

# Media Kit 2014

Reach half a million iOS enthusiasts



Print Edition

Digital Edition

Email

Web

## What we're about

iPhone Life magazine is a print and digital publication that helps readers get the most out of their iPhone, iPad and iPod touch. In addition to the latest Apple news, every issue is jam-packed with the best apps, top tips, and great gear.

iPhone Life magazine is written by users for users. It is published 6 times a year, including our annual holiday Buyers Guide and spring How-To Guide.



## Lazer focused

Our magazine is the world's largest magazine focused exclusively on iPhone and iPad owners.

## Trust us, we know a thing or two

We've been publishing niche tech magazines for over 26 years

“We’ve been advertising with iPhone Life magazine since 2008. They have the best demographics for us to reach our target market, and the ad team has been a pleasure to work with.



We do less print than we used to, but we’ve found that iPhone Life is the right niche with the appropriate audience and fits nicely into our budget. If you are marketing an iPhone or iPad product, advertising with iPhone Life is a no-brainer.”

**Bethany Mangold**  
Marketing Manager & Creative Director

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“The Spotlight section is great place for independent app developers to get exposure for their app. iPhone Life magazine has very reasonable pricing for my budget.”



**James Hollender**  
iPhone/iPad App Developer

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“We chose to advertise with iPhone Life magazine because it is specifically catered to iPhone users, which aligned with the audience and demographic of users that we were targeting for our Apple products.



Working with the iPhone Life ad team was pleasant and easy. They are awesome and were very accommodating with our team! ”

**Brandon Lippincott**  
Marketing Communications Manager

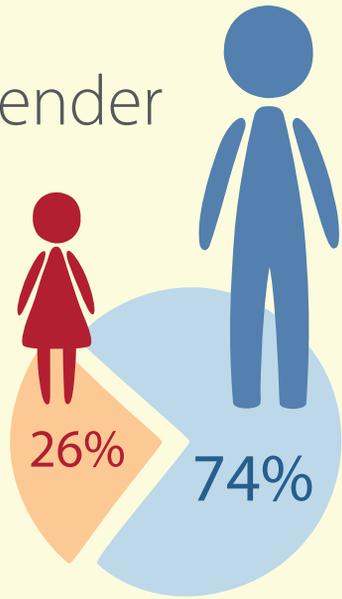
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# Readership

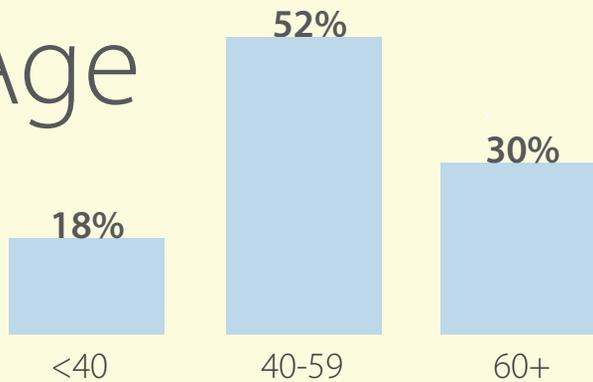
# 649,000



# Gender



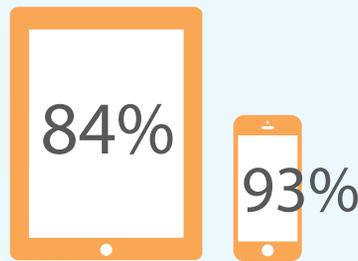
# Age



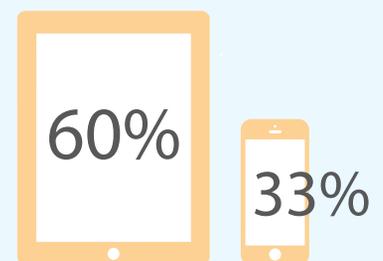
# Homeowners



# Devices Owned



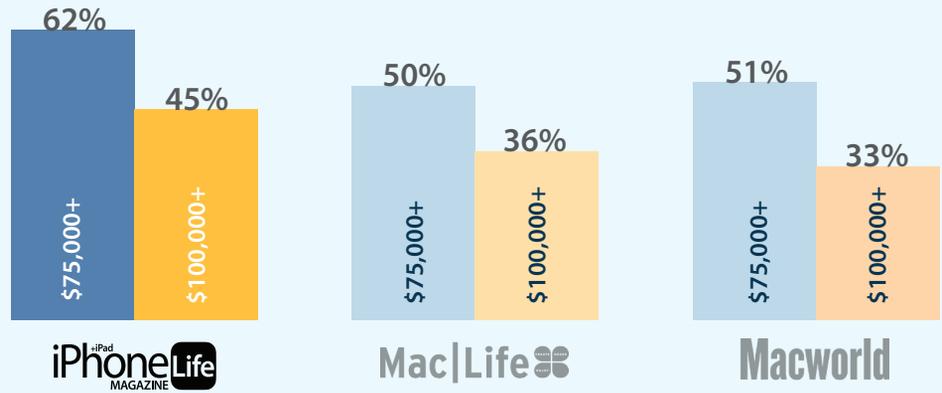
iPhoneLife MAGAZINE



Mac|Life

## Household Income

Percentage of our readers that earn more than \$75,000

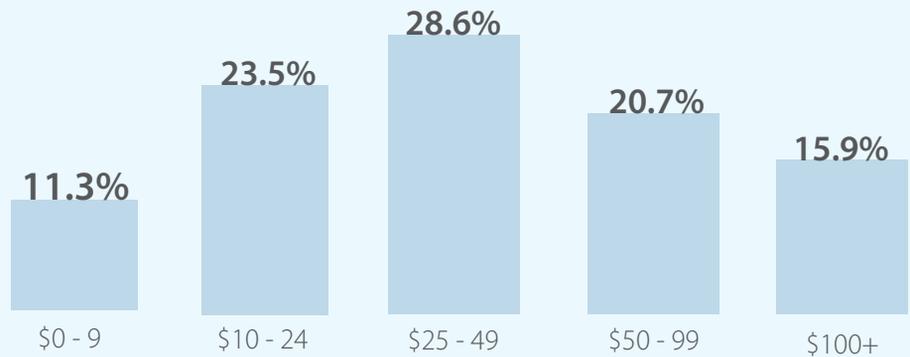


## Accessories

How much readers spent on accessories last year

## Apps

How much readers spent on apps last year



*iPhone Life* influenced purchase decisions

# 71%

71% of our readers have purchased an app or accessory based on seeing an ad in iPhone Life magazine

## In Stores

iPhone Life magazine is sold at newsstands in over 60 countries. U.S distribution includes Walmart, Barnes & Noble, and major airports



## On Apple Newsstand

Our magazine is also sold on Apple newsstand. The app debuted on newsstand as the number two top grossing app, and now has over 350,000 downloads.



## On Zinio Newsstand

Thousands of iOS users are introduced to iPhone Life each month through Zinio's digital newsstand. We are consistently one of the top selling magazines on Zinio, often outselling Macworld, Rolling Stone and Cosmo.



## Two ads for the price of one

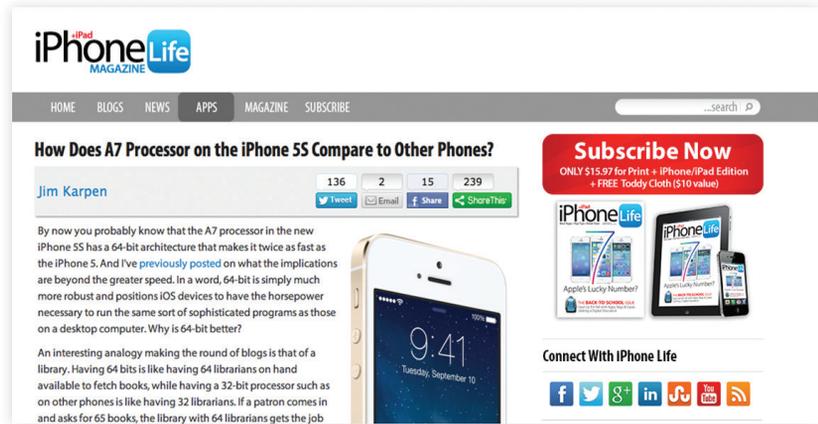
Your ad appears in both the print and digital editions of the magazine. Your ad links are live in the digital version of the magazine. That means readers click on your ads and go straight to your website or app. Also, now you can embed video in your digital ads.

## Subscriptions

iPhone Life also has over 30,000 print and digital subscribers. Print subscribers receive both print and digital versions of the magazine.

## iPhoneLife.com

iPhoneLife.com is the hub of all things iOS. Up to the minute news, apps and gear reviews, how-tos, videos, and more.



Advertising in our newsletters, email blasts, videos, and apps is another great way to reach iOS users. We have several sponsorship options:

### Weekly newsletter

Every week we feature the latest news in the iOS universe and top blogs from iPhoneLife.com and around the web. Each newsletter features a single prominent banner from a sponsor at the top of the page.

Weekly Newsletter Reach: 122,932\*

### Apps & gear daily newsletter

The Apps & Gear Daily Newsletter features the latest apps and gear from vendors around the world. Readers of the Daily Newsletter are very enthusiastic iOS users. Advertisers are featured in the top banner for five days at a time.

Daily Newsletter Reach: 110,075\*

### Dedicated email blast

Dedicated Email Blasts are one of the most effective ways to promote your product to our readers. You get to craft your own HTML email, and we send it out to our opt-in list. These subscribers want to hear about special promotions from our vendors!

Dedicated Email Blast opt-in Reach: 125,145\*

### App and video

Advertisers can now sponsor an issue on the app. Sponsors get to receive a banner on the bottom of the app for the entire two-month period (limited to one sponsor per issue).

Advertisers can also include a video in the digital version of their app.

\*As of December 2013

Editorial Space*	1 Time	3 Times	6 Times
Two Page Spread	\$14,156	\$12,033	\$9,909
Back Cover	\$10,979	\$9,333	\$7,686
Inside Covers	\$9,411	\$7,999	\$6,588
Full Page Premium Position	\$8,628	\$7,334	\$6,039
Full Page	\$7,843	\$6,668	\$5,490
1/2 Page	\$4,745	\$4,033	\$3,322
1/3 Page	\$3,339	\$2,832	\$2,337
1/4 Page	\$2,646	\$2,249	\$1,853

Spotlight (# of Cells)*	1 Time	3 Times	6 Times
Full Page (12 cells)	\$4,286	\$3,643	\$3,000
1/2 Page (6 cells)	\$2,143	\$1,821	\$1,500
1/3 Page (4 cells)	\$1,429	\$1,214	\$1,000
1/4 Page (3 cells)	\$1,071	\$911	\$750

Advertorial*	1 Time	3 Times	6 Times
Premium	\$11,643	\$10,196	\$8,750
Full Page	\$9,643	\$8,196	\$6,750
1/2 Page	\$4,821	\$4,098	\$3,375
1/3 Page	\$3,214	\$2,732	\$2,250
1/6 Page	\$1,607	\$1,366	\$1,125

Digital Rates	1 Time	3 Times	6 Times
Web Banner (100,000 Impressions)	\$1,563	\$1,329	\$1,094
Newsletter Sponsorship	\$1,563	\$1,329	\$1,094
App Sponsorship	\$4,745	\$2,550	\$2,100
Dedicated Email Blast	\$3,000	\$2,550	\$2,100
Embedded Video in Ad	\$1,000	\$850	\$700

\*Your ad appears in both print and digital versions of iPhone life magazine.

DIGITAL ONLY PACKAGE	1 TIME	3 TIMES	6 TIMES
Daily Newsletter	\$1,563	\$1,329	\$1,094
Weekly Newsletter	\$1,563	\$1,329	\$1,094
Email Blast	\$3,000	\$2,550	\$2,100
Web Banner	\$1,563	\$1,329	\$1,094
Subtotal	\$7,689	\$6,536	\$5,382
Discount	15%		
<b>Total</b>	<b>\$6,536</b>	<b>\$5,555</b>	<b>\$4,575</b>

SPOTLIGHT SPECIAL	1 TIME	3 TIMES	6 TIMES
1/2 Page Spotlight	\$2,143	\$1,821	\$1,500
Newsletter	\$1,563	\$1,329	\$1,094
Web Banner	\$1,563	\$1,329	\$1,094
Subtotal	\$5,269	\$4,479	\$3,688
Discount	15%		
<b>Total</b>	<b>\$4,479</b>	<b>\$3,807</b>	<b>\$3,135</b>

SILVER	1 TIME	3 TIMES	6 TIMES
1/2 Page	\$4,745	\$4,033	\$3,322
Newsletter	\$1,563	\$1,329	\$1,094
Web Banner	\$1,563	\$1,329	\$1,094
Subtotal	\$7,871	\$6,690	\$5,510
Discount	15%		
<b>Total</b>	<b>\$6,690</b>	<b>\$5,687</b>	<b>\$4,683</b>

GOLD	1 TIME	3 TIMES	6 TIMES
Full Page	\$7,843	\$6,668	\$5,490
Newsletter	\$1,563	\$1,329	\$1,094
Email Blast	\$3,000	\$2,550	\$2,100
Embedded Video	\$1,000	\$850	\$700
Web Banner	\$1,563	\$1,329	\$1,094
Subtotal	\$14,969	\$12,726	\$10,478
Discount	20%		
<b>Total</b>	<b>\$11,975</b>	<b>\$10,180</b>	<b>\$8,383</b>

PLATINUM	1 TIME	3 TIMES	6 TIMES
Two Page Spread	\$14,156	\$12,033	\$9,909
Dedicated Email Blast	\$3,000	\$2,550	\$2,100
Weekly Newsletter	\$1,563	\$1,329	\$1,094
Daily Newsletter	\$1,563	\$1,329	\$1,094
Embedded Video	\$1,000	\$850	\$700
App	\$4,745	\$4,033	\$3,322
Web Banner	\$1,563	\$1,329	\$1,094
Subtotal	\$27,590	\$23,452	\$19,313
Discount	25%		
<b>Total</b>	<b>\$20,693</b>	<b>\$17,589</b>	<b>\$14,485</b>

<p><b>MARCH/APRIL 2014</b></p> <p><b>PRODUCTIVITY AT WORK</b> <i>Macworld Bonus Distribution</i></p> <p>Materials Deadline: <b>12/30/13</b></p> <p>On-Sale Date: <b>2/5/14</b></p>	<p><b>MAY/JUNE 2014</b></p> <p><b>TRAVEL/SUMMER</b> <i>Apple Product Announcement?</i></p> <p>Materials Deadline: <b>3/3/14</b></p> <p>On-Sale Date: <b>4/9/14</b></p>	<p><b>JULY/AUGUST 2014</b></p> <p><b>HOW-TO GUIDE</b></p> <p>Materials Deadline: <b>5/5/14</b></p> <p>On-Sale Date: <b>6/11/14</b></p>
<p><b>SEPT/OCT 2014</b></p> <p><b>BACK TO SCHOOL</b> <i>CTIA Bonus Distribution</i></p> <p>Materials Deadline: <b>6/30/14</b></p> <p>On-Sale Date: <b>8/6/14</b></p>	<p><b>NOV/DEC 2014</b></p> <p><b>HOLIDAY BUYER'S GUIDE</b> <i>iPhone 6 Announcement</i></p> <p>Materials Deadline: <b>9/1/14</b></p> <p>On-Sale Date: <b>10/8/14</b></p>	<p><b>SPECIAL INTEREST PUBLICATION</b></p> <p><b>IPHONE 6 GUIDE</b></p> <p>Materials Deadline: <b>9/29/14</b></p> <p>On-Sale Date: <b>11/5/14</b></p>
<p><b>JAN/FEB 2015</b></p> <p><b>APPS OF 2014</b> <i>CES Bonus Distribution</i></p> <p>Materials Deadline: <b>10/27/14</b></p> <p>On-Sale Date: <b>12/3/14</b></p>	<p><b>MARCH/APRIL 2015</b></p> <p><b>PRODUCTIVITY/AT WORK</b> <i>Macworld Bonus Distribution</i></p> <p>Materials Deadline: <b>12/29/14</b></p> <p>On-Sale Date: <b>2/4/15</b></p>	<p><b>ANDROID LIFE MAGAZINE</b></p> <p>On-Sale Date <b>Spring: 3/5/14</b></p> <p>On-Sale Date <b>Summer: 7/9/14</b></p> <p>On-Sale Date <b>Fall: 9/7/14</b></p>

"I see something new in every magazine. I read a lot of tech blogs, watch a lot of YouTube tech videos, and don't ever miss much. But every time the latest magazine comes, I'm always seeing something that I had yet to hear about or see."

**Mike M**

"I really love it all. When the magazine hits my mailbox, I grab it and read it cover to cover. How about a weekly or biweekly magazine?!"

**Donna N**

"Here your magazine was well-received by geeks and non-geeks alike."

**Tom S**

"I don't have the time to discover all the new utilities or accessories out there. It's nice to know that I have a magazine I trust that organizes this information for me and presents it in a clear and coherent manner."

**Annette P**

"It helps me keep my Apple products as valuable today as when I first purchased them."

**Ron R**

"I like that your magazine has many different topics to pick from for learning how-tos. You've also introduced me to new products. Every month I learn more about my iPhone. GREAT MAGAZINE!"

**James S**

"I am a single dad and use many of your recommendations to document and share my children's lives with family members who live far away. I also like hearing about how other people are using their phones and iPads in their everyday lives."

**Todd S**

"The magazine is always current, well laid out, and easy to read."

**Dan S**

"It gives you everything you need to be up to speed with the new technology and everything iPhone. iPhone Life magazine doesn't miss a thing from apps to accessories and beyond!"

**Bradley M**

"A real find—I'm hooked!"

**Terry C**

# Contact Us Today



David Averbach  
**Publisher**

641-209-3959

David@iPhoneLife.com



Marge Enright  
**Ad Sales Specialists**

641-209-3965

Marge@iPhoneLife.com



Janet Joyce  
**Ad Sales Specialists**

641-209-3962

Janet@iPhoneLife.com

