



ADVERTISING RATES 2013

DISPLAY ADVERTISING	1x	3x	6x	12x
Double Page Spread	\$15,397	\$14,781	\$14,189	\$13,621
1/2 Page Double Spread	\$10,139	\$9,733	\$9,343	\$8,915
Full Page	\$8,516	\$8,216	\$7,769	\$7,498
1/2 Page	\$6,197	\$6,013	\$5,709	\$5,436
1/4 Page	\$4,856	\$4,737	\$4,543	\$4,290

These rates are for 4-color. Additional charges may apply for 5-color.

SPECIALS/PREMIUM POSITIONS

Cover Tip	\$22,500
Belly Band	\$15,000
Front Cover Gate Fold	\$24,000
Regular Gate Fold	\$16,000
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%
Second TOC	add 15%

INSERTS

Based on 1 page A4 (100 pound paper stock): \$6,150

Inserts containing the words "A Supplement to MM&M": \$4,350

Inserts costs based on weight and size. Test samples required.
Please contact the sales team for further information.

DIGITAL ADVERTISING RATES 2013

MMM-ONLINE.COM			
Size	CPM/Month	CPM/Month (3)	CPM/Month (6)
*Leaderboard (728 x 90)	\$65	\$55	\$45
*IMU (300 x 250)	\$65	\$55	\$45
Push Down (980 x 30, expands to 980 x 418)	\$3,950	\$3,350	\$3,000
Page Peel	\$4,450	\$3,800	\$3,350
Prestitial (640 x 480)	\$5,900	\$5,000	\$4,500

*Minimum Impressions Buy / Month – 25K

*all print are gross

CONTACT INFORMATION

Doreen Gates
Advertising Manager
doreen.gates@haymarketmedia.com
267-477-1151

Tamika Hart
Sr. Account Executive
tamika.hart@haymarketmedia.com
(646) 638-6115



DIGITAL ADVERTISING RATES 2013

EMAIL SOLUTIONS

		Cost per month	Cost per month when booking 3 months
MM&M News Brief (4 per month)	Sponsorship:	\$3,500	\$2,975
	Text Ad:	\$1,500	\$1,275
MM&M Weekly Digest (4 per month)	Sponsorship:	\$6,000	\$5,100
	Text Ad:	\$2,000	\$1,700
The Splash from MM&M (1 per month)	Sponsorship:	\$1,500	\$1,275
	Text Ad:	\$800	\$700
KOL White Paper		\$2,300	\$2,000
eBlast		\$5,975	\$4,183

SPECIALS

	Cost
Vendor Webcast	\$12,500
Partner Webcast	\$13,500
MM&M Editorial Webcast	\$15,000
Podcast	\$5,500
Enhanced Agency listing with slideshow	\$3,129
Enhanced Agency listing with video	\$3,685
Virtual Events Sponsorship	Quote available upon request
Sponsorship of video content	Quote available upon request

MMM SCHEDULE 2013	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Booking Deadline	12/4	1/7	2/5	3/6	4/8	5/8	6/6	7/8	8/8	9/6	10/9	11/5
Materials Due	12/10	1/11	2/11	3/12	4/12	5/14	6/12	7/12	8/14	9/12	10/15	11/11

*all digital are net

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TERMS AND INSTRUCTIONS:

Web advertisement cancellations and transfers can only be accepted by the Advertiser in writing, and if the request is received by Haymarket Media not less than 8 weeks before the due date. If an Advertiser cancels the balance of an order, he relinquishes any right to the series discount to which he was previously entitled, and must pay for Advertisements at the appropriate rate set out in the rate card for the number of advertisements which has appeared when the cancellation takes effect. All ad materials must be received four business days prior to launch date.



SPECIFICATIONS

FILE FORMATS ACCEPTED

PDF or PDF-x1a's

- High resolution 300 dpi
- CMYK
- Please name file:
Client_Name_MMM_Issue_Date
- (If providing a double page spread, a single file should be provided for each page)

For additional information on creating PDF files, contact the MM&M Magazine production department. All ads supplied must have all fonts either made into outline or embedded within, no TrueType fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and/or unauthorized use of font software. A read-me file should be supplied explaining which format the ad has been saved in and any specific instruction about how the file should be opened.

PROOFS

SWOP certified color proofs should be provided for color and content; 100% of finished size. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.

SEND ADVERTISING FILES WITH PROOF TO:

Ada Figueroa
 MM&M Production Department
 114 West 26th Street, 4th Floor
 New York, NY 10001
 Telephone: 646-638-6065
 Fax: 646-638-6120
E-mail compressed file to:
 ada.figueroa@haymarketmedia.com

FTP

- Haymarket Media FTP site:
ftp://ftpuser:newyork@ftp1.haymarketmedia.com
- Login: ftpuser
- Password: newyork
- Place in incoming MM&M Magazine folder

PUBLICATION TRIM AND BLEED SPECIFICATIONS:

Trim: 8 1/4" by 10 7/8". Keep all live matter a minimum of 1/4" in from trim. All bleed ads should allow 1/8" of bleed.
 Line Screen: 175-line screen. Min and Max dot size: 5% to 95%
 (Overall printing density of all colors cannot exceed 280%).

AD TRIM SIZE SPECIFICATIONS (IN INCHES)

Ad size	Width	Height
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
1/2 Page Spread**	16.5	5.375
1/2 Page (vertical)	3.5	9.675
1/2 Page (horizontal)	7.175	4.6
1/4 Page (vertical)	1.675	9.675
1/4 Page (square)	3.5	4.6
1/4 Page (strip)	7.187	0.9

* Add 1/8" bleed on all sides.

** Add 1/8" bleed on left, right, and bottom sides.

If providing a double page spread ad, a single file should be provided for each page.