

# Beckett's **Apps** Guide to Phone



media kit  
2013

# why Beckett's **Guide to Phone Apps?** We Cover All Apps for All Devices!

**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.



# Beckett's **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



| 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



**MOBILE GAMING GUIDE:**  
30+ GAMES AND GEAR TO TAKE ON THE GO

Beckett's **Apps**

EDITOR'S CHOICE:  
**6 SUPER SMARTPHONES**

- MOTOROLA DROID RAZR MAXX
- SONY XPERIA ION
- LG SPECTRUM
- SAMSUNG GALAXY NEXUS
- MOTOROLA DROID 4
- NOKIA LUMIA 900

**TURBO CHARGE YOUR PHONE:**

- PERSONALIZE IT
- WATCH TV ON IT
- BLOCK ANNOYING CALLS
- BOOST YOUR PRIVACY
- AND MORE...

**SPRING APP SPECTACULAR**

- SPRING CLEANING
- SPORTS
- GARDENING
- GOING GREEN
- ORGANIZING
- AND MORE!

**120 BEST FREE APPS**

How Smart Smartphone Users Save Money With QR Codes

Beckett's **Guide to Phone Apps**

Google play << **WATCH OUT iTUNES!**  
THE ANDROID USER'S GUIDE TO GOOGLE PLAY

Beckett's **Apps**

**APPSTRAVAGANZA!**

**230+ APPS REVIEWED**

**EDITOR'S CHOICE AWARDS:**  
THE TOUGHEST MOBILE DEVICES ON THE MARKET >>>>

**IN OUR ULTIMATE REFERENCE GUIDE**

**BEST OF APPS:**

- WEATHER ANY STORM
- STUCK IN LINE?
- HOME DECOR & RENOVATION
- MAKE THE GRADES

**MOBILE DEVICE TROUBLESHOOTER**  
EASY ANSWERS TO YOUR PESKIEST PROBLEMS

**10 BEST APPS FOR FALL FUN ... & FOOTBALL!**

**TURN YOUR PHONE INTO A MOBILE HOTSPOT**  
EASY STEPS FOR EACH OS

**TABLET BUYER'S GUIDE**  
IS THE NEW IPAD WORTH IT?

# What's Inside

## Beckett's **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%

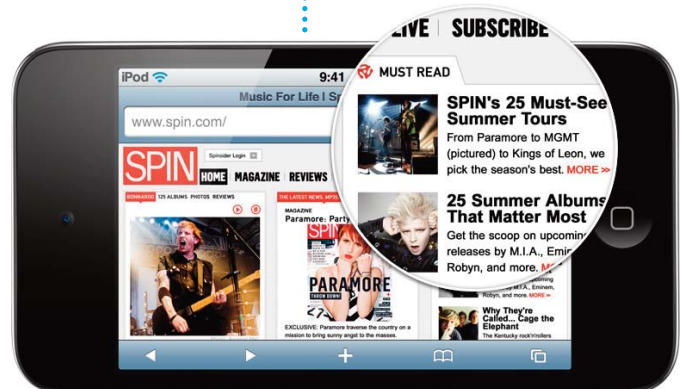
Android Apps 25%

iPhone Apps 25%

iPad/Tablets 15%

Accessories 10%

Special Features/Depts 10%



# 2013 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 2013 issue

Ad close is Nov 29  
On sale date of January 15

### Summer 2013 issue

Ad close is Feb 20  
On sale date of April 16

### Fall 2013 issue

Ad close is May 15  
On sale date of July 9

### Winter 2013 issue

Ad close is Aug 7  
On sale date of October 1

# contacts:

## Gabe Frimmel

Advertising Sales Director

OFFICE: 714-200-1930

E-MAIL: GFrimmel@Beckett.com

## Eric Gomez

Ad Traffic manager

OFFICE: 714-200-1938

E-MAIL: EGomez@Beckett.com

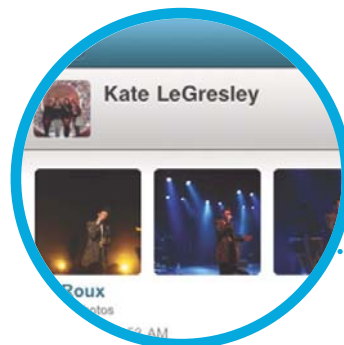
## Beckett Media

22840 Savi Ranch Parkway Suite 200

Yorba Linda, California 92887

Ph: 800 332 3330 ext 1930

Fax 800 249 7761



# Beckett's Guide to Phone Apps

## display rates

Four-Color

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

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



## due dates

| Cover Date         | space           | material due   | on sale date    |
|--------------------|-----------------|----------------|-----------------|
| <b>Spring 2013</b> | <b>11/29/12</b> | <b>12/7/12</b> | <b>1/15/13</b>  |
| <b>Summer 2013</b> | <b>2/20/13</b>  | <b>2/27/13</b> | <b>4/16/13</b>  |
| <b>Fall 2013</b>   | <b>5/15/13</b>  | <b>5/22/13</b> | <b>7/9/13</b>   |
| <b>Winter 2013</b> | <b>8/07/13</b>  | <b>8/15/13</b> | <b>10/01/13</b> |

# ad sizes and specifications

## Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 8" x 10.75"

## 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 10.75"

| Standard Units        | Width & Depth                |
|-----------------------|------------------------------|
| Full page (live)      | 7" x 10"*                    |
| Full page (Bleed)     | 8.25" x 11" (.125 all sides) |
| 1/2 page (Horizontal) | 7" x 4.875"                  |
| 1/2 page (Vertical)   | 3.375" x 10"                 |
| 11/3 page (Vertical)  | 2.25" x 10"                  |
| 1/4 page (2 columns)  | 3.375" x 4.875"              |
| 1/8 page (1 column)   | 3.375" x 2.375"              |
| 1/16 page (1 column)  | 1.625" x 2.375"              |
| Business Card Mag     | 2.5" x 1.25"                 |
| Business Card Book    | 3.687" x 1.875"              |
| Promo Card Insert Ad  | 4.125" x 8.5"                |

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

## Magazine Trim Size:

8" x 10.75" deep

## Full Page Bleed (all 4 sides):

8.25" x 11" deep

## Non-bleed Spread:

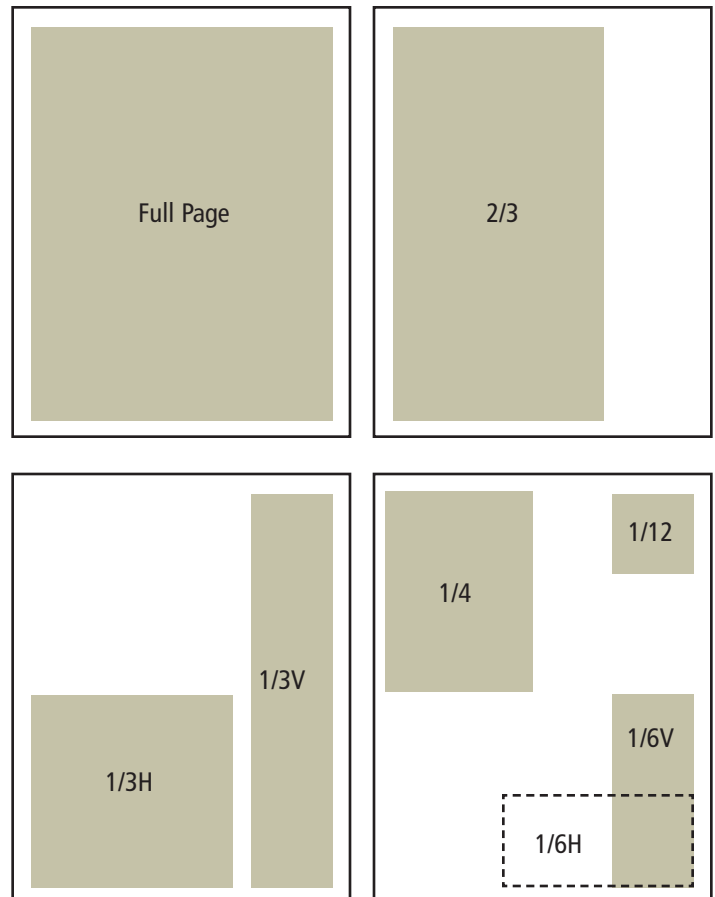
16" x 10.75" deep

## Full Bleed Spread

(all 4 sides):

16.25" x 11"

(Allow .25" for content in gutter)



# 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.