

## FIRST FOR APPLE NEWS, REVIEWS AND KNOW-HOW EVERY FORTNIGHT

### Mission Statement

"As the best-resourced, most frequently published Mac magazine in the UK, MacUser provides readers with authoritative buying advice, world exclusive reviews, breaking news and practical features that help them maximise the potential of their purchases."

Nik Rawlinson, Editor

### The Magazine

For 22 years MacUser has dominated the Macintosh publishing sector and is now the longest-standing Apple title in the UK. Its unique fortnightly frequency allows MacUser to be first to market with the latest, and frequently exclusive, news and reviews.

The magazine boasts the most experienced editorial team in the UK market, and its rigorous approach to product testing ensures the highest quality Mac product reviews available anywhere in the UK. Combining the classic values of award-winning editorial with the explosive work of cutting-edge designers, MacUser educates its readers to make the right buying decisions and inspires them to stretch their knowledge and enjoyment of Mac computing.

- Sell more copies in a month than any other Mac title in the UK\*
- 100% UK based editorial
- Longest established and most experienced Mac title in the UK
- Highest percentage of ABC1 readers – beating any other IT title in the entire market\*\*
- Highest number of IT decision makers in the UK IT marketplace~
- Only award winning Mac title in the UK
- Highest level of editorial calibre (most UK first reviews)
- Most influential title – competitive titles repeatedly imitate MacUser's leading designs

Sources: \*ABC Jan-Dec 2006

\*\*NRS Extra ~IPSONS Banner Survey

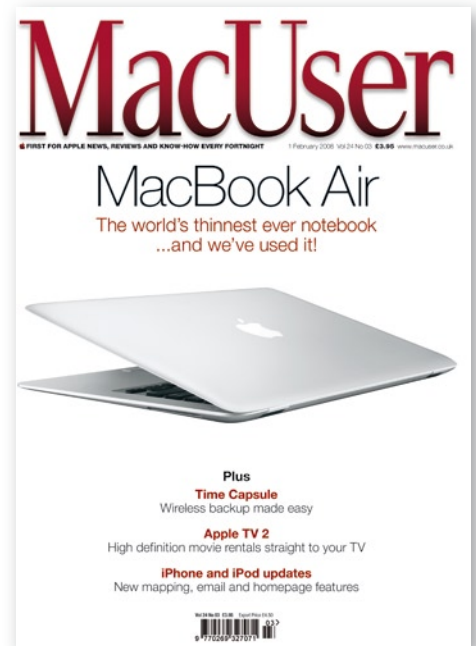
### The Reader

MacUser readers work in education, media, graphics, design, publishing, video and photography sectors. 94% of readers are ABC1, beating any other IT title in the entire market. The vast majority of MacUser readers are involved in the purchasing and specifying of products as well as passing on recommendations and advice. MacUser is uniquely positioned to place advertisers in direct contact with the most affluent and responsive Mac consumers in the UK. 70% of MacUser readers have purchased from an advertiser\* making it an ideal place for companies to advertise their offering.

\* Purchase Intention Survey, 2007

### A Unique Advertising Opportunity

MacUser is uniquely positioned to place advertisers in direct contact with the most affluent and responsive set of Mac consumers in the UK. A staggering 70% of MacUser readers have purchased from an advertiser featured in MacUser (Purchase Intention Survey, 2007), and with over 11,300 subscribers every fortnight there is simply no better place to build brands and sell products than MacUser.



## LOOSE INSERTS

PRINT RUN	25,000
SUBS	13,000
COST PER '000	£80
MINIMUM VOLUME	10,000
AGENCY DISCOUNT	10%

## LIST RENTAL

POSTAL VOLUMES	7,700 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	20,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

## INSERT SPEC

MAXIMUM SIZE	277mm head to foot x 190mm spine to fore-edge
MINIMUM SIZE	160mm head to foot x 105mm spine to fore-edge
MAXIMUM NO. OF PAGES	32 pages loose inserts over 10 pages, a sample is essential
MAXIMUM WEIGHT	32 pages on 45gm <sup>2</sup> stock
MINIMUM WEIGHT	2 pages on 100gm <sup>2</sup> stock

## RESEARCH

QUESTIONNAIRE DESIGN (INCLUDING BRIEFING MEETING)	£2,250
UPLOADING THE SURVEY ONLINE	£250
MARKETING THE SURVEY (VIA SOLUS EMAIL, NEWSLETTER OR WEBSITE)	£500
DATA ANALYSIS, CROSS TABULATION (INCLUDES FULL ACCESS TO DATA TABULATIONS AND OPEN ENDED COMMENTS)	£2,000
TOTAL COST OF RESEARCH	£5,000
LIST RENTAL	£250 per '000
FURTHER ANALYSIS AND REPORTING (POWERPOINT)	£1,000
<b>Costs do not include:</b> Respondent incentives, personal details of the respondents and/or VAT	

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