

Mac People

publication facts

- **The most influential magazine in Japan which reaches over 50,000 Mac Professionals**
- **Caters to the professional and creative markets with its core readers working in graphics, design and publishing, video and audio**
- **Massive and nationwide distribution channels of 15,000 marketplaces**
Mac People has been ordinarily distributed to franchised convenience stores (CVS), railways or subways transportation news stands, and chained bookstores throughout the country.

media outline

magazine logo & cover

MacPeople



target audience
all Mac users

circulation
59,842
100% paid publication
(publisher's own data Aug.2007)

publication frequency
monthly

sales method
- sold at CVS, news stands, and bookstores
- annual subscription

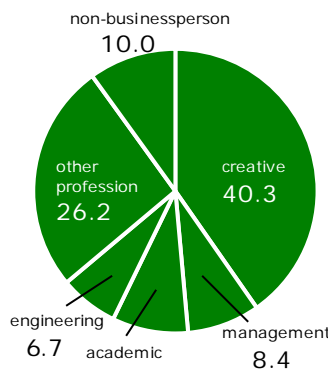
pages
214 pages per issue

typical audience

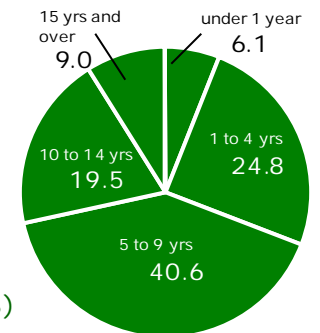
The typical audience of *Mac People* is a creative professional with 9 years of PC experience, who is an early adopter as well as a frequent upgrader.

readership profile source: profile study Aug.2007

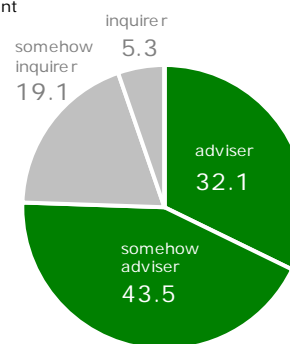
profession (%)



Mac experience (%)



PC literacy*(%)



*Readers were asked, "Are you mostly on adviser's side or inquirer's side when some PC troubles come to face at your office or home?"

people with higher PC literacy : 75.6%

editorial features

The editorial content consists of five key components all relating to the Macintosh computer: News, Reviews, Labs & Features, Know-how, and Mac Shopper, as well as the real issues which face Mac users both at work and at home.

The reviews on the latest issues in "Mac community" are rigorous and extensive, making it the 'must read' for all Mac users and strategic purchasers within Japan.

Mac People

ad rates 2008 (gross)

covers	x1	x6	x12
cover 4	\$6,500	\$6,200	\$5,900
cover 2 DPS	\$11,000	\$10,500	\$9,900
cover 3 full page	\$5,000	\$4,800	\$4,500
premium positions - DPS			
	x1	x6	x12
1st forward DPS	\$9,000	\$8,600	\$8,100
regular space unit			
	x1	x6	x12
4-color full page	\$5,000	\$4,800	\$4,500
4-color DPS	\$10,000	\$9,500	\$9,000
b/w full page	\$2,000	\$1,900	\$1,800
b/w full DPS	\$4,000	\$3,800	\$3,600
b/w 1/2 page	\$1,200	\$1,150	\$1,100

DPS : double page spread

issue dates & due dates 2008

Issue Date	Reservation Due	Material Due
29-Jan-08	16-Dec-07	23-Dec-07
29-Feb-08	22-Jan-08	29-Jan-08
29-Mar-08	20-Feb-08	27-Feb-08
28-Apr-08	19-Mar-08	26-Mar-08
29-May-08	16-Apr-08	23-Apr-08
28-Jun-08	23-May-08	30-May-08
29-Jul-08	18-Jun-08	25-Jun-08
29-Aug-08	18-Jul-08	25-Jul-08
29-Sep-08	22-Aug-08	29-Aug-08
29-Oct-08	19-Sep-08	26-Sep-08
29-Nov-08	23-Oct-08	30-Oct-08
27-Dec-08	14-Nov-08	21-Nov-08

Due Dates subject to change

specifications

MATERIAL REQUIREMENTS:

For further info, please see the separate sheets ASCII notified.

For ready-to-print positive films

- Right reading, emulsion side down
- Color in standard CMYK
- Screen requirements as follows;
 - 175 lines (350dpi) for four-color ad
 - 150 lines (300dpi) for B&W ad
- The final color proof & progressive proofs to be enclosed

For ready-to-print digital format

- Formatted by the following software application in **Macintosh Japanese version only**; Quark XPress, Illustrator, Photoshop
- Text fonts, Japanese or non-Japanese, to be outlined. Avoid True-Type
- Digital files of every necessary layer to be packed in CD-R or MO for delivery. Other media such as Zip or Jazz unaccepted. No FTP server available.
- Color proofs & **completed check sheets** to be enclosed

For further information, please ask our int'l account manager, Nobu Suzuki at no-suzuki@asciimw.jp

Materials to be sent to;

Nobu Suzuki
Manager of Sales Div. 2
ASCII MEDIA WORKS Inc.
1-13-5 Kudankita, Chiyoda-ku, Tokyo 102-8584 Japan
Tel +81.3.6888.5555 FAX +81.3.6888.5556

READY-TO-PRINT JAPANESE MATERIAL POLICY:

ASCII MEDIA WORKS accepts **ready-to-print Japanese materials only** in no matter way digitally or not. No obligations has ASCII for translation, material replacement, and any paid or no-paid services with regard to production and/or corrections of materials. Thanks in advance for cooperation.

space unit –millimeters (W x H)

full page	DPS	cover 4	1/2 page (vertical)
211 x 277	422 x 277	195 x 260	92 x 249