

Beckett. Guide to Phone Apps



media kit
2011

why **Guide to** **Phone Apps?**

Guide to Phone Apps is the magazine that offers expert advice, suggestions and information on the newest and hottest apps and accessories for iPhone, Android, BlackBerry and Windows smartphones. Plus, the magazine has now expanded to include more coverage on iPad, tablets and eReaders.

You'll get exclusive interviews with top developers in the field, tips and tricks, new product reviews, and a closer look at some of today's breakthrough gadgets and technologies.

Every issue of *Guide to Phone Apps* is also chock full of app features, columns, hot lists and helpful tips on improving the quality of your life.

In addition to the excellent editorial coverage, the magazine is also published by one of the most trusted publishers in the world today, Beckett Media.



Guide to Phone Apps

readership

who is the reader

Our readers range from all ages and walks of life. From the teenagers who love to text, play games and tweet to adults who want those apps and accessories to help them with their daily activities.

Guide to Phone Apps is on a mission to improve the lives of its readers, one issue at a time. In doing so, our readers are enjoying the coverage we provide and are passing the magazine's advice and info to their friends and family members.

The pass-along readership numbers are tremendous, and they keep on growing. Any company that's mentioned or referred to in the publication is thought of very highly by our readers.





basic demographics

Delivering the most attractive reader

Guide to Phone Apps

NEWSSTAND DEMOGRAPHICS

% MALE	55%
% FEMALE	45%
AGE RANGE	12 - 60
MEDIAN AGE	31
MEDIAN INCOME	75 - 90K
% THAT OWN A SMARTPHONE	91.4%
% THAT OWN AN IPAD/TABLET	18% AND GROWING RAPIDLY
READERSHIP	111,085



- Average reader spends \$100 or more a month on electronics, accessories and apps.
- *Guide to Phone Apps* reaches consumers at Wal-Mart, Target, airport-based locations, grocery stores, Barnes & Noble, Borders Bookstores as well as many other electronic and specialty shops.

Beckett Distribution



editor bio

Doug Kale

Editorial Director
Guide to Phone Apps



Doug Kale has been involved in the editing, marketing and production of both print and online publishing for 20 years. His experience in the gaming world (console, online and mobile), has been an asset to the launch of *Guide to Phone Apps* magazine. He has successfully launched more than 35 major newsstand publications and websites that include: *Massive Online Gamer*, *Terminator 3: The Official Movie Magazine*, *The Official Neopets Magazine*, *Sports Card Trader*, and the *Ultimate Guide to World of Warcraft*.

Doug is also the director of Beckett's entertainment division's websites and social networking pages for Facebook, YouTube, LinkedIn and Twitter. He currently uses an iPhone, which he notes is his favorite piece of technology that he's ever owned.

You can also find him playing the Words with Friends app. His screen name *v1tamind*.



What's Inside

Guide to Phone Apps

Every issue of *Guide to Phone Apps* includes all of the hottest apps for iPhone, Android, BlackBerry, iPad and others. It also follows the trends in the tablet and eReader markets as well as the latest and greatest in cool gadgets.

The editorial is fun and easy to read and targets all of the right demographics. Here's a quick breakdown of what's inside each issue.

BlackBerry Apps 5%

Windows Phone 7 5%

Facebook Apps 5%

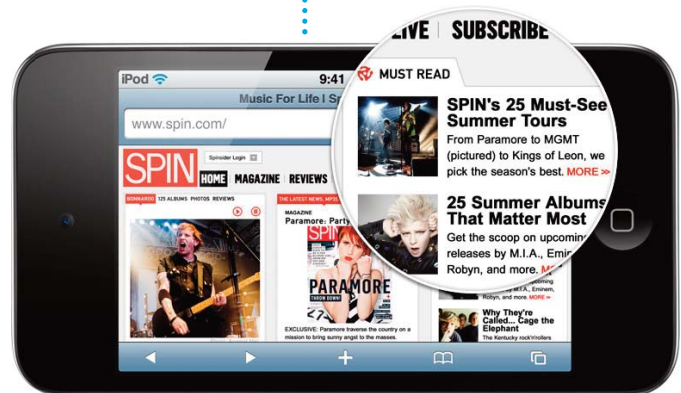
Android Apps 25%

iPhone Apps 25%

iPad/Tablets 15%

Accessories 10%

Special Features/Depts 10%

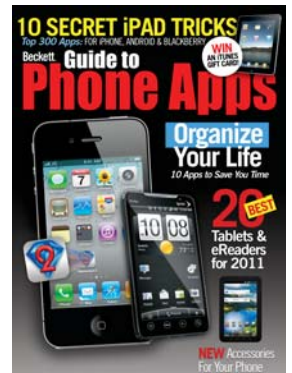


2011 editorial Calendar



IN EVERY ISSUE YOU WILL FIND:

- iPhone App Reviews
- Android App Reviews
- BlackBerry App Reviews
- iPad App Reviews
- Trends in Facebook Apps
- The Latest and Greatest in Accessories
- Exclusive Interviews with Top App Developers
- What's New in Electronic Gadgets
- Tips & Tricks for Your Smartphone or Tablet
- Wacky News and Fun Facts on Smartphones



Spring 2011 Issue (#5)

On sale date is January 18, 2011

Summer 2011 Issue (#6)

On sale date is April 26, 2011

Fall 2011 Issue (#7)

On sale date is July 26, 2011

Winter 2011 Issue (#8)

On sale date is October 25, 2011



What People Are Saying About **Guide to Phone Apps**

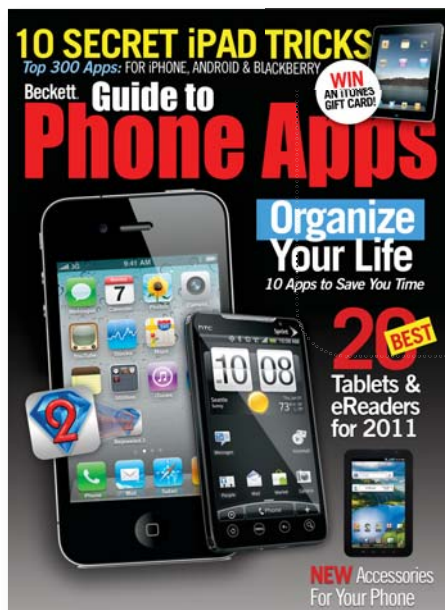
"We work with Bill Dumas who is very informative and recommends titles that make sense for the client. Bill is efficient and follows up on a regular basis. We're very pleased with Beckett." – *Larry Schulz @ Media Direct Inc (iHome/SDI Technologies)*

Love this mag! I have re-read it multiple times. It's a great reference guide! BRAVO! – *John Hartigan @ Mobile Cloth*

"I've advertised with Beckett Media numerous times over the last decade. The quality of their product and professional sales and editorial staff have always impressed me. Print campaigns are tough to quantify in the world of software and I feel that the results achieved from advertising with Beckett Media are solid." – *Jeff Musa @ One Moxie*

"Keep up the great work!" – *Daniel Ramos, Guide to Phone Apps reader*

"I first found Guide to Phone Apps at the airport and I'm glad I did. This magazine rocks! Jam packed with info about the apps I love and the developers that make them. Other magazines usually dedicate a page or two to apps, this whole magazine is about them." – *Erik Groset @ Digital Group Audio*



Guide to Phone Apps

display rates

Four-Color

	1x	4x
Full page	\$3200	\$2200
1/2	1610	1085
1/4	790	575
1/8	500	380
1/12	295	195
2 pg spread	6175	5390
Cover 2	4875	4475
Cover 3	4350	3950
Cover 4	5575	4950

- Sponsorships, inserts, contest sponsorships and pricing are available upon request.



due dates

Cover Date	space	material due	on sale date
Spring 2011	12/02/10	12/9/10	1/18/11
Summer 2011	2/17/11	3/10/11	4/26/11
Fall 2011	6/9/11	6/16/11	7/26/11
Winter 2011	9/8/11	9/15/11	10/25/11

contacts:

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and service providers.

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Doug Kale

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Content for all smartphones, tablets, eReaders,
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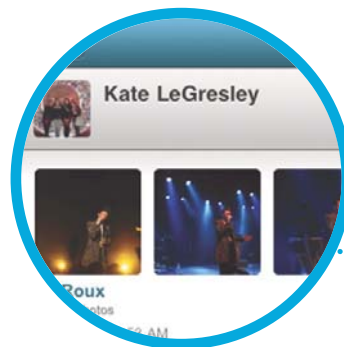
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Management of ad materials.

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digital advertising specifications

Software Supported

Beckett can accept electronic files created in Quark Xpress up to 7.3, Adobe Illustrator and Photoshop up to CS3. All jobs must be supplied with all fonts resident in the files, including fonts embedded or used with EPS files. All images (logos, photos and associated artwork) must be included. Beckett supports the Adobe Type Library. Any non-Adobe fonts must be provided by the client. Beckett needs a copy of the screen and printer font for each font used. These fonts will be treated as support material for the client's job, and will be deleted when the job is completed.

Media Supported

Beckett accepts files delivered by email, ftp site (contact your customer service representative for more info) or by CD/DVD. Beckett will not be held responsible or assume liability for any damages to, or loss of disc, data or information. Customer agrees not to supply original discs or materials. Upon request discs will be returned if a self-addressed stamped mailer is included.

Proof

A press-ready color proof must be included for color jobs, laser proofs however are acceptable. A proof must be supplied for each file at 100% of size. If no proof is furnished by the customer, Beckett will not be held responsible for ads printed incorrectly.

Digital Images

Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded

Required file formats:

Color files must be CMYK at a resolution of 300 dpi

Black and white files must be grayscale at a resolution of 266 dpi

Beckett will analyze all digital files. Files that require more than 15 minutes to process, due to complexity or improper structure will be held for client approval. The client will be given the option to replace the file or pay additional charges for Beckett to process the job.

ad sizes and specifications

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 8" x 10.875"

Material Requirements

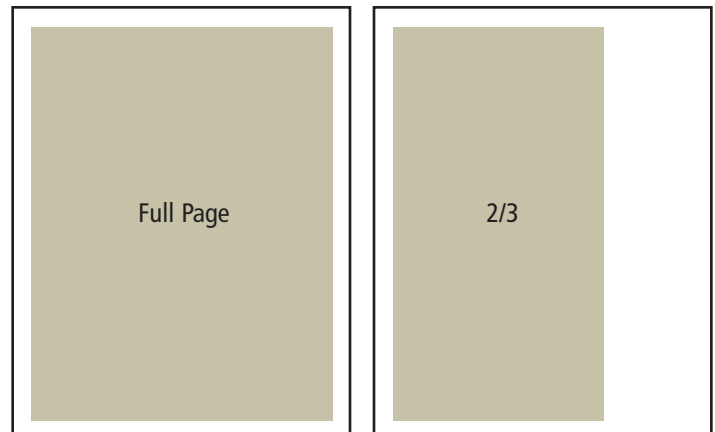
- Digital Files (Please see "Digital Advertising Specifications")
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. Beckett will supply a price quote based on the amount of work necessary to complete the ad, for authorization. Alteration and correction request to the finished product will be billed to the advertiser. Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy, and ad material before the ad material due date.

Final Trim: 8" x 10.875"

Standard Units	Width & Depth
Full page (live)	7.125" x 10"*
2/3 page (2 columns)	4.625" x 10"
1/2 page (3 columns)	7.125" x 4.875"
1/2 page (2 columns)	4.625" x 7.5"
1/3 page (2 columns)	4.625" x 4.875"
1/3 page (1 column)	2.25" x 10"
1/4 page (2 columns)	3.625" x 4.75"
1/6 page (1column)	2.25" x 4.875"
1/6 page (2 columns)	4.625" x 2.375"
1/12 page (1 column)	2.25" x 2.375"

*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.



Magazine Trim Size:

8" x 10.875" deep

Full Page Bleed (all 4 sides):

8.25" x 11.125" deep

Non-bleed Spread:

15.125" x 10" deep

Full Bleed Spread

(all 4 sides):

16.125" x 11.125"

(keep live matter centered to 15.125" x 10")

