



“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

<i>Frequency</i>	12x
<i>Circulation</i>	74,000 ABC-audited

### *Demographics*

Male/Female:	99% / 1%
Average Age:	47 years
Average HHI:	\$138,100

## *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 LPs and how to get the best from black vinyl discs.

“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.

“The Fifth Element”: Record producer and committed audiophile, John Marks, promises to bring together the worlds of high-end audio and music and the worlds of culture and ideas, while celebrating the greatness of the human spirit. His column appears in our January, March, May, July, September, and November issues.

“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 quarterly column on multi-channel music systems is aimed at those who are upgrading their high-quality two-channel rigs.

“Sam's Space”: Audio iconoclast Sam Tellig holds forth on whatever components grab his attention — often those that offer the best performance for the dollar.

*DEMOGRAPHICS*

Male	99%
Average Age	47 years
Married	65%
Average Household Income	\$138,100
Average Household Income of \$100,000 or more	48%
College Graduate/More Education	70%
Professional/Managerial Occupation	61%

*KNOWLEDGE & INFLUENCE*

Stereophile subscribers gave advice about audio, video, music, and home theatre systems	85%
Advertising Action Taken	89%

*READERSHIP*

Average length of time subscribing to Stereophile	7 years
Average number of times a typical issue of Stereophile is read or looked into	6
Saved entire issue	65%
Have a strong interest in Stereophile 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

- JAN* • BONUS DISTRIBUTION: CES 2010
- FEB* • “Records to Die For” (R2D4): Stereophile’s writers list the best recordings of 2009
- MAR* • Equipment Report Special
- APR* • “Recommended Components”:  
the best-sounding 500 audio components
- MAY* • Equipment Reports
- JUN* • Equipment Report Special
- JUL* • Equipment Reports
- AUG* • Equipment Reports
- SEP* • BONUS DISTRIBUTION: CEDIA 2010
- OCT* • “Recommended Components”:  
the best-sounding 500 audio components
- NOV* • Equipment reports
- BG* • ON SALE NOVEMBER 10th
- DEC* • 2010 Audio Products of the Year

**PRODUCTION SCHEDULE**

**2010**

*AD CLOSE*

*MATERIAL DUE*

*ON SALE*

*JAN*

**11/3/09**

**11/5/09**

**12/22/09**

*FEB*

**12/2/09**

**12/4/09**

**1/19/10**

*MAR*

**12/29/09**

**12/31/09**

**2/16/10**

*APR*

**2/3/10**

**2/5/10**

**3/23/10**

*MAY*

**3/4/10**

**3/8/10**

**4/20/10**

*JUN*

**4/1/10**

**4/5/10**

**5/18/10**

*JUL*

**4/28/10**

**4/30/10**

**6/15/10**

*AUG*

**5/26/10**

**5/28/10**

**7/13/10**

*SEP*

**6/23/10**

**6/25/10**

**8/10/10**

*OCT*

**7/29/10**

**8/2/10**

**9/14/10**

*NOV*

**9/1/10**

**9/3/10**

**10/19/10**

*ST BG*

**9/14/10**

**9/16/10**

**11/9/10**

*DEC*

**9/30/10**

**10/4/10**

**11/16/10**

Effective January 2010 Issues • All Rates are GROSS

STEREOPHILE

BLACK & WHITE	1X	3X	6X	8X	12X	18X	24X
Page	11,065	9,960	9,400	8,860	8,305	7,745	6,640
2/3 Page	8,885	8,000	7,560	7,110	6,665	6,220	5,340
1/2 Page	6,925	6,205	5,880	5,535	5,195	4,845	4,155
1/3 Page	5,455	4,905	4,640	4,365	4,085	3,820	3,275

BLACK & ONE COLOR

Page	12,480	11,235	10,610	9,985	9,365	8,735	7,490
2/3 Page	10,550	9,495	8,970	8,435	7,915	7,385	5,955
1/2 Page	8,225	7,395	6,985	6,570	6,165	5,755	4,935
1/3 Page	7,050	6,345	5,990	5,645	5,290	4,820	4,230

FOUR COLOR

Page	14,570	13,110	12,380	11,660	10,925	10,200	8,740
2/3 Page	13,330	11,815	11,165	10,505	9,845	9,190	7,895
1/2 Page	10,495	9,450	8,925	8,400	7,875	7,350	6,300
1/3 Page	9,340	8,405	7,940	7,480	7,055	6,540	5,605

PREMIUMS

COVER 4	18,215	16,360	15,480	14,570	13,660	12,750	10,935
COVER 2	16,755	15,075	14,240	13,405	12,575	11,735	10,055
COVER 3	16,755	15,075	14,240	13,405	12,575	11,735	10,055

STEREOPHILE BUYER'S GUIDE - GROSS

FOUR COLOR	1X	PREMIUMS	
FULL PAGE	6,420	COVER 2	9,630
1/2 PAGE	4,280	COVER 3	8,560
1/3 PAGE	2,890	COVER 4	10,700

MANUFACTURER'S SHOWCASE ONLY  
Quarter Page Opportunity

3X	2,570
6X	2,140
9X	1,815
12X	1,705

	<i>Width</i>	<i>Height</i>
<b>2 Page Spread/Bleed</b>	<b>15-1/4"</b>	<b>10-1/2"</b>
<b>Trims to:</b>	<b>15"</b>	<b>10-1/4"</b>
<b>2 Page Spread/Non-Bleed (Live Area)</b>	<b>14"</b>	<b>9"</b>
<b>Full Page/Bleed</b>	<b>7-3/4"</b>	<b>10-1/2"</b>
<b>Trims to:</b>	<b>7-1/2"</b>	<b>10-1/4"</b>
<b>Full Page/Non-Bleed</b>	<b>6-1/2"</b>	<b>9"</b>
<b>1/2 Page Horizontal Spread/Bleed</b>	<b>15-1/4"</b>	<b>5-1/4"</b>
<b>Trims to:</b>	<b>15"</b>	<b>5"</b>
<b>1/2 Page/Horizontal Spread/Non-Bleed</b>	<b>14"</b>	<b>4-3/8"</b>
<b>1/2 Page/Horizontal/Non-Bleed</b>	<b>6-1/2"</b>	<b>4-3/8"</b>
<b>1/3 Page/Vertical/Non-Bleed</b>	<b>2-1/16"</b>	<b>9"</b>
<b>1/3 Page/Vertical/Bleed</b>	<b>2-13/16"</b>	<b>10-1/2"</b>
<b>Trims to:</b>	<b>2-9/16"</b>	<b>10-1/4"</b>
<b>1/3 Page/Square (Horizontal)</b>	<b>4-1/4"</b>	<b>4-3/8"</b>
<b>*1/4 Page/Square (Vertical) (Showcase Only)</b>	<b>3-1/8"</b>	<b>4-3/8"</b>

**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 7-1/2" x 10-1/4". Printed web offset and perfect bound. Four color process. No spot colors. Line Screen: 133. Magazine jogs to the foot.

Digital Ads: See Material Requirements

Please visit <http://ads.sourceinterlinkmedia.com/> for more detailed information and for links to download recommended software.

For production questions, contact Sherrie Corsun at [Sherrie.Corsun@sorc.com](mailto:Sherrie.Corsun@sorc.com)

- File Type:** Preferred: PDF/X-1a\*  
Accepted: Illustrator 8.0 + EPS, Photoshop 6.0 + TIFF/IF-P1  
\* In lieu of a PDF/X-1a file, Source Interlink Media will accept a PDF file created according to the instructions below
- Fonts:** Post Script, True Type and Open Type fonts are acceptable. The actual (bold or italic) font must be selected. All fonts must be embedded or outlined. Knockout type should be larger than 5pt and should only knockout of 1 or 2 colors. All type 5pt or smaller should overprint. Recommended min size of serifs in small type is 0.5pt. Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black. Black should always be set to 100%K (100K, 40C for rich black) and set to overprint. White type should be set to knock out, not overprint.
- Images:** All spot colors (unless purchased) in Pantone and RGB, must be converted to process CMYK. Color space must be CMYK or Grayscale (for B&W) NOT RGB. Should be saved in TIFF or EPS format (not JPEG) and when saving use binary encoding (not JPEG encoding). Must not contain extra channels. Maximum ink coverage should not exceed 290%. (CMYK). The effective resolution of images should be between 250-450 dpi and a minimum of 300 dpi for linework images.
- Proof:** A content proof **MUST** be submitted with every ad. Proof must be pulled from the file supplied not an earlier or different version. Proof should be at 100% and include crop marks for trim.  
**4-Color Ads:** A contract quality, properly calibrated SWOP-standard proof should be included for color guidance on Press. For a list of SWOP certified systems, go to <http://swop.org/certification/certmfg.asp>. All SWOP proofs must be generated at 100% and contain a color bar and crop marks, located outside the crop area.  
**2-Color or Black & White Ads:** Can send either a laser or ink jet proof.  
If you choose not to submit a proof we will require a written waiver stating that you accept responsibility for the reproduction of your ad without one.

Please note that materials not meeting the above criteria will be returned to you for replacement with the appropriate materials.

Media: CD\*, Email\*\* or FTP\*\*\*

**\*\*VIA EMAIL**

Delivery Methods Via Mail/Overnight  
Please send ad with proof to:

Acceptable only with prior approval of Sherrie Corsun.  
Send to: [sherrie.corsun@sorc.com](mailto:sherrie.corsun@sorc.com)  
The maximum file size is 5MB.  
All files submitted via email must be compressed.  
Proofs are still required for ads sent via email.

### **STEREOPHILE**

Attn: Sherrie Corsun  
831 S. Douglas Street  
El Segundo, CA 90245  
Phone: 310-531-9875  
Fax: 310-531-9372

\*CD-Roms should be burned for cross platform (Mac and Windows) compatibility.

\*\* Ads can only be e-mailed with prior approval from Sherrie Corsun

\*\*\*Via FTP (File Transfer Protocol)

We recommend you compress all files into a single folder.

To access Source Interlink Media's FTP Site:

1. Launch Fetch or other FTP transfer software.
2. Enter the Host, Username and Password provided below. Press OK.
3. Once the software logs onto the FTP site you can simply drag and drop your file(s) into the appropriate magazine under the folder marked "ads".
4. After uploading the file you **MUST** contact Sherrie, via e-mail, to inform her you have uploaded your ad, and provide her with the file name used. On the same e-mail, please include a jpeg (preferred) of your ad or a low res pdf. If a color waiver form is being submitted, please e-mail or fax the form to Sherrie at the same time. Any of these missing elements will cause a delay in the processing of your ad.
5. All files over 90 days old will be automatically deleted from the FTP site.
6. Proofs are still required for ads sent via FTP.

Stereophile Log-on Credentials:

Host: <ftp://ftpwest.sourceinterlink.com> User ID: stereophile Password: X0ver (X-Zero-ver) Directory: (Leave blank)

Advertisers who wish to include quotes from Stereophile in their ads must receive prior approval.  
Please contact the editorial office at (212) 915-4156.

General Printing Specifications

Type: Web Offset Binding: Perfect Bound Covers: 150 linescreen  
Body 133 linescreen (4C); 110 linescreen (BW) Jogs to foot