



2009 Media Kit

XLR8R Who We Are



Accelerating Music and Culture. That's the creed that drives the people and content that shape *XLR8R* (pronounced "accelerator"). With our **print magazine**, **website**, **INCITE CD**, and **XLR8R TV** show, *XLR8R* focuses on emerging trends in music, style, and technology. Our editorial is designed to break new artists and challenge cultural paradigms. Our design, an open forum for new discoveries in photography and illustration, has been hailed as some of the most advanced in the magazine world. *XLR8R* constantly strives to challenge its readers and provide a unique and inspiring experience. We have the ability to integrate the editorial of the magazine with our special events and creative marketing projects with such clients as Adidas, Converse, Ray-Ban, Rockstar Games, Scion, and Gamespot, among others. *XLR8R* is distributed internationally and is marketed at forward-thinking events around the world.

XLR8R primarily targets the early adopters, those who unearth aspects of music and culture that eventually become mainstream. These consumers want a magazine that educates and informs—and we deliver. *XLR8R* has spent the last fourteen years dedicated to showcasing emerging music and lifestyle trends.

XLR8R unearths the trends of tomorrow for today's hungry reader. Our editorial coverage emphasizes four areas of the modern lifestyle:

Music: *XLR8R* covers new music of every genre. Our editorial features interviews, photo shoots, previews, and reviews from a pantheon of international artists.

Fashion: Addressing the lifestyle behind the music, our style features take a unique approach. *XLR8R* reveals the trends as they emerge and the influences behind fashion.

Technology: *XLR8R*'s music-technology and consumer-electronics reviews present innovative products with lively editorial that appeals to novices and music professionals alike.

Design: The graphic design of *XLR8R* is revered worldwide for its groundbreaking photography and illustration. *XLR8R* features exclusive guest designers and showcases up-and-coming illustrators, photographers, and designers in our Vis-Ed section.

Our advertisers include

2K Games/2K Sports
Absolut
Activision
Adidas
American Apparel
Asics/Onitsuka Tiger
AT&T
AXE/Unilever
Best Buy
Burton
Capitol Records
Cartoon Network

Comedy Central
Converse
Dewar's White Label
Diesel/55DSL
Foot Locker
Footaction
Ford Motor Company
Griffin Technology
Interscope
Jim Beam
Konami
Korg

Le Tigre
Mackie
M-Audio
Microsoft
MINI
Motorola
Mountain Dew
Native Instruments
New Era Cap
Nike
Numark Industries
PF Flyers

Pioneer Electronics
Puma
Rane
Ray-Ban
Reebok
Rockstar Games
Roland
Samsung
SanDisk
Scion
Stanton Magnetics
Swatch

T-Mobile
The Truth
Triple Five Soul
Turntable Lab
Ubisoft
UMG
V-Tech
Verizon Wireless
Vans
Virgin Records
Volkswagen
Warner Brothers

XLR8R is printed on 100% recycled fiber EcoMatte Plus and Reincarnation Matte papers, which are manufactured with electricity offset by Green-E certified

energy certificates. The recycled paper stock boasts smoother texture and is noticeably more opaque, allowing for brilliant color and minute detail. *XLR8R* is

the first music magazine worldwide, and one of just a handful of publications in America, to make such a bold commitment to preserving the environment.



XLR8R Readership Profile

XLR8R is an ideal medium to reach a burgeoning community of urban trendsetters. *XLR8R* readers are the “early adopter” segment within the 18-34 demographic, which is invaluable to successful market penetration. Furthermore, *XLR8R* focuses on new styles of music and the culture that surrounds it. Our readers consist largely of music lovers, club-goers,

artists, and industry professionals. The following statistics are based on results from *XLR8R* reader polls compiled from print and online surveys conducted during the second quarter of 2008. More specific demographics are available upon request.

Interests

GENDER/AGE

Male	71%
Female	29%
Average Age	25
Median Age	26
under 18	1%
18-20 years	6%
21-25	42%
26-30	33%
31+	18%

GEOGRAPHIC LOCATION

US: East Coast	35%
US: West Coast	37%
US: Central	17%
Canada	4%
United Kingdom	2%
Other	5%

EDUCATION

Some College	41%
College Grad	49%
Grad School	10%

INTERESTS/IDENTITIES

Club/Bar Goer	93%
DJ	62%
Tech Enthusiast	62%
Style Connoisseur	48%
Videogamer	53%
Music Producer	42%
Skater	25%
College Student	23%
Mac User	52%
PC User	59%

Spending

PERSONAL INCOME

\$15,000-\$25,000	15%
\$25,000-\$40,000	36%
\$40,000-\$70,000	38%
\$70,000+	11%
Median HHI	\$72,500

ONLINE PROFILE

Average Spend	\$120/month
Buy Online	97%
1-10 hrs/week	27%
11-19 hrs/week	32%
20+ hrs/week	41%

PRODUCT OWNERSHIP

Cell Phone	99%
Home Computer	96%
Digital Camera	86%
DVD Player	83%
Gaming Console	79%
MP3 Player	77%
Car	68%
Turntables	63%
Home Studio	43%

MONTHLY SPENDING:	\$50-	\$50-149	\$150-249	\$250+
Music	25%	51%	19%	5%
Consumer Electronics	8%	59%	27%	6%
Videogames	14%	75%	9%	2%
Movies	51%	43%	6%	0%
Clothing	26%	52%	17%	5%

Circulation and Distribution

XLR8R Magazine's newsstand distribution is managed by Curtis Circulation, which controls over 45% of America's newsstand volume. *XLR8R* is available at such chains as Barnes & Noble, Borders, Virgin Megastore, Blockbuster Music, B. Dalton Booksellers, Folletts, Hudson News, and Universal News. *XLR8R* also targets specialty apparel and shoe boutiques, record shops, and independent newsstands through our controlled circulation and direct sales programs. *XLR8R*'s global distribution and international subscriptions reach 38 countries, with Canada, the United Kingdom, Germany, Australia, Japan, and Brazil being our leading markets outside of the United States.

Domestic Newsstand	57,600 (60%)
International Newsstand	6,720 (7%)
Domestic Subscription	18,240 (19%)
International Subscription	960 (1%)
Controlled Circulation	12,480 (13%)
Guaranteed Ratebase	96,000
Readers Per Copy	5
READERSHIP	480,000

HLRB Advertising Schedule & Rates

Advertising Schedule

ISSUE	RESERVATIONS	ARTWORK DUE	ON SALE
124 - January/February 2009 (Winter Double Issue/NAMM/CES)	November 26, 2008	December 4, 2008	January 13, 2009
125 - March 2009 (Spring Style Issue/MAGIC/Project/Pool/United)	January 9, 2009	January 15, 2009	February 24, 2009
126 - April 2009 (SXSW/WMC)	February 6, 2009	February 12, 2009	March 24, 2009
127 - May 2009 (16-Year Anniversary/Mutek/DEMF)	March 13, 2009	March 19, 2009	April 28, 2009
128 - June/July 2009 (Summer Double Issue/SONAR/Bonnaroo)	April 24, 2009	April 30, 2009	June 9, 2009
129 - August 2009 (Labels We Love Issue/Lollapalooza)	June 5, 2009	June 11, 2009	July 21, 2009
130 - September 2009 (Fall Style Issue/MAGIC/Pool/Project)	July 10, 2009	July 16, 2009	August 25, 2009
131 - October 2009 (City Guide/CMJ/Back to School)	August 7, 2009	August 12, 2009	September 22, 2009
132 - November 2009 (Music Technology Special)	September 11, 2009	September 17, 2009	October 27, 2009
133 - December 2009 (Holiday Special/Best of 2009)	October 9, 2009	October 15, 2009	November 24, 2009

Net Advertising Rates*

BACK COVER		TWO PAGE SPREAD		HALF PAGE	
Open rate	\$11,500	Open rate	\$11,800	Open rate	\$5,050
3 Issues†	\$10,800	3 Issues†	\$11,050	3 Issues†	\$4,800
6 Issues†	\$10,450	6 Issues†	\$10,700	6 Issues†	\$4,650
10 Issues†	\$10,350	10 Issues†	\$9,600	10 Issues†	\$4,300
INSIDE COVER		FULL PAGE		QUARTER PAGE	
Open rate	\$9,350	Open rate	\$7,500	Open rate	\$3,650
3 Issues†	\$8,800	3 Issues†	\$7,100	3 Issues†	\$3,500
6 Issues†	\$8,500	6 Issues†	\$6,850	6 Issues†	\$3,400
10 Issues†	\$7,650	10 Issues†	\$6,250	10 Issues†	\$3,200

* rates guaranteed through December 31, 2008.

† reflects discount for placement within ten or fewer consecutive issues.

Special Advertising Opportunities

INSERTS:

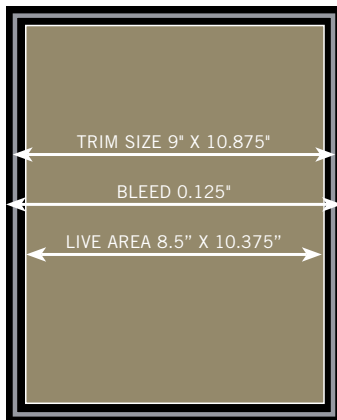
CDs, posters, booklets, and other promotional materials can be inserted on a full or partial run. Inserts can be blown-in, bound-in, tipped-on, and polybagged. Contact your representative for further details and rates.

CREATIVE ADVERTISING:

Please ask your representative about other creative ways to advertise your products, including cover gate-folds, inserted sticker sheets, pull-out poster endorsements, and INCITE CD tracks.

XLR8R Print Advertising Specifications

Print Advertising Specifications



SIZE	BLEED SIZE	TRIM SIZE	NON-BLEED SIZE
Two page spread	18.25" x 11.125"	18" x 10.875"	(n/a)
Full page	9.25" x 11.125"	9" x 10.875"	8" x 10"
Half page horizontal	9.25" x 5.5"	9" x 5.25"	8" x 4.75"
Half page vertical	4.375" x 11.125"	4.125" x 10.875"	3.75" x 10"
Quarter page	(n/a)	(n/a)	3.75" x 4.75"

DIGITAL FILE SPECS:

- All advertisement files must be accompanied by a color proof. XLR8R does not guarantee accuracy of reproduction if no proof is provided.
- Accepted file formats: print-quality PDF (preferred), InDesign, Illustrator EPS, or Photoshop EPS, TIFF, or JPEG. We do not accept native Quark files.
- All fonts must be converted to paths or included with delivery.
- 300 dpi image resolution
- Convert all color images to CMYK.

MAIL DELIVERIES:

Ads arriving by mail are accepted on CD or DVD formats. Mail via traceable delivery to:
XLR8R Magazine
Attn: Advertising Artwork
3180 18th Street, Suite 303
San Francisco CA 94110

INTERNET DELIVERIES:

- If you choose to deliver your files digitally, you must mail or fax a hard copy proof of your ad. Please notify your ad rep immediately when your files have been successfully transferred.
- All internet deliveries must be compressed using .sit or .zip formats.
- Digital ad files may be sent as an attachment via email to artwork@xlr8r.com.
- FTP your files using the following info:
 Address: [ftp.xlr8r.com](ftp://ftp.xlr8r.com)
 Login: adupload
 Password: xlr8r2k

PRINTING SPECS AND ADDITIONAL OPTIONS:

- Cover stock: Reincarnat Matt 146 lb, UV matte coating
- Body stock: 100% Recycled EcoMatte 67 lb
- Perfect bound, 4/C throughout, 175 linescreen, direct-to-plate
- Spot colors available upon request.

Advertising Terms & Conditions

1. Payment due at artwork deadline.
2. Payment on terms available after credit approval, invoices are rendered upon off-press date of each issue.
3. Payment Methods: Visa, MC, AMEX, check, money order, or wire-transfer. Make checks payable to "Amalgam Media, Inc."
4. Service fee of 1.5% per month shall be charged on all amounts not paid by due date, and shall be due within 10 days of charge.
5. \$25 charge for returned checks.
6. Ad cancellation after deadline is subject to a \$350 charge; cancellation requests must be made in writing.
7. 10% late charge for artwork received past the published artwork deadline.
8. Artwork that does not comply with XLR8R specifications (see print advertising specifications) cannot be guaranteed and will be subject to special handling charges.
9. All artwork must be supplied with a color proof. Artwork accuracy and color matching cannot be guaranteed without a supplied proof.
10. Ad page position is solely at the discretion of the publisher unless otherwise approved.
11. The publisher reserves the right to charge the advertiser for the cost of artwork production/modification. We will contact advertisers in advance if additional costs occur.

DISCLAIMER: All advertisers and their agencies are responsible and liable for all content (including text, representations, and illustrations) of advertising submitted, printed, or published. Any oral agreements or written conditions submitted with insertion orders, space reservations, frequency contracts, or copy illustrations which conflict with set policy will not be binding to the publisher. Liability for any error appearing in an advertisement is limited to the cost of the advertisement. Publisher has no liability for errors in any copy or type set by the advertiser. To qualify for an adjustment, any error must be reported in writing within 15 days of the on sale date. Credit for errors limited to the first insertion.

XLR8R incite CD Schedule, Rates & Specifications



XLR8R's INCITE CD is a collection of music and software that is inserted with every subscriber and promotional copy of the magazine. The CD corresponds with the artists featured in the particular issue that it comes with, and is released with every edition of the magazine, ten times annually.

• Additional copies of INCITE are given away at **special events** such as the annual Winter Music Conference, CMJ Music Marathon, ASR and MAGIC conventions, the NAMM convention, and additional consumer-focused promotions.

• The CD is **manufactured with the highest standards**, inserted into a four-color cardboard jacket, and polybagged with the magazine.

• The average **monthly circulation** of INCITE is 21,500, direct-mailed to our subscribers and industry lists.

• **Bonus distribution** of INCITE frequently occurs with special newsstand promotions, through such outlets as Virgin Megastore, Barnes & Noble, and Borders.

Incite Specifications

AUDIO REQUIREMENTS

- Single-use license and full label copy for the song to be placed on INCITE.
- A high-resolution version of the label logo, in EPS, TIFF, or JPEG format.
- An audio file of the selected track as CD audio, AIFF, WAV (44.1 kHz), or 192kbps Stereo MP3 (or better).

DATA/VIDEO REQUIREMENTS

- Single-use license for the data to be placed on INCITE.
- A high-resolution version of the appropriate logo, in EPS, TIFF, or JPEG format.
- Data may be supplied in either PC or Macintosh platforms and in such formats as HTML (product catalogs, site links), video files, or executable installers and software demos. Please inquire with specifics to determine if data is appropriate.
- Accepted video formats: DV, AVI, and MOV.

RATES

- **Audio Placement:**
\$750 for the first five minutes
\$125 for each additional minute
- **Data Placement:**
\$750 for the first 20mb
\$250 for every 10mb thereafter
- **Video Placement:**
\$750 for the first 20mb
\$250 for every 10mb thereafter

Special rates may apply when combined with the purchase of a print ad or other types of marketing within XLR8R.

Incite Schedule

ISSUE	RESERVATIONS	MATERIALS DUE	ON SALE DATE
124	November 26, 2008	December 2, 2008	January 13, 2009
125	January 9, 2009	January 14, 2009	February 24, 2009
126	February 6, 2009	February 11, 2009	March 24, 2009
127	March 13, 2009	March 18, 2009	April 28, 2009
128	April 4, 2009	April 29, 2009	June 9, 2009
129	June 5, 2009	June 10, 2009	July 21, 2009
130	July 10, 2009	July 15, 2009	August 25, 2009
131	August 7, 2009	August 11, 2009	September 22, 2009
132	September 11, 2009	September 16, 2009	October 27, 2009
133	October 9, 2009	October 14, 2009	November 24, 2009

For more information about INCITE, contact your advertising representative.



XLR8R.com is breaking ground online by consistently delivering unique editorial content through an intuitive interface. Our robust website features exclusive material not found within the pages of the print magazine, including outtakes and expanded content from each issue, weekly broadband television program, XLR8R TV, exclusive

audio podcasts, 5+ free MP3s each week, up-to-the-minute news, and music videos.

XLR8R employs a team of dedicated editors, designers, writers and music licensing staff to make XLR8R.com the most exciting, in-depth website of its kind.

Banner Advertising

SIZES

- 728 x 90 (top, center placement on all pages)
- 300 x 250 (right-hand column, above the fold)
- 300 x 100 (two placements directly below 300x250)

FORMATS

- Flat image file (JPEG, GIF)
- Flash SWF (embedded link through to destination required)
- HTML (3rd-party served)

AD TYPE/POSITION

- Banner / Top of Page**
- Banner / Right Column, Above Fold**
- Banner / Right Column**
- Front Page, Pop Over**
- Front Page, Pop Under**
- Lowdown Newsletter, Ownership**
- Lowdown Newsletter, Sponsorship**

SIZE (pixels)

- 728 x 90**
- 300 x 250**
- 300 x 100**
- varies**
- varies**
- varies**
- varies**

RATE

- \$20 CPM**
- \$15 CPM**
- \$10 CPM**
- \$25 CPM**
- \$17 CPM**
- \$75 CPM**
- \$40 CPM**

Online Sponsorship Opportunities

XLR8R TV

XLR8R airs a weekly broadband television program every Tuesday, available on XLR8R.com, iTunes, YouTube and through our partner websites.

- Each episode of XLR8R TV currently garners 75,000 unique viewers.
- XLR8R TV was recently named the 11th Best New Video Podcast on iTunes.
- XLR8R TV is now available on Virgin America flights.

LOWDOWN EMAIL NEWSLETTER

XLR8R sends out a weekly email newsletter every Wednesday, which highlights all of the new additions to XLR8R.com, events around the country, contests, and the latest issue of the print magazine.

- Lowdown currently boasts approximately 45,000 opt-in subscribers, which means your messaging won't wind up in a spam folder.

PODCASTS

XLR8R airs an Audio Podcast each week, featuring an exclusive DJ mix or live performance by one of the world's most exciting music artists.

- Each Audio Podcast reaches approximately 30,000 subscribers.

XLR8R.com Traffic Statistics

Average Visitors	216,578/month
Absolute Unique Visitors	164,998/month
Average Pageviews	542,780/month
XLR8R TV Average Views	74,590/episode
XLR8R Lowdown Subscribers	45,000/week