PC and sister publication **PC Gamer** are the co-creators of Showdown LAN, one of the largest events of its kind in the United States. Over three days, 500 PC gamers immerse themselves in competitive tournaments and try exclusive play tests of upcoming games. Our editors host a variety of workshops and clinics to provide expert advice.

▶ READER PROFILE

Young, Affluent Tech Enthusiasts

Maximum PC's readers are at the core of the PC market. They buy first, are evangelists for the products they love, and are willing to spend top dollar to maximize their computers. Our readers are engaged with their passion for technology and are a major force in the marketplace. This is the 'Make It or Break It' crowd for new consumer technology.

Average Age	36
HHI	\$95,508
Married	63%
Have children	68%
College-educated	78%
Home PCs owned	4
Management or Executive	45%
Employed in IT	39%



AVID UPGRADERS, CUSTOM PC BUILDERS, AND OVERALL TECHNOLOGY ADDICTS, **Maximum PC** readers spend over \$850 million annually on PCs and peripherals!

Our readers spent an average of **\$1,843 on their last PC** and estimate they'll drop \$1,939 on their next purchase. Nearly half plan to get a new desktop in the next 12 months and two-thirds in the next two years.



"MINIMUM BS IS THE REASON I LOVE THIS MAGAZINE.

***YOUR REVIEWS ARE ALWAYS RIGHT ON TARGET.
CRAPPY SOFTWARE AND HARDWARE
ARE ALWAYS CAUGHT AND EXPOSED.
IF IT GETS A 9 OR KICK ASS I BUY IT."***

MAXIMUM PC READERS ARE ACTIVE GAMERS

They approach gaming with the same passion and enthusiasm as they do the PCs they game on.

88% of **Maximum PC** readers play PC video games

77% have upgraded to support a newly released video gaming.

MAXIMUM PC READER GAMING ACTIVITY

21 games purchased annually

9.5 hours of weekly PC gaming PLUS 3+ hours of console gaming

• Music and Gaming tied for most regular home usage

20% own a Nintendo Wii or an Xbox 360



2009

CLOSING SCHEDULE

Rate Base 250,000



ISSUE	SPACE CLOSE	MATERIALS DUE	SHIP DATE	ON SALE
JANUARY	10/28/08	11/04/08	11/26/08	12/16/08
FEBRUARY	11/25/08	12/02/08	12/24/08	01/13/09
MARCH	12/23/08	12/30/08	01/21/09	02/10/09
APRIL	01/20/09	01/27/09	02/18/09	03/10/09
MAY	02/17/09	02/24/09	03/18/09	04/07/09
JUNE	03/17/09	03/24/09	04/15/09	05/05/09
JULY	04/14/09	04/21/09	05/13/09	06/02/09
AUGUST	05/12/09	05/19/09	06/10/09	06/30/09
SEPTEMBER	06/09/09	06/16/09	07/08/09	07/28/09
OCTOBER	07/07/09	07/14/09	08/05/09	08/25/09
NOVEMBER	08/04/09	08/11/09	09/02/09	09/22/09
DECEMBER	09/01/09	09/08/09	09/30/09	10/20/09
HOLIDAY	09/29/09	10/06/09	10/28/09	11/17/09

ISSUE	SPACE CLOSE	MATERIALS DUE	SHIP DATE	ON SALE
SPECIAL #1	01/06/09	01/13/09	02/18/09	02/24/09
SPECIAL #2	03/03/09	3/10/09	04/01/09	04/21/09
SPECIAL #3	04/28/09	05/05/09	05/27/09	06/16/09
SPECIAL #4	07/21/09	07/28/09	08/19/09	09/08/09
SPECIAL #5	10/13/09	10/20/09	11/11/09	12/1/09

▶ DISPLAY RATES

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

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DIGITAL ADVERTISING SPECS

DIGITAL 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 from 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.

SUBMITTING ADS

Future US prints all of its publications using CTP (Computer to Plate) technology and has eliminated analog film. Preferred methods for receiving ads are listed below by priority:

SPREAD OR FULL PAGE ADS

1) Supply TIFF/IT-P1 files with SWOP approved centered (horizontally and vertically) with digital contract color proofs output from the same TIFF/IT-P1 file.

- a) About TIFF/IT-P1: Files are not pre-screened but must have enough resolution for screening at 133 lpi.
- b) CT files should be at least 10.5 res or 266 dpi. LW should be at least 50 res or 1270 dpi.
- c) The file should be linear without dot-gain compensation with 300% max ink coverage.
- d) TIFF/IT-P1 files can be supplied by your pre-press or film house.

2) PDF/x-1A files with SWOP approved digital contract color proofs output from the same file are also accepted.

PLEASE SEND MATERIALS TO:

Maximum PC-Production
 Future US, Inc.
 4000 Shoreline Court, Suite 400
 South San Francisco, CA 94080
 650-872-1642
 production@futureus.com
 For further information, visit:
 www.futureus.com/production

MAXIMUM CD MATERIALS SPECIFICATIONS

BANNERS

Standard banner specs are 468 x 60 pixels provided in any image format readable by a PC. Animated gifs must be pre-assembled and not more than four frames.

SOFTWARE AND DEMOS

Please include four screen shots, a logo, a URL for the product, a 60 - 75 word description of the product, a "Read Me" file and the system requirements of the program.

Send creative to: jurrutia@futureus.com

• Future US Production Department WILL NOT ACCEPT application specific files such as QuarkXPress, Adobe Illustrator, etc. for either full page or spread size ads.

FRACTIONAL / PARTIAL ADS

Future US prefers you supply PDF/x-1A or EPS files for fractional ads. Save as an EPS from either Illustrator, QuarkXPress, Freehand, or PageMaker, embedding all fonts and images, if possible.

• We will accept QuarkXPress or Adobe InDesign files if absolutely necessary, but we prefer EPS files.

Guidelines for supplying PDF/x-1a or EPS or QuarkXPress files

- All colors must be CMYK, not Spot or RGB color! Double-check all placed files and final files for cmky color!
- All fonts must be supplied (both screen and printer fonts), embedded, or converted to outlines (preferred) for Illustrator files.
- Images: must be CMYK format & saved as TIFF without LZW compression or EPS files without JPEG compression.
- Please make image resolution from 266 dpi min. to 300 dpi maximum.
- IMPORTANT! Image files in RGB, Indexed Color, Duotone mode, TIFF files saved with LZW compression, or EPS files with JPEG compression, WILL NOT OUTPUT CORRECTLY!

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 incorrectly.

PROOFS

Proofs of your ad MUST be supplied with your files. Color proofs should be sent, as we will not guarantee accurate color if we receive a B&W proof. If ad is sent electronically, a proof must be mailed. Files will not be accepted without a proof!

ELECTRONIC FILE SUBMISSION

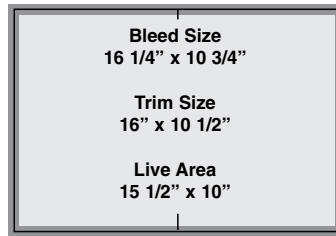
Files can be uploaded to our FTP site using an FTP client such as Fetch. Please compress your files (including all support files noted above) using either Stuffit or Zip file format. Use the following FTP information:

Magazine: Maximum PC

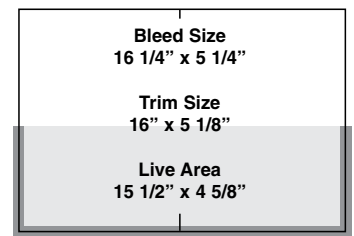
FTP address: sftp.futureus-inc.com

User name: maximumpc

Password: uncelebill!



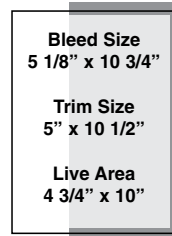
2 Page Spread



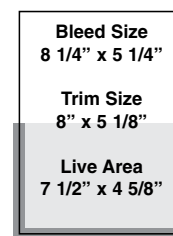
1/2 Page Spread



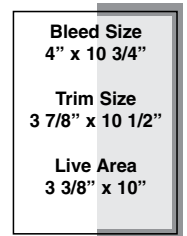
Full Page



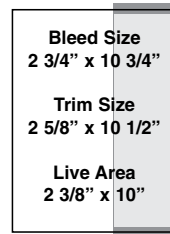
2/3 Page Vertical



1/2 Page Horizontal



1/2 Page Vertical



1/3 Page Vertical

ONLINE ADVERTISING SPECS

Creative Dimensions	300x250	728x90	300x600	600x400 Interstitial	300x100
GIFs or JPEGs					
Max. K Size	125	125	125	125	125
Max. # of Anim. loops	Unlimited	Unlimited	Unlimited	:15 seconds (will be autoforwarded)	:15 seconds (will be autoforwarded)
FLASH (provide .gif & .fla files)					
Max. K Size	125	125	125	125	125
Max. # of Anim. loops	Unlimited	Unlimited	Unlimited	:15 seconds (will be autoforwarded)	:15 seconds (will be autoforwarded)
Notes	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)
Click Tag instructions	<p>Please include a backup .gif or .jpg, as well as the .fla file. Files using a clickTag variable should use “_level0.clickTag” in order for our ad serving system (DART) to track clicks properly. Example of the correct code: on (release) {getURL (_level0.clickTag,“blank”);}</p>				
3rd Party Rich Media Ad Tag					
Max. Looping Animation	Unlimited	Unlimited	Unlimited	:15 seconds (will be autofor-	Unlimited
Expand Direction Pixel Size	Left / 600x250	Downwards /728x270	Left / 320x600	N/A	N/A
Notes	<p>Audio is acceptable but the default setting is for the audio to be off. No pops. All actions must be user initiated: roll over or click to expand. Close Action button is required.</p>				
Custom Marketing Optyus.					
Newsletters	160 x 600 Skyscraper and 300 x 250 MPU units available. All ads must be static GIFF/JPEG files with URL provided.				
Notes	Specs and needs for Resource Centers and Ideals will be discussed and developed with your sales rep.				

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DEADLINE FOR CREATIVE MATERIALS + URL

3 business days prior to start date

MAXIMUM PC



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