

Media Kit 2016-17

Reach 1 million iPhone and iPad enthusiasts



Email / Web / Print / Digital / Magazines

Welcome to the New iPhone Life!

iPhone Life now has a community of over 1 million iPhone and iPad enthusiasts. We send close to 50 million emails each year, and, of course, we still publish the world's largest magazine focused exclusively on iOS.

Dedicated Email Blast

Dedicated Email Blasts are one the most effective ways to promote your product to our readers. You get to craft your own html email, and we send it out to our 100% opt-in list of subscribers who want to hear about special promotions from our vendors!

Annual Effective Reach: 20.2 Million*

Tip of the Day Newsletter

Our Tip of the Day newsletter is our most popular and fastest growing offering. Every day subscribers get emailed a tip on how to save time and get the most out of their iDevice. This newsletter averages over a 40% open rate! Sponsorships are sold by the week. Each email features a prominent ad placement at the top of the newsletter.

Annual Reach: 21.9 Million*

Weekly Newsletter

Every week we feature a roundup of the top stories from iPhoneLife.com. Each newsletter is packed with the latest Apple news, best apps, top tips, and great gear! Each email features a prominent ad placement at the top of the newsletter.

Annual Reach: 7.2 Million*

Sponsored Content

We now offer sponsored reviews on our website and in our magazine, and email newsletters. Skip the PR agencies and get a guaranteed review of your product!



*As of November 2015

In Stores

iPhone Life magazine is sold at newsstands in over 60 countries. U.S. distribution includes Barnes & Noble, major airports, and department and grocery stores.

BARNES & NOBLE
BOOKSELLERS

Hudson News

TARGET

Fry's
ELECTRONICS

Publix

Chapters

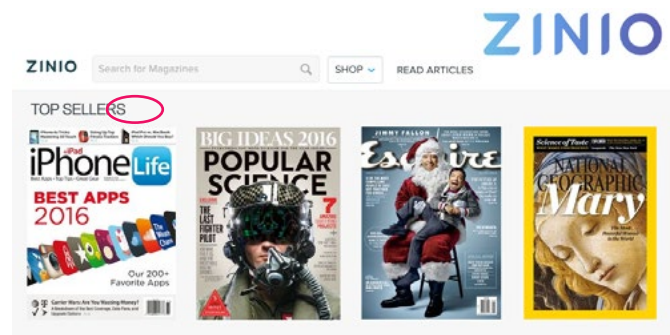
Walmart

In The App Store

Our digital magazine is also sold in Apple's App Store. The app debuted on newsstand as the number two top-grossing app, and now has almost 500,000 downloads.

On Zinio Newsstand

Thousands of iOS users are introduced to *iPhone Life* each month through Zinio's digital newsstand. We are consistently one of the top-selling magazines on Zinio, often outselling *Popular Science*, *Esquire*, and *National Geographic*.



Two Ads for the Price of One

Your ad appears in both the print and digital editions of *iPhone Life* magazine. That means readers click on your ads and go straight to your website or app from the digital edition. Also, now you can embed video in your digital ads.

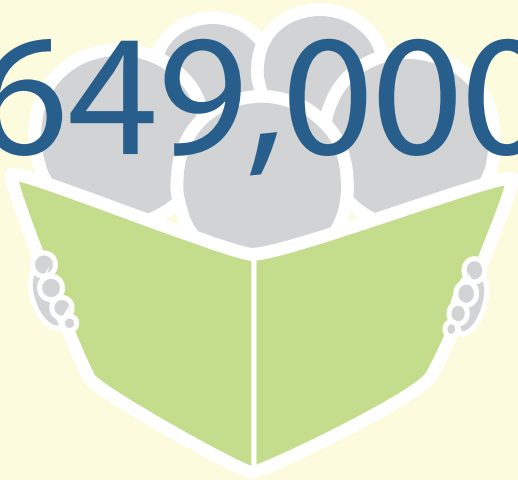
Subscribers Love Us!

Your ad will also be seen by *iPhone Life*'s loyal print and digital subscribers:

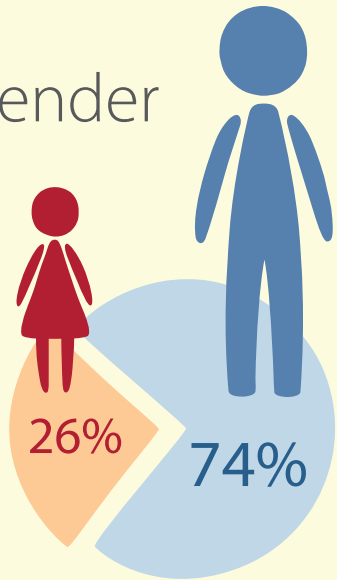
"I see something new in every magazine. I read a lot of tech blogs, watch a lot of YouTube tech videos, and don't ever miss much. But every time the latest magazine comes, I'm always seeing something that I had yet to hear about or see."

Readership

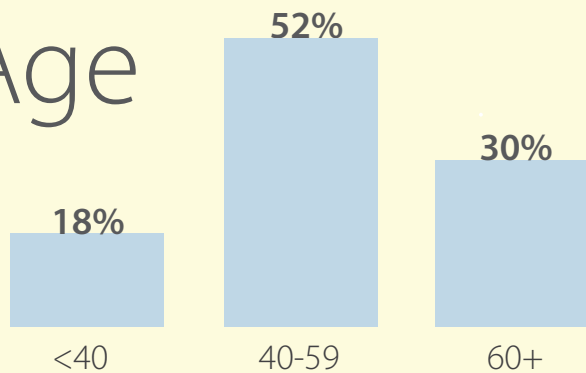
649,000



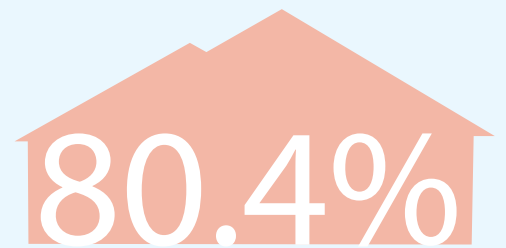
Gender



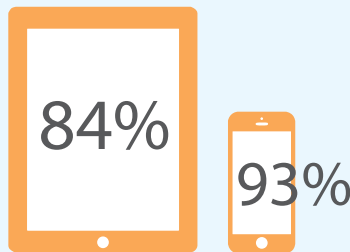
Age



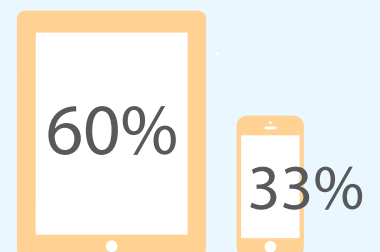
Homeowners



Devices Owned



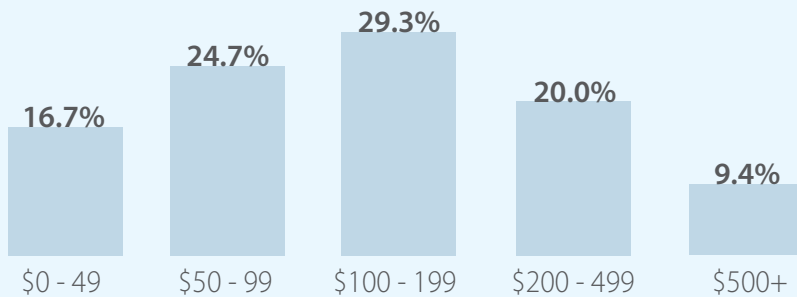
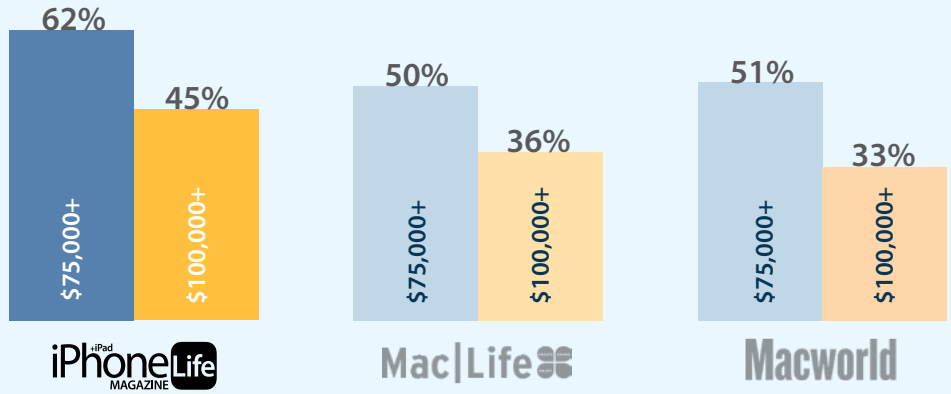
iPhoneLife MAGAZINE



MacLife

Household Income

Percentage of our readers that earn more than \$75,000

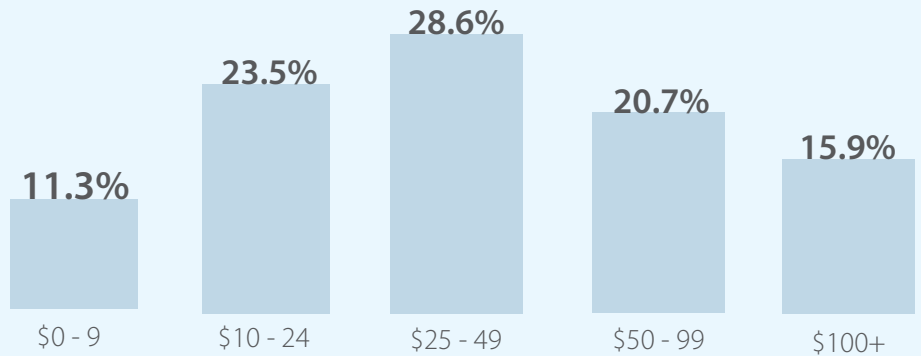


Accessories

How much readers spent on accessories last year

Apps

How much readers spent on apps last year



iPhone Life influenced purchase decisions

71%

71% of our readers have purchased an app or accessory based on seeing an ad in iPhone Life magazine

Newsletter Marketing – Email	1 Time	2 Times	4 Times
Dedicated Email Blast Premium Dates	\$3,950	\$3,300	\$2,750
Dedicated Email Blast	\$3,400	\$2,825	\$2,350
Tip of the Day Newsletter Sponsorship	\$2,800	\$2,350	\$1,950
Weekly Newsletter Sponsorship	\$1,050	\$900	\$750
Sponsored Content – Web/Email	1 Time	2 Times	4 Times
Sponsored Web Review + Newsletter (Premium)	\$1,750	\$1,450	\$1,200
Sponsored Newsletter (Premium)	\$1,225	\$1,050	\$850
Sponsored Web & Newsletter (Double)	\$860	\$720	\$600
Sponsored Web & Newsletter (Single)	\$430	\$360	\$300
Editorial – Print/Digital*	1 Time	2 Times	4 Times
Two Page Spread	\$10,250	\$8,200	\$6,900
Back Cover	\$7,925	\$6,600	\$5,500
Inside Covers	\$6,850	\$5,700	\$4,750
Full Page Premium Position	\$6,400	\$5,350	\$4,450
Full Page	\$5,525	\$4,600	\$3,850
1/2 Page	\$3,025	\$2,525	\$2,100
1/3 Page	\$2,375	\$1,975	\$1,650
1/4 Page	\$1,800	\$1,500	\$1,250
Sponsored Content – Print/Digital*	1 Time	2 Times	4 Times
Full Page Premium Position	\$7,125	\$5,940	\$4,950
Full Page	\$6,150	\$5,100	\$4,250
1/2 Page	\$3,850	\$3,216	\$2,680
Sponsored Magazine Review (Premium)	\$1,275	\$1,050	\$875
Sponsored Magazine Review (Double)	N/A	\$425	\$350
Sponsored Magazine Review (Single)	N/A	\$210	\$175
Banners, Podcasts – Web/App/Email	1 Time	2 Times	4 Times
Podcast , Post, and Dedicated Sponsorship	\$2,875	\$2,400	\$2,000
App Sponsorship (Impressions)	\$2,150	\$1,800	\$1,500
Web Banner (100,000 Impressions)	\$1,025	\$850	\$700

*Your ad appears in both print and digital versions of *iPhone Life* magazine.

EMAIL BLASTS

(Dedicated & Sponsorships)
Run Dates: Tues., Thurs., Sat.

WEEKLY DISTRIBUTION

(Newsletter Placements & Podcasts)
Run Dates: Wednesdays

DAILY DISTRIBUTION

(Tip of the Day & Website Placements)
Run Dates: 7 Days a Week

BI-WEEKLY DISTRIBUTION

(Free Product Giveaways)
Run Dates: Every Other Monday

MAGAZINE DISTRIBUTION

(Print magazine & Digital subscribers in App Stores, Zinio, Press Reader, etc.)

**SPRING
2016**

BEST APPS
CES Bonus Distribution

Materials Deadline:
11/2/15

On-Sale Date:
12/9/15

**SUMMER
2016**

HOW-TO GUIDE
Apple Watch

Materials Deadline:
3/7/16

On-Sale Date:
4/13/16

**FALL
2016**

PRODUCTIVITY
iOS10 & WWDC

Materials Deadline:
6/6/16

On-Sale Date:
7/13/16

**WINTER
2016**

BUYERS GUIDE
New Apple Products

Materials Deadline:
9/5/16

On-Sale Date:
10/12/16

**SPRING
2017**

BEST APPS
CES Bonus Distribution

Materials Deadline:
11/28/16

On-Sale Date:
1/4/17

**SUMMER
2017**

HOW-TO GUIDE
Apple Watch

Materials Deadline:
3/6/17

On-Sale Date:
4/12/17

**FALL
2017**

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**WINTER
2017**

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On-Sale Date:
10/11/17

Contact Us Today



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