

We support your titles, we would like your support

Let Us Design a Custom Exposure Package for You!

Who We Reach

CONSUMERS (75%) • **LIBRARIANS** (20%) • **INDUSTRY** (5%)

How We Reach Them

PRINT

- AudioFile Magazine (print & digital, 6x a year)

WEB

- AudioFileMagazine.com (weekly)

EMAIL

- audiobookREX.com (weekly)

SOUND

- Editor's Picks e-newsletter (monthly)

SOCIAL MEDIA

- Earshot! e-newsletter (monthly)
- RealTime Reviews email (weekly)
- Sound Reviews (daily)
- Sponsored email (monthly)
- Facebook, Twitter, Soundcloud

PLUS

MILLIONS OF LISTENER EXPOSURES THROUGH REVIEWS AVAILABLE ON LIBRARY AND RETAIL SITES

By the Numbers

20,000
in print

120,000
online

45,000
email

10,000
sound

10,000
social media

200,000
listeners





2014

Magazine Editorial Calendar & Closing Dates

15,000 Print and Digital copies



December 2013/January 2014

The Year in Audiobooks 2013

Best Audiobooks & Best Voices of the Year

SPACE: September 30, 2013

MATERIALS: **October 7, 2013**

June/July 2014

June is Audiobook Month

Audies Awards Finalists

SPACE: April 1, 2014

MATERIALS: **April 8, 2014**

February/March 2014

Black History Month

SPACE: November 26, 2013

MATERIALS: **December 3, 2013**

August/September 2014

Audies Gala & Winners 2013

Sync YA Summer Listening

SPACE: May 28, 2014

MATERIALS: **June 3, 2014**

April/May 2014

Children & Family Listening

Audiobooks on the Go

Recommended Listening List

SPACE: January 28, 2014

MATERIALS: **February 4, 2014**

October/November 2014

Technology

Fall Books

SPACE: July 29, 2014

MATERIALS: **August 5, 2014**

**Let us design a Customer
Exposure Package for You!**

Call for details, 800-506-1212; or email
media@audiofilemagazine.com


Web Closing Dates

2014: 20th of each month *prior* to posting



PRINT MAGAZINE

Ad Rates (bi-monthly issues)

	1 X	3 X	6 X
 FULL PAGE	\$3,250	\$3,050	\$2,900
 (inside front) COVER 2	\$4,100	\$3,750	\$3,250
 (inside back) COVER 3	\$4,100	\$3,750	\$3,250
 (back) COVER 4	\$4,400	\$4,200	\$3,700
 2/3 VERTICAL	\$2,600	\$2,400	\$2,200
 1/2 HORIZONTAL	\$2,200	\$2,100	\$1,900
 SQUARE	\$1,800	\$1,700	\$1,650
 1/6 VERTICAL	\$975	\$925	\$820
INDIE TITLE SHOWCASE	\$525	\$525	\$525

Premium Position Add 10%
Supplied Cards/Inserts (quote on request)

REX

Ad Rates (monthly)

	1 mo.	3 mos.	6 mos.
CATEGORY PAGE	\$350	\$250	\$200
HOME PAGE	\$1,000	\$900	\$750
SPONSORED CATEGORY	\$750	\$650	\$600
LISTENING SHELF	\$1,000	\$900	\$750

SYNC SUMMER PROGRAM

Ad Rate (annual) ONE YA TITLE + ONE CLASSIC \$600

SOUND REVIEWS

Ad Rate (quarterly) SOUNDCLOUD PLATFORM \$500

E-LINK

Ad Rate (annual) ONLINE CATALOG & REVIEW LICENSE \$1,000



WEB SITE: Engagement



(SAMPLE)

audiofilemagazine.com: Reviews and top Recommendations in searchable archive, Awards, New Releases. Narrator and Author profiles; industry Talent Directory. 35,000 reviews + 50 new each week

Traffic/Stats 35,000 visitors per month
 125,000 page views per month
 2 minutes average visit duration
 30% mobile and growing

Audience/Visitors qualified, engaged listeners
 dedicated audiophiles
 independent discovery resource

Influence/Brand gold standard reviews
 'klout' of excellence
 quality curated content

Customer Exposure Packages

You can have it all! Let us work with you to design visibility across all the platforms for the multiple AudioFile audiences.

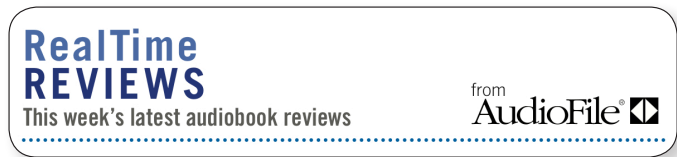
E-NEWSLETTERS: 40,000 contacts



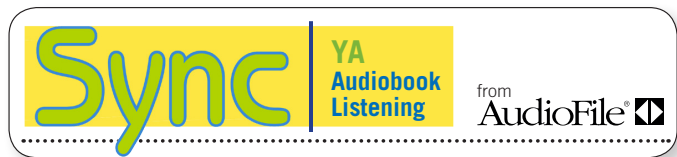
Editors' Picks: Reviews of newest releases. Monthly to 40,000 listener contacts. [\(SAMPLE\)](#)



Earshot: Top audiobook choices. Monthly to 40,000 listener contacts. [\(SAMPLE\)](#)



RealTime Reviews: Full-text reviews. Weekly to 3,000 library/industry professionals. [\(SAMPLE\)](#)



SYNC Newsletters: Top audiobook choices in popular genres. Quarterly to 5,000 select contacts. [\(SAMPLE\)](#)



SoundTalent: Talent resource of performance reviews. Quarterly to publishers and producers.



WEB SITE & E-NEWSLETTERS

Ad Rates

AudioFileMagazine.com (monthly)

	1 X	3 X	6 X	12 X
OVERHEAD BANNERS 600,000 impressions	\$1,600	\$1,375	\$920	\$750
SIDE COLUMNS (large) 65,000 impressions	\$920	\$820	\$700	\$525
SIDE COLUMNS (small) 65,000 impressions	\$575	\$450	\$400	\$350

Earshot! (monthly)

40,000 contacts 30% open rate

	1 X	3 X	6 X	12 X
LARGE VERTICAL	\$650	\$475	\$450	\$400
HORIZONTAL BANNER	\$375	\$300	\$225	\$200

Editors Picks (monthly)

40,000 contacts 30% open rate

	1 X	3 X	6 X	12 X
PKG: OVERHEAD BANNER + 5 JACKET ARRAY	\$1600	\$1365	\$920	\$750
HORIZONTAL BANNER	\$650	\$475	\$450	\$400

Real Time Reviews (weekly)

3,000 library professionals 30% open rate

	1 X	3 X	6 X	12 X
PKG: OVERHEAD BANNER + 5 JACKET ARRAY	\$375	\$300	\$255	\$200
HORIZONTAL BANNER	\$300	\$225	\$200	\$150

SYNC & Genre Newsletters (quarterly)

7,000 contacts 30% open rate

	1 X	3 X
LARGE VERTICAL	\$650	\$475
HORIZONTAL BANNER	\$425	\$250



SoundTalent (quarterly)

1,000 audio industry

	1 X	3 X
LARGE VERTICAL	\$300	\$275
HORIZONTAL BANNER	\$200	\$175



Sponsored email

dedicated custom email

	1 X	3 X	6 X
SOLE SPONSOR	\$1500	\$1250	\$1000

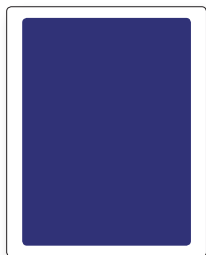


SPECS

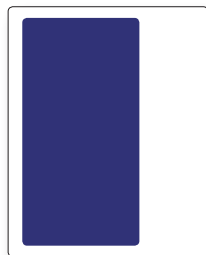
PRINT



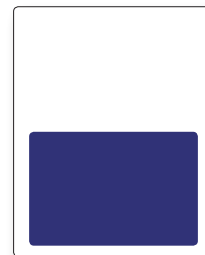
FULL PAGE W/ BLEED
8.375" x 10.875"
(add .125" for bleed)



FULL PAGE NO BLEED
7.25" x 9.9375"



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1/2 HORIZONTAL
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1/3 SQUARE
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1/6 VERTICAL
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1/3 VERTICAL
2.25" x 9.9375"

File Requirements

- PDF: Send to media@audiofilemagazine.com

Delivery

- Email: media@audiofilemagazine.com (5MB)
- Upload: <http://tinyurl.com/AFDropBox>

WEB/ ONLINE



**VERTICAL
SIDE COLUMN**
160 x 600 (large)
160 x 240 (small)



OVERHEAD BANNER
468 X 60



HORIZONTAL BANNER
500 X 150



5 TITLE ARRAY
(EACH JACKET 100 PIXELS WIDE)
maximum width: 100 pixels



LOGO BANNER
120 X 60

File Requirements

- 72 dpi, RGB color
- .jpg or gif format; animated .gif ok with minimum 5-second delay

Delivery

- Email: media@audiofilemagazine.com (5MB)

RESPONSIVE WEB BANNERS
various sizes, please request