

Newsletter Marketing – Email	1 Time	2 Times	4 Times
Dedicated Email Blast Premium Dates	\$3,950	\$3,300	\$2,750
Dedicated Email Blast	\$3,400	\$2,825	\$2,350
Tip of the Day Newsletter Sponsorship	\$2,800	\$2,350	\$1,950
Weekly Newsletter Sponsorship	\$1,050	\$900	\$750
Sponsored Content – Web/Email	1 Time	2 Times	4 Times
Sponsored Web Review + Newsletter (Premium)	\$1,750	\$1,450	\$1,200
Sponsored Newsletter (Premium)	\$1,225	\$1,050	\$850
Sponsored Web & Newsletter (Double)	\$860	\$720	\$600
Sponsored Web & Newsletter (Single)	\$430	\$360	\$300
Editorial – Print/Digital*	1 Time	2 Times	4 Times
Two Page Spread	\$10,250	\$8,200	\$6,900
Back Cover	\$7,925	\$6,600	\$5,500
Inside Covers	\$6,850	\$5,700	\$4,750
Full Page Premium Position	\$6,400	\$5,350	\$4,450
Full Page	\$5,525	\$4,600	\$3,850
1/2 Page	\$3,025	\$2,525	\$2,100
1/3 Page	\$2,375	\$1,975	\$1,650
1/4 Page	\$1,800	\$1,500	\$1,250
Sponsored Content – Print/Digital*	1 Time	2 Times	4 Times
Full Page Premium Position	\$7,125	\$5,940	\$4,950
Full Page	\$6,150	\$5,100	\$4,250
1/2 Page	\$3,850	\$3,216	\$2,680
Sponsored Magazine Review (Premium)	\$1,275	\$1,050	\$875
Sponsored Magazine Review (Double)	N/A	\$425	\$350
Sponsored Magazine Review (Single)	N/A	\$210	\$175
Banners, Podcasts – Web/App/Email	1 Time	2 Times	4 Times
Podcast , Post, and Dedicated Sponsorship	\$2,875	\$2,400	\$2,000
App Sponsorship (Impressions)	\$2,150	\$1,800	\$1,500
Web Banner (100,000 Impressions)	\$1,025	\$850	\$700

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

**EMAIL BLASTS**

(Dedicated & Sponsorships)  
**Run Dates: Tues., Thurs., Sat.**

**WEEKLY DISTRIBUTION**

(Newsletter Placements & Podcasts)  
**Run Dates: Wednesdays**

**DAILY DISTRIBUTION**

(Tip of the Day & Website Placements)  
**Run Dates: 7 Days a Week**

**BI-WEEKLY DISTRIBUTION**

(Free Product Giveaways)  
**Run Dates: Every Other Monday**

**MAGAZINE DISTRIBUTION**

(Print magazine & Digital subscribers in App Stores, Zinio, Press Reader, etc.)

**SPRING  
2016**

**BEST APPS**  
*CES Bonus Distribution*

Materials Deadline:  
**11/2/15**

On-Sale Date:  
**12/9/15**

**SUMMER  
2016**

**HOW-TO GUIDE**  
*Apple Watch*

Materials Deadline:  
**3/7/16**

On-Sale Date:  
**4/13/16**

**FALL  
2016**

**PRODUCTIVITY**  
*iOS10 & WWDC*

Materials Deadline:  
**6/6/16**

On-Sale Date:  
**7/13/16**

**WINTER  
2016**

**BUYERS GUIDE**  
*New Apple Products*

Materials Deadline:  
**9/5/16**

On-Sale Date:  
**10/12/16**

**SPRING  
2017**

**BEST APPS**  
*CES Bonus Distribution*

Materials Deadline:  
**11/28/16**

On-Sale Date:  
**1/4/17**

**SUMMER  
2017**

**HOW-TO GUIDE**  
*Apple Watch*

Materials Deadline:  
**3/6/17**

On-Sale Date:  
**4/12/17**

**FALL  
2017**

**PRODUCTIVITY**  
*iOS11 & WWDC*

Materials Deadline:  
**6/5/17**

On-Sale Date:  
**7/12/17**

**WINTER  
2017**

**BUYERS GUIDE**  
*New Apple Products*

Materials Deadline:  
**9/4/17**

On-Sale Date:  
**10/11/17**