

MISSION STATEMENT:

To be the essential resource in Home Theater, the authoritative source for product reviews, news, and insight for the committed enthusiasts and casual shoppers alike. Readers have responded by making us the largest monthly in the market.



AUDIENCE

FREQUENCY **12x**

CIRCULATION **95,000**

DEMOGRAPHICS

Male/Female **98% / 2%**

Average Age **44.8 yrs.**

25-54 yrs. old **75.4%**

Married **70.9%**

College Educated/Professional **80%**

Average Household Income **\$109,700**

KNOWLEDGE & INFLUENCE

Read ONLY Home Theater Magazine **50%+**

Have found HT to be their leading source of new product information **90%**

Have purchased equipment they have read about in Home Theater **87%**

Recommended or advised someone else on the purchase of a home theater product in the past 12 months **87%**

INVESTMENT & PURCHASING

Average value of their home theater system **\$12,608**

Invested more than \$10,000 in their home theater system **43%**

Plan to upgrade their home theater system within the next 12 months **93.6%**

Amount expected to spend in next 12 months **\$3,243**

Will spend more than \$3,000 in the next 12 months **40%**

Have purchased equipment from a specialty audio/video retailer **90%**

JANUARY

- Wireless Audio Solutions
- Go Retro: DIY Way to Teach an Old House New Tech Tricks! Part 1
- Home Theater Design: Mounts and Lifts Round-Up

FEBRUARY—CES ISSUE

- Special Speaker Issue
- Speaker Category Overview
- Speaker Buyer's Guide with Editors' Top Picks
- Speaker Setup and Configuration How to Articles
- Go Retro: DIY Way to Teach an Old House New Tricks! Part 2

MARCH

- Front Projection Issue
- Front Projector Round-Up- Three 1080p Front Projectors
- Projector's Buyer's Guide with Category Overview
- Comprehensive New Product Listing Charts and Editors' Top Picks
- Match Made in Heaven: Pairing Screens and Projectors

APRIL

- Best of Blu-ray: The Top 100 Discs
- BD Player Round-Up Review: Networking Players
- Remote Possibilities: Take Control Remote Round-Up
- Home Theater Design: AV Racks Focus, In-Depth Round-Up

MAY

- HDTV Flat Panel Face-Off: The Best of the Best Between 50" and 60"
- Ascending New Heights: Focus on Height Enhanced Surround
- Home Theater Design: Taking Control with New Automation Ecosystems

JUNE

- Look Ma- No Discs: High-Def Video shootout with Vudu, AppleTV and Netflix and more
- Home Theater Design: Light Up Your Life with Wireless Lighting Overview and Wireless Lighting (Hands-On Feature)

JULY

- Summer Gift Guide: 50 Great Gift Ideas for *Home Theater* readers
- Big Bada Boom: The Great Subwoofer Shootout
- Home Theater Design: Outdoor Gear Round-Up

AUGUST

- AV Receiver Issue
- New AVR Reviews
- AVR Buyer's Guide: Category Overview, Comprehensive New Product Listing
- Charts and Editors' Top Picks
- Comprehensive How To's on Connecting and Configuring Your AVR

SEPTEMBER

- HDTV Face Off: Just in Time for Football, The Best 40"- 42" Flat Panels Go Head to Head
- Media Server Special: Category Overview, New Reviews and More
- Wireless HDMI: Ready for Prime Time?
- Home Theater Design: Seating and Furniture Round-Up

OCTOBER—CEDIA ISSUE

- Focus on Separates- The Heart of the High-End Home Theater?
- Separates Buyer's Guide: Category Overview, Comprehensive New Product Listing Charts and Editors' Top Picks
- Top Pick of the Year- HT's version of the Oscars, Our Editors Pick the Best Gear of the Year
- Home Theater Design: Do or DIY, Acoustic Room Treatments, Part 1

NOVEMBER

- Flat Panel HDTV Buyer's Guide: Category Overview, Comprehensive New Product Listing Charts and Editors' Top Picks
- New HDTV Reviews
- Buyer's Guide - Skinny Sexy Speakers to Match your Flat Panel TV HDTV
- Home Theater Design: Do or DIY, Acoustic Room Treatments, Part 2

DECEMBER

- Blu-ray Special Issue
- Blu-ray Player Buyer's Guide: Category Overview, Comprehensive New Product Listing Charts and Editors' Top Picks
- New Blu-ray Player Reviews
- Top 100 gift ideas for *Home Theater* readers.
- Broadcast HDTV - Are you getting the best HD picture quality?
- Home Theater Design: Acoustic Treatments Product Round-Up

2010 PRODUCTION SCHEDULE

| | AD CLOSE | MATERIAL DUE | ONSALE |
|---------------------|-----------------|---------------------|---------------|
| JANUARY | 10/28/09 | 10/30/09 | 12/15/09 |
| FEBRUARY | 11/24/09 | 11/30/09 | 1/12/10 |
| MARCH | 12/21/09 | 12/23/09 | 2/09/10 |
| APRIL | 1/20/10 | 1/22/10 | 3/09/10 |
| MAY | 2/25/10 | 3/01/10 | 4/13/10 |
| JUNE | 3/25/10 | 3/29/10 | 5/11/10 |
| JULY | 4/21/10 | 4/23/10 | 6/08/10 |
| AUGUST | 5/18/10 | 5/20/10 | 7/06/10 |
| SEPTEMBER | 6/23/10 | 6/25/10 | 8/10/10 |
| OCTOBER | 7/29/10 | 8/02/10 | 9/14/10 |
| NOVEMBER | 9/02/10 | 9/06/10 | 10/19/10 |
| DECEMBER | 9/29/10 | 10/01/10 | 11/16/10 |
| HT BG | 10/07/10 | 10/11/10 | 11/30/10 |
| JANUARY 2011 | 10/27/10 | 10/29/10 | 12/14/10 |

AD MATERIAL SPECIFICATIONS

| | WIDTH | HEIGHT |
|----------------------------------|--------------|---------------|
| 2 Page Spread/Bleed | 16-1/2" | 11-1/8" |
| Trims to: | 16-1/4" | 10-7/8" |
| Non-Bleed (Live Area) | 15-1/4" | 10" |
| Full Page/Bleed | 8-3/8" | 11-1/8" |
| Trims to: | 8-1/8" | 10-7/8" |
| Non-Bleed | 7-1/4" | 10" |
| 1/2 Page Horizontal Spread/Bleed | 16-1/2" | 5-3/8" |
| Trims to: | 16-1/4" | 5-1/8" |
| Non-Bleed | 15-1/4" | 4-5/8" |
| 2/3 Page/Vertical/Bleed | 5-3/8" | 11-1/8" |
| Trims to: | 5-1/8" | 10-7/8" |
| Non-Bleed | 4-3/4" | 9-7/8" |
| 1/2 Page/Horizontal Bleed | 8-3/8" | 5-1/4" |
| Trims to: | 8-1/8" | 5-1/8" |
| Non-Bleed | 7-1/8" | 4-5/8" |
| 1/2 Page/Vertical/Bleed | 4-5/16" | 11-1/8" |
| Trims to: | 4-1/16" | 10-7/8" |
| Non-Bleed | 3-1/2" | 10" |
| 1/2 Page/Island/Non-Bleed* | 4" | 7" |
| 1/3 Page/Vertical/Bleed | 2-3/4" | 11-1/8" |
| Trims to: | 2-1/2" | 10-7/8" |
| Non-Bleed | 2-1/4" | 9-7/8" |
| 1/3 Page/Square* | 4-7/8" | 4-5/8" |
| 1/4 Page/Square | 3-1/2" | 4-5/8" |
| 1/6 Page Vertical/Non-Bleed* | 2-1/4" | 4-5/8" |
| 1/12 Page Vertical/Non-Bleed* | 2-1/4" | 2-1/8" |

*bleed not available

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 8-1/8" X 10-7/8". Printed web offset and perfect bound. Four color process. No PMS colors. Line Screen: 133

AD MATERIAL REQUIREMENTS

FILE TYPE:

PREFERRED: PDF/X-1a

ACCEPTED: Illustrator 8.0 + EPS, Photoshop 6.0 + EPS, TIFF/IT-P1

If a hi-res pdf file is supplied along with any other file type and nothing is specified, we will use the pdf file.

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

COLOR AND 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***

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

HOME THEATER

Attn: Sherrie Corsun

831 S. Douglas Street

El Segundo, CA 90245

Phone: 310-531-9875

Fax: 310-531-9372

**VIA EMAIL

Acceptable only with prior approval of Sherrie Corsun.

Send to: 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.

*VIA CD

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

***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.

HOME THEATER LOG-ON CREDENTIALS:

Host: <ftp://ftpwest.sourceinterlink.com> User ID: hometheater

Password: dvdplay3r Directory: (Leave this field blank)

Advertisers who wish to include quotes from Home Theater in their ads must receive prior approval. Please contact the editorial office at (310) 531-5080.

GENERAL PRINTING SPECIFICATIONS

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

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

GROSS RATES

| 4/COLOR | 1X | 3X | 6X | 9X | 12X |
|-----------------|-----------|-----------|-----------|-----------|------------|
| Page | 21,695 | 19,530 | 18,460 | 17,360 | 16,290 |
| 2/3 page | 16,270 | 14,645 | 13,830 | 13,020 | 12,210 |
| 1/2 page | 13,020 | 11,720 | 11,075 | 10,415 | 9,765 |
| 1/3 page | 8,680 | 7,810 | 7,380 | 6,945 | 6,510 |

BLACK & WHITE

| | | | | | |
|-----------------|--------|--------|--------|--------|--------|
| Page | 17,135 | 15,435 | 14,560 | 13,710 | 12,855 |
| 2/3 page | 12,855 | 11,570 | 10,925 | 10,280 | 9,650 |
| 1/2 page | 10,280 | 9,255 | 8,740 | 8,220 | 7,710 |
| 1/3 page | 6,860 | 6,170 | 5,830 | 5,490 | 5,140 |

PREMIUM POSITIONS

| | |
|------------------------|-----|
| Cover 3 | 10% |
| Cover 2/ page 1 | 15% |
| Cover 4 | 20% |

SALES 212-915-4160**PRODUCTION: 310-531-9875**