

HOW + PRINT

HOW

OUTSIDERS *by* DESIGN

HOW 10 OUTSIDERS VENTURED INTO THE UNKNOWN FRONTIERS OF DESIGN TO PURSUE WILD IDEAS THAT LED TO ANSWERS, IDEAS, AND IMMENSE SUCCESS



VOLUME 30 / ISSUE NO.3 / SUMMER 2013
DEDICATED TO EXPLORING THE WORLD OF DESIGN
WWW.HOWDESIGN.COM

The Brilliant Design of Braille | Archaeology of Numbers | Jessica Walsh
Text This: A Short History of the Shortest Form of Communication

PRINT

PRINTMAG.COM 69.4 FALL 2015



The Text Issue

Media Kit 2016

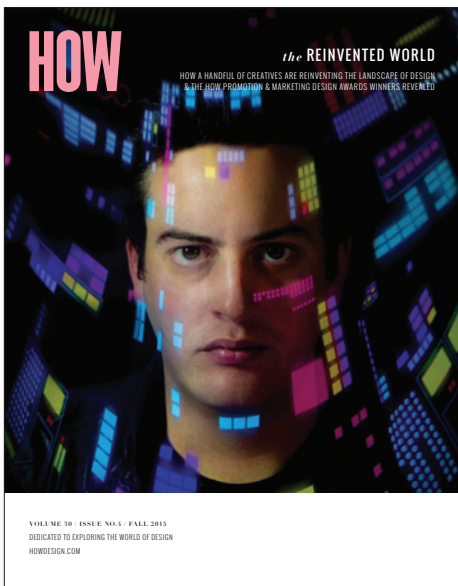
HOW + PRINT

HOW'S MISSION

HOW magazine documents and explores the world of design by presenting the industry in an honest, authentic way from the leaders and dreamers who push the industry forward. From advice on marketing to techniques for generating innovative ideas, each issue brings a mix of noteworthy projects, real-world advice, profiles of design professionals, and essential business information to help readers achieve professional success.

HOW is a trusted brand authority recognized in the creative industry—taking home numerous publishing awards, such as the top-ranking gold honor in the Folio: Eddie & Ozzie Awards. The magazine is now under the creative and editorial direction of Andrew Gibbs, founder of the leading package design website, the Dieline.

Founded in 1985, the HOW brand extends beyond the magazine to the industry's leading annual events for designers, wildly popular design competitions, digital products, books, online education, such as tutorials and videos, and its top-ranking website and social media platforms.



PRINT'S MISSION

Print is the ultimate authority on graphic and interactive design, and how it influences visual culture. Print's contributors and sources are the top names in their fields—including its editorial and creative director, branding guru Debbie Millman. The magazine is consistently distinguished for writing and design, having received five National Magazine Awards for General Excellence, the publishing industry's highest honor. Printmag.com is as savvy as the magazine, and both identify current, important trends. Sophisticated, sharp and insightful, Print is authoritative inspiration for every designer.

Print connects its readers to the thought leaders and award-winning designers of the design world—the ones who point the way for everyone else. Print brings you the latest news and trends from the worlds of digital design, product design, and motion graphics.

THE BEST MINDS IN THE INDUSTRY: With regular contributions from AIGA Medalist Steven Heller, acclaimed design critic Rick Poynor, and the brilliant James Victore—along with Millman's creative vision—Print brings you the insights of the design community's thought leaders.



WHO ARE THE HOW + PRINT AUDIENCE?

The HOW and Print brands encompass a community of nearly 2 million (and growing) graphic and interactive professionals. HOW and Print readers have the authority and influence to purchase design-related products and services. They've been practicing graphic and/or interactive design for an average of 13+ years at design firms, in-house design departments and advertising agencies.

WHY ADVERTISE WITH HOW + PRINT?

Advertising with HOW and Print means you'll reach the largest audience of creative professionals in the industry, with an average of 13+ years experience, and the buying authority to purchase your product/service. And you have the opportunity to share your message through many audience touchpoints, including email, social media, website, and print advertising.

HOW and Print are the premier sources for reaching graphic, interactive and packaging designers, art directors, creative directors, large and small design firms and advertising agencies, illustrators and photographers. Our magazine readers spend, on average, more than one hour reading every issue, which means your advertising message will definitely be seen.

This is why advertising with HOW and Print is the most effective way for you to reach the industry's largest—and most influential—collective audience of professional graphic/interactive design decision makers.

HOW + PRINT Audience Reach

HOWdesign.com	375,000 monthly visits to HOW's Site (600,000+ Impressions) 260,000 unique visitors 542,000 page views
Printmag.com	180,000 monthly visits to Print's site (650,000 impressions) 136,000 unique visitors 270,000 page views
HOW + Print Social Media	403,000*+ Facebook fans for HOW and Print 892,000*+ Twitter Followers for HOW and Print
HOW + Print Email Blasts	74,000*+ unique email blast names in the HOW and Print database
HOW + Print Magazines	34,431 total distribution for HOW and Print magazines via print, iPad and PDF editions
HOW eNewsletter	72,000* subscribers to HOW's eNewsletter
Print eNewsletter	47,000* subscribers to Print's eNewsletter
The Daily Heller	30,000* subscribers to The Daily Heller Blog
HOW Design Live Conference Attendees	3,500 attendees at the HOW Design Conference, In-house Management Conference, Creative Freelancer Business Conference, HOW Leadership Conference, and The Dieline Package Design Conference



403,000*+
FACEBOOK FANS
FOR HOW AND PRINT



892,000*+
TWITTER FOLLOWERS
FOR HOW AND PRINT

*List sizes are monthly averages.

HOW Audience

AGE

61% of HOW subscribers are between **30–54** years of age.
The average age is **36**.

EXPERIENCE

92.2% have been involved in design for more than five years. **72.5%** have more than **10** years of experience.
The average is **15.2** years of experience in the design field.

OWNERS

38% are either owners, principals or partners.

INCOME

The average income of HOW readers is **\$83,000**.

EDUCATION

75% of HOW subscribers hold a four-year college degree or higher.

23% of HOW subscribers work in companies with 100 or more employees.

51% work for organizations with an annual dollar volume of over \$1 million.

24% work for organizations with an annual dollar volume of over \$50 million.

WHAT THEY BUY

80% of HOW subscribers are involved in purchasing decisions for their organizations.

HOW subscribers spend an average of **\$20,989 PER YEAR** on design-related products and services for their organizations.

38% of HOW subscribers plan to purchase computer hardware/peripherals in the next 12 months.

86% of HOW subscribers maintain a home-office space.

WHERE THEY WORK

36% In-House Design Department
31% Freelancer/Self-employed
8% Design Firm
7% University/School
5% Internet/Multimedia/Publishing
3% Marketing/PR
2% Ad Agency

PURCHASED OR SPECIFIED IN THE LAST 12 MONTHS

91% Design/Illustration Software
90% Fonts
84% Printing
82% Paper
79% Stock Photography
42% Illustration
35% Billing/Time/Project Management
26% Assignment Photography
18% Commissioned Photography

JOB TITLES

53% Graphic Designer
28% Principal/Partner/Owner
20% Art Director/Creative Director
5% Marketing/PR
3% Web/Multimedia Designer
2% Educator
2% Other
1% Illustrator/Artist
1% Photographer

WHAT THEY DO

78% Print design	34% Illustration
72% Identity/logo design	32% Interactive design
62% Advertising	30% Exhibit design
61% Website design	27% Packaging
61% Signage	27% Design consulting
60% Stationery/letterhead design	27% Multimedia design
60% Poster design	27% Outdoor advertising
59% Business collateral design	20% Point-of-purchase display design
55% Communications (e.g., PR, marketing)	19% Education
50% Publication/print media design	17% Broadcast/video design
37% Photography	16% Product design
35% Production	10% Type design
34% Annual report design	7% Animation

PRINT Audience

AGE

57% of readers are between 30–54 years of age.
The average age is 37.

EXPERIENCE

84% have been involved in design for more than 5 years.
69% have more than 10 years' experience. Subscribers have an average of 17.4 years of experience.

OWNERS

32% are either owner, principals, or partners.

INCOME

Mean average is \$85,700.

EDUCATION

79% of subscribers hold a four-year college degree or higher.

18% of subscribers are at art director/creative director level.

32% of subscribers work in companies with 100 or more employees.

36% work for an organization with an annual dollar volume of \$1 million or more, with a mean average of \$10.2 million.

WHAT THEY BUY

70% of subscribers are involved in purchasing decisions for their organizations.

Subscribers spend an average of \$28,823 PER YEAR on design-related products and services for their organization.

42% of subscribers plan to purchase hardware/peripherals in the next 12 months.

WHERE THEY WORK

32% Principal/Partner/Owner
26% Corporate/In-House creative
15% Design firm
9% University/school
8% Other
5% Student
5% Prepress/printing
5% Marketing/PR
3% Advertising agency
3% Internet/multimedia/publishing

PURCHASED OR SPECIFIED IN THE LAST 12 MONTHS

90% Design/illustration software
87% Fonts/typography
86% Paper
84% Desktop color printer
83% Printing services
77% Stock photography
55% Sheet-fed printing
47% Illustration
30% Assignment photography

JOB TITLES

30% Graphic Designer
18% Art Director/Creative Director
13% Managerial (President, VP, CEO, CFO, Director)
13% Other
10% Freelancer
6% Educator
2% Illustrator/Artist
2% Marketing/PR
1% Web/Multimedia Designer
1% Photographer

WHAT THEY DO

84% Print design	33% Photography
75% Identity/logo design	31% Annual report design
62% Stationery/letterhead design	30% Point-of-purchase display design
59% Advertising	30% Interactive design
58% Poster design	27% Design consulting
57% Website design	24% Outdoor advertising
57% Publication/print media design	23% Education
54% Business collateral design	22% Multimedia design
54% Signage	16% Broadcast/video design
48% Communications (PR, marketing)	15% Product design
41% Illustration	11% Type design
35% Production	9% Animation
34% Packaging	8% Interior design
34% Exhibit design	

HOW Magazine 2016 Editorial Calendar

SPRING INTERNATIONAL DESIGN ANNUAL

HOW's spring issue takes a tour around the world to see how place plays a role in creativity. Each city has a distinct creative culture. The international issue examines how the cities we live and work in color our work—and how designers define their cities.

This issue also showcases the winners of the HOW International Design Awards.

• **BONUS DISTRIBUTION:** *HOW Design Live*

Ad Close: 01/22/2016
Printed Ads Due: 01/27/2016
Inserts Due: 02/12/16
Issue Mails: 03/02/2016
On Sale: 03/22/2016

SUMMER THE FAILURE ISSUE

As Winston Churchill said, "Success is the ability to go from one failure to the next with no loss of enthusiasm." The summer issue of HOW celebrates the idea that failure isn't something to hide—it's a necessary part of success. Today's most successful designers and entrepreneurs share the hardships they overcame to get where they are.

Ad Close: 04/22/2016
Printed Ads Due: 04/27/2016
Inserts Due: 05/13/16
Issue Mails: 06/01/2016
On Sale: 06/21/2016

FALL THE WOMEN'S ISSUE + PROMOTION & MARKETING DESIGN AWARDS + POSTER DESIGN WINNER

Today women lead some of the largest multinational companies (IBM, PepsiCo, Yahoo!), have a shot at the White House, and lead the design world. This issue showcases the most innovative women across the world of design, business, art, and fashion. How have things changed, where are things going, what remains to be done? This issue will also highlight the HOW Promotion & Marketing Design Awards Winners.

Ad Close: 07/21/2016
Printed Ads Due: 07/29/2016
Inserts Due: 08/12/16
Issue Mails: 09/02/2016
On Sale: 09/20/2016

WINTER THE INSIDERS ISSUE + IN-HOUSE DESIGN AWARDS

Duos rule the world. A large part of success in the design world involves first finding your duo. This issue highlights iconic duos in business, pop culture, and design. This issue will also highlight the HOW In-House Design Awards Winners.

Ad Close: 10/14/2016
Printed Ads Due: 10/19/2016
Inserts Due: 11/04/16
Issue Mails: 11/23/2016
On Sale: 12/13/2016

HOW Content Themes

In 2015, HOW magazine was reinvented. Though its core mission—to inspire and inform today's designers—hasn't changed, the publication has a fresh new look and content approach. Each issue of HOW magazine features four core sections:

WHO

In each issue, HOW looks at the creative landscape and selects the most interesting, innovative and inspiring designers, leaders, and entrepreneurs. The Who section offers snapshots of each designer and their achievements in the field.

WHERE

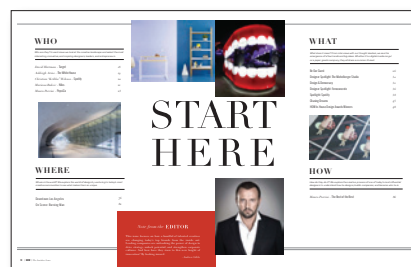
Explore the world of design: HOW's Where section takes readers on a journey to one of today's most creative communities, showing what makes that place—and its design scene—unique.

WHAT

This section features in-depth interviews with the thought leaders introduced in the Who section. These profiles highlight the trends and big ideas that push the design industry forward.

HOW

What makes design leaders tick? How do they do it? This section dissects the creative process of one of today's most influential designers.



PRINT Magazine 2016 Editorial Calendar

SPRING THE HOLLYWOOD ISSUE: NEW YORK

This new issue will be inspired by the annual Vanity Fair Hollywood issue, and will feature wide-ranging photo essays of some of the most important graphic designers and tastemakers working today. Each photo essay will include a number of different designers posing together in such categories as The Renegades (designers such as Tina & Ryan Essmaker, firms such as Gretel or Buck), The New Parents (featuring designers such as James Victore, Helen Waters, Jessica Hische, Jessie Arrington), The Head Honchos (Corporate design gurus such as Bill Lunderman, Mauro Porcini, Ben Watson), The Legends (Paula Scher, Seymour Chwast, Milton Glaser, Stefan Sagmeister, Louise Fili), The Thinkers (Steve Heller, Paola Antonelli), The Bad Boys (featuring Santiago Carrasquilla, Zipeng Zhu, Joe Hollier), The Guerrilla Girls (Nicole Jacek, Jessica Walsh), The Re-inventors (Emily Oberman, Joyce Rutter Kaye, Jennifer Kinon, Gael Towey), The Entrepreneurs (Tina Roth Eisenberg, Judith Puckett-Rinella, Jessica Helfand) and so forth. This photo essay will be balanced by an article by columnist Rick Poyner, who will take a robust look at the cult of celebrity culture. Your ad will be a part of the buzz and will get year-round exposure since we'll take this issue to every trade show for the year.

- **SPECIAL FOCUS:** *Typography + New York City-specific Design*
- **BONUS DISTRIBUTION:** *HOW Design Live*

SUMMER TOP 15 DESIGNERS UNDER 30 ANNUAL + DESIGN SCHOOLS

For almost two decades, Print has served up its annual list of New Visual Artists—the top 15 creatives under 30, nominated by the most respected veterans in the industry. One of our most popular issues of the year, Print's NVA alum include Eddie Opara (now a Pentagram partner), Alan Dye (now creative director of Apple), Scott Dadich (now editor-in-chief of Wired), Jessica Hische, Jessica Walsh and many others. Each designer is profiled, and readers learn about their work and what made them who they are today—from their schools to their passions to their heroes. They come from a vast array of backgrounds and design specialties, from illustration to typography to interactive design, making this issue a must-have for designers of all stripes, design firms looking to hire talent and design students alike. Get to know tomorrow's design leaders today.

- **SPECIAL FOCUS:** *Illustration + Design Schools/Education*

FALL PRINT'S HISTORY OF EVERYTHING

Why does the world look the way it does—and why does the way it look matter? In this special issue of Print, we unpack everything around us and delve into the secret—and fascinating—history of everyday objects. Why do cereal boxes look the way they do? Traffic lights? Cubicles? 8x10 paper? Paperclips? Post-it notes? Pencils? Neck ties? Pills? Light bulbs? Ubiquitous brands? Magazines? Moreover, what can we learn about innovating by discovering the roots of these forms? Every item, no matter how small or how large, has a story. By delving into the history of the design and packaging of the ordinary, readers will find the extraordinary—and discover that everything is, as Paul Rand once said, indeed, design.

- **SPECIAL FOCUS:** *Paper/Print + Stock Photography + Software/Business Management*

WINTER REGIONAL DESIGN ANNUAL + DESIGNER OF THE YEAR

Our Winter issue will feature an expanded page count to give full coverage to our most popular issue of the year, and the most respected annual in the industry: The Regional Design Annual. For over 35 years, the RDA has been the only design annual broken down by region, giving designers across the country the recognition they deserve, and showcasing each region's distinct trends. This issue will also bring back Print's popular Year in Review covering the biggest happenings of the design world in 2016. For the first time, Print will also confer with top names in the industry and select one designer to be recognized as the most impactful designer of the year. A profile on this designer and his/her achievements and contributions to the field in 2016 and throughout his or her career will be featured.

- **SPECIAL FOCUS:** *The Year's Best Illustration + Print and Paper Products + Designer of the Year + Print's Year in Review, covering the best design books, products, happenings, typefaces and other industry goings-on*

Ad Close: 02/12/2016
Printed Ads Due: 02/17/2016
Inserts Due: 03/04/16
Issue Mails: 03/23/2016
On Sale: 04/12/2016

Ad Close: 05/11/2016
Printed Ads Due: 05/18/2016
Inserts Due: 06/03/16
Issue Mails: 06/22/2016
On Sale: 07/12/2016

Ad Close: 08/10/2016
Printed Ads Due: 08/15/2016
Inserts Due: 09/02/16
Issue Mails: 9/21/2016
On Sale: 10/11/2016

Ad Close: 11/11/2016
Printed Ads Due: 11/16/2016
Inserts Due: 12/02/16
Issue Mails: 12/21/2016
On Sale: 01/10/2017



PRINT Magazine 2016 Departments & Columns

GRIDS + GUIDES

Grids + Guides is Print magazine's front-of-the-book, spotlighting the industry's freshest new work, exhibitions, trends, books and products, alongside reviews of apps, books, redesigns, album covers, graphic novels and more.

(NEW IN 2016!) MANIFESTO

One of our most popular articles in 2015 was **James Victore** stirring manifesto "Dangerous Ideas About Design Education." Given the immense popularity of the article among readers and social media, the Manifesto section will now feature a rotating roster of notable authors riffing on hot-button topics in design.

(NEW IN 2016!) INSIDE THE MIND OF ...

This column, written by a notable mind in design, showcases the world through the designer's eyes—in a way that only he or she can see it. The first installment, published in late 2015, featured iconic book-cover designer **Rodrigo Corral**.

DESIGN MATTERS: IN PRINT

Print's editorial and creative director—cutting-edge artist, writer and designer **Debbie Millman**—utilizes her skills as a brilliant interviewer (one need only look at the popularity and scale of her Design Matters podcast series), and chats with graphic designers and prominent creative thinkers alike.

EVOLUTION

In this consistent favorite among Print readers, design and visual culture author and educator **Steven Heller** charts the history and evolution of everything from the term "graphic designer" to themes and recurring elements in the field.

STEREOTYPE

Letterform expert **Paul Shaw** covers all things typographic, providing his rich insight and criticism into such topics as newly released fonts, the work of historic typographers, and even the new era of font development.

LOVE LETTERS

This new column features a prominent graphic designer writing an open letter to one of their favorite fellow creatives. Who do some of today's best designers admire—and why? In 2015, the column featured **Milton Glaser** writing about **Massimo Vignelli**, **Sean Adams** writing about **Michael Vanderbyl**, and more.

OBSERVER

Another consistent reader favorite, design and visual culture critic **Rick Poyner** delivers his sharp and brilliant insights into various corners of the modern design world.

DILEMMA

Dilemma addresses how a problem—be it social, economic, cultural—is being addressed, and potentially solved, by innovative design approaches.

INTERACTION

The interaction column covers recent developments in the interactive design arena—and seeks to investigate how users truly interact with design through technology, the public space and the world beyond.

HISTORIOGRAPHY

In this popular new column, Steven Heller explores a forgotten poignant moment in design history, and brings it back into sparkling focus for readers today.

IN PROFILE

Here, Print gives a deep look into the life of a designer and how they work, and allows for a real-time portrait of that designer in action, on a human level. Featuring both prominent design legends and rising stars in the field, in 2015 editor **Zachary Petit** profiled the likes of design superstar **Jessica Walsh** and book design extraordinaire **Peter Mendelsund**.

INTO THE ARCHIVES

At Print, we've long stood on the shoulders of design giants, and have an archive dating back to 1940 that documents the history and evolution of U.S. graphic design. Think **Paul Rand**, **Saul Bass**, **Tibor Kalman**, **Even Albert Einstein**. Each issue spotlights a landmark article from the past.

THE LAST WORD

In this popular back-page illustration (at times hilarious, at times sad, and often, both), legendary artist **Seymour Chwast** envisions the last words of a noteworthy creative in a way that only he can.

Online & Social Media Advertising

HOWdesign.com

375,000	260,000	542,000
average monthly visits	unique visitors per month (average)	page views per month

Printmag.com

180,000	136,000	270,000
average monthly visits	unique visitors per month (average)	page views per month

WEBSITE ADVERTISING

HOW and Print are the place designers come to for fresh content every day and for a snapshot of what's happening in the design world.

Ad size: Box (300 x 250); file type/size: 50KB gif or jpg, 3 loops or 15 seconds

Rate: \$16 per thousand (50,000 minimum).

WEBSITE BACKGROUND AD

You'll have the eye-catching background on the pages of HOW and/or Print's websites. It will look as if our website is presented by you, tripling the visibility of your ad.

Cost for one week/100,000+ impressions: \$1,800

Cost for two weeks/200,000+ impressions: \$3,200

Cost for four weeks/400,000+ impressions: \$6,000

SPONSORED WEBSITE CONTENT

HOW and Print are offering an exclusive opportunity for advertisers to reach designers through provided sponsored content that will appear on the websites, on an eNewsletter, or in Print or HOW magazine. Show readers that you are an authoritative voice in your area of expertise, by providing content that is beneficial to the audience. More information available on the Sponsored Content page.

DIRECT EMAIL BLAST

Direct email blasts reach our combined HOW and Print lists of designers and are the direct marketing component of your media program. This is your message, your subject line sent by us. Call-to-action messages work best.

Size: 640 pixels wide; file type: html; file size: 40K; (don't forget the subject line)

Send to 40,000 design professionals for \$1,200

Follow up Email Blast to open-only recipients: Add \$30 to the above cpm rate.

DO YOUR OWN DESIGN WEBINAR—PROMOTED TO 40,000 DESIGNERS

We will promote and host your design webinar (PowerPoint presentation) to 110,000* design professionals. This is a great opportunity for you to generate leads, increase brand recognition and be considered as a trusted source in the graphic design industry. You can ask each designer up to 4 questions on the registration form. This is an excellent way to better define your leads for the best follow-up.

Cost: \$3,650.

SPONSOR A DESIGN WEBINAR OR HOW DESIGN UNIVERSITY COURSE

We host webinars and HOWU courses every month featuring the industry's leading presenters on topics for designers. If you sponsor a webinar, you'll get your logo and marketing message sent to 40,000*+ designers, and we'll include it on the webinar welcome screen that attendees will see. You'll get the email addresses of every designer who registers for the webinar you're sponsoring. Plus, you can ask each designer up to four questions on the registration form. This is a great way to better define your leads for the best follow-up.

Cost: \$995.

*List sizes are monthly averages.

Online & Social Media Advertising

TWEET TO 892,000+ DESIGNERS

You can send a tweet to our 892,000*+ followers. You provide a message consisting of 129 characters and we'll send it to our followers.

Cost: \$750.

GUEST POST ON IMPRINT—THE INDUSTRY'S BIGGEST ONLINE DESIGN COMMUNITY

Imprint is the largest online design community in the industry. It advances and expands the design conversation to include voices and ideas from as many design disciplines as possible. Imprint's esteemed contributors—including Sagi Haviv, Steve Heller, Debbie Millman (and more)—provide fresh content that sparks conversation, criticism, passion and ultimately reaction among its members. Since its launch, Imprint has received an average of 3,000 unique hits a day. As a sponsor, you'll be a Featured Guest Blogger for one month, receiving two guest posts that will be promoted to Print's 750,000*+ Twitter followers.

Cost: \$1,990 per month

EXCLUSIVE DAILY HELLER eNEWSLETTER SPONSORSHIP

The Daily Heller is a popular eNewsletter that is sent to 30,000*+ design professionals, five days a week (170,000+ touchpoints). It's written by Steven Heller, who was the Art Director of *The New York Times* for 30+ years. It's a witty, fun criticism of current events interpreted through his design mind. You can exclusively sponsor The Daily Heller, which includes a banner on the top of the eNewsletter. It's a highly visible spot, and it's sent Monday through Friday. By the end of the week, you've virtually been seen by the entire list.

- All Daily Heller eNewsletter sponsors will receive one Banner (468x60). GIF and JPEG accepted.

Cost: \$995 per week or three weeks for \$1,995.

EXCLUSIVE eNEWSLETTER SPONSORSHIP

With an eNewsletter sponsorship, you'll be the exclusive sponsor of that edition of HOW's or Print's eNewsletter. This is a great way to reach this captive audience of designers.

Exclusive HOW eNewsletter: Sent once a week to 72,000 design professionals. Sponsor one eNewsletter for \$685 or four eNewsletters for \$1,995.

- All HOW eNewsletter sponsors will receive one Box (300 x 250) ad per eNewsletter. GIF and JPEG accepted.

Exclusive Print eNewsletter: Sent once a week to 47,000 design professionals. Sponsor one eNewsletter for \$685 or four eNewsletters for \$1,995.

- All Print eNewsletter sponsors will receive one Box (300 x 250) ad per eNewsletter. GIF and JPEG accepted.

DESIGN DIRECTORY

The Design Directory offers designers of all disciplines a comprehensive guide to the vital industry services and products they need and use every day. A Basic Listing will let your audience know you exist; Featured Listings will enable you to stand out from the competition and include searchable keywords to maximize your exposure. Basic Listings cost \$60 per year. Featured Listings cost \$150 per month (3 month minimum).

*List sizes are monthly averages.

Sponsored Content

SPONSORED CONTENT IS THE HOTTEST new form of brand advertising. It will enable companies like yours to use digital and print marketing in a new way to meet the full range of your communications needs, from branding to direct marketing on whichever platform you feel will be most effective – print and/or digital. Sponsored Content isn't about generating direct sales. It's a means of developing a relationship of trust with potential buyers of your product or service. Your content needs to be educational, helpful and interesting. Sponsored Content can provide information on any topic as long as it is valuable to the audience.

Your Sponsored Content will be presented in the same format, font, and style of all of the other content on the platform you're using to present your message but will clearly be labeled as a message from an outside source. Each type of Sponsored Content has a different label which is outlined below.

Sponsored Content can be written for you for an additional fee.

ONLINE SPONSORED CONTENT

Your article will appear on the homepage as the "Featured Article" for two days and will remain on the home page in a "Featured Category link" for up to one week. Once your article rotates off the homepage, it will be archived in a content-appropriate site category (i.e., typography, color, creativity, etc.) and will live on the site forever. Due to the application of SEO the article will continue to receive site traffic as designers discover the content on search engines.

The label of your Sponsored Content post will depend on its content. If you work with our editorial team to provide quality, authoritative, and non-commercial content that provides real value to the reader and meets our editorial standards, it will be labeled at the end of your post as: "This content is made possible by our sponsor; it is not written by and does not necessarily reflect the views of the HOW/Print editorial staff." If your Sponsored Content post clearly promotes your product / service it will be labeled at the beginning of your post as: "Special Advertising Note: The following sponsored content is brought to you courtesy of the sponsor, one of HOW/Print's trusted Partners."

You can embed up to three content links within the article that redirect designers to your website or a landing page. Each article should run about 500 words and provide valuable content in the eyes of our design audience. Content must be unique and non-indexed by Google. Articles must be evergreen and cannot live anywhere else on the web. Sponsored Content can be written for you for an additional fee.

Pricing for Sponsored Content on HOWdesign.com and Printmag.com:

One post: \$2,000; Two posts: \$1,500 each; Four posts: \$950 each

SPONSORED CONTENT IN PRINTED MAGAZINES

Your article will be presented in the same font and style of all of the other content in the issue. The byline will identify your company as the source. Most Sponsored Content is one page but multiple-page Sponsored Content is also available. You can include pictures and/or other artwork as space permits.

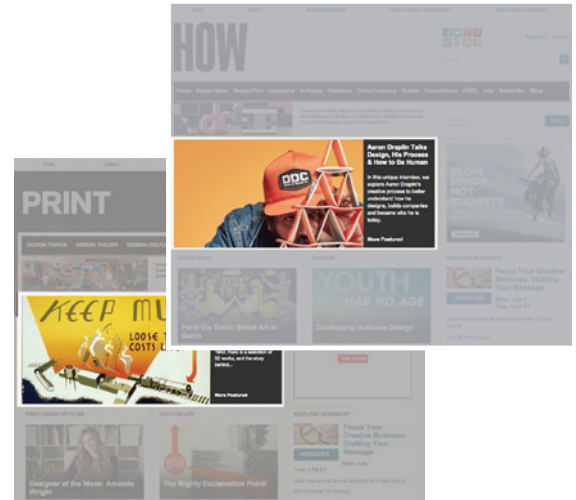
Pricing for Sponsored Content in HOW or Print Magazines:

First page same as rate card; Second to fourth pages at 50% of rate card

SPONSORED CONTENT IN eNEWSLETTERS

Your Sponsored Content will be presented in the second story position in the newsletter. The byline will identify your company as the source. Your article's headline should be 10 words or less and the body copy can be up to 200 words along with one picture. There can be up to three links in your article.

Pricing for Sponsored Content in HOW or Print's eNewsletter: \$850 per newsletter



Online



Printed Magazines



eNewsletters

HOW + PRINT Magazine Display Advertising Rates

FOUR COLOR

FREQUENCY	1x	4x	6x	8x
Full page	4,200	3,990	3,790	3,485
Full page spread	7,825	7,435	7,060	6,495
2/3 page	3,195	3,035	2,885	2,655
1/2 page	2,675	2,540	2,415	2,220
1/3 page	1,850	1,755	1,665	1,530
1/4 page	1,370	1,295	1,235	1,135
2-page insert	5,500	5,215	4,955	4,555
4-page insert	7,790	7,400	7,030	6,465
Cover 2	5,125	4,870	4,625	4,255
Cover 2 spread	9,220	8,755	8,320	7,650
Cover 3	4,560	4,330	4,115	3,785
Cover 4	7,700	7,315	6,950	6,500

Cover rates include four-color, bleed, varnish, and coated stock.
5% discounts extended on inserts perforated at spine. Please call for quantity required.

CONTACTS

SALES REPRESENTATIVE

Advertising & Events

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COORDINATOR

Gena Pamperin

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BONUS: DIGITAL MAGAZINE ADS INCLUDED

When you choose to advertise with HOW + Print, your ad will be seen by all of our readers, including those who will interact with your message via the magazine, iPad & other tablet devices, PDF and mobile.

Commissions and Terms

No cash discounts. 15% of gross billing allowed on space, color and position only to recognized advertising agencies submitting digital art to HOW magazine specifications. This commission applies only to invoices paid within terms. Payment is due 30 days from billing date.

Information & Production Specs

PRINTING

Printed computer to plate, web offset, four-color process only (cyan, magenta, yellow, black). Additional cost for a fifth color is available upon request. Binding method is perfect.

All furnished materials should conform to SWOP specifications for web offset printing. Ad materials will be kept for 12 months after issue date. Advertising materials that do not conform to stated requirements will incur additional production costs.

SPECIFICATIONS

Digital Advertising Specification

Print accepts only digital file formats for advertising. Please contact your sales representative or production coordinator for complete requirements.

File Preparation

You may prepare your files in software programs such as Adobe Photoshop, Illustrator and InDesign. Submit a high-resolution PDF format with fonts embedded; include all fonts, QC steps, and reports. Include a printed job report and a disc directory with all supplied discs. All files must be composite page layouts ready for output.

Proofing

A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted, digital contract proof in CMYK format. If proof is not submitted, proper production is not guaranteed.

Artwork

Minimum resolution requirements: 300 dpi photo scans, 1200 dpi line art. Acceptable file formats: EPS or TIFF.

Fonts

All fonts must be PostScript compatible. No TrueType fonts may be used. Include both screen and printer formats.

FTP Site

MAC users: ftp.krause.com

PC users: ftp://ftp.krause.com

User ID: Type the word "anonymous"

Password is your email address. InBund folder, then look for folder of publication for which you are submitting.

TERMS

All rates are gross and are listed in U.S. dollars. As a free service, all advertisers will be listed in our new online lead generation service where buyers can request free product information. The line "For Free Information go to (URL forthcoming)" will be listed on each ad on a per request basis.

Bulk rates must be used within a 12-month period. Ads of different sizes may be combined to earn frequency discounts, provided the smaller unit is at least half the size of the larger unit, and at least half of the schedule consists of larger units.

Cover positions are cancelable only upon receipt of written notice 90 days prior to the ad closing date. All other ads are cancelable only upon receipt of written notice 14 days prior to ad closing date.

Combination rate discounts available among Print and HOW magazines. Premium positions add 20% for guaranteed placement on page one or page opposite contents page. Add 15% for other guaranteed positions specified by advertiser. Position guaranteed only on non-cancelable basis.

CONTRACT AND COPY REGULATIONS

- All advertising orders are acceptable subject to the terms and provisions of the current rate card. Orders are acceptable subject to change in rates upon notice from the publisher. However, contracts may be canceled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of the cancellation.
- The agency/advertiser certifies that they are authorized to publish the entire contents and subject matter thereof; the agency/advertiser will indemnify and hold publisher harmless from any and all loans or expenses arising out of publication of said advertisements, including but not limited to those resulting from claims or suits for libel, violation of the right to privacy, plagiarism, or copyright or trademark infringement; the publisher shall not be liable for any costs for damages if for any reason it fails to publish an advertisement.
- Ads only cancelable upon receipt of written notice. Cancelable for cover positions up to 90 days prior to ad close date, for other guaranteed positions up to 30 days prior to ad close, and for all other ads up to 14 days before ad close. A short rate will apply to advertisers on contract for ads already run.
- Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.
- The contract year is 12 consecutive months. Contracts must be completed within one year from date of first insertion.
- The publisher reserves the right, without liability, to reject, omit, or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted, or published.
- The word "advertisement" shall be printed at the top of the advertisements that, in the opinion of the publisher, might be confused with editorial pages.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the regulations set forth on this rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation.
- Orders for specific positions are accepted as requests. The publisher shall not be bound by such requests and has the right to determine the actual position.
- HOW + Print are not responsible for errors in key numbers or other typesetting done by the publisher.
- Advertisers and their agencies are liable for all contents of advertisements printed and are also responsible for any claim arising therefrom against HOW + Print.
- The publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable to such monies as are due and payable to the publisher.

Information & Production Specs

AD SIZES

Full Page

Live Area: 7 3/4" x 10"
Trim: 8 1/4" x 10 1/2"
Bleed: 8 1/2" x 10 3/4"

2 Page Spread

Live Area: 16" x 10"
Trim: 16 1/2" x 10 1/2"
Bleed: 16 3/4" x 10 3/4"

A

C

B

- A 1/2 Page Vertical
(3 1/2" x 9 1/2")
- B 1/2 Page Horizontal
(7 1/4" x 4 1/2")
- C 1/4 Page
(3 1/2" x 4 1/2")

- Perfect binding
- Visual gutter loss allow for 1/8" to 1/4"
- Halftones up to 150 screen
- Safety margins are 3/8" from final trim
- 4 color density up to 300%
- Include 1/8" bleed on all sides

INSERTS

Single Insert

Final Trim Size: 8 1/4" x 10 1/2"
Untrimmed: 8 1/2" x 10 3/4"

- Allow 1/8" trim all sides
- Multiple page inserts must be folded
- Inserts are provided to publisher's specifications; a blueprint prior to insert printing is required.
Printed inserts are shipped directly to publication's printer (along with a memo identifying quantity shipped), and three printed samples sent to publisher's representative. Contact representative for quantity and shipping instructions.

Spread Insert

Final Trim Size: 8 1/4" x 10 1/2" (each page)
Untrimmed: 17" x 10 3/4"

iPAD ADS

Free for full-page print edition. The ad supplied for the print edition is also used for the iPad (supplying a separate ad is not necessary). Basic specs:

- 8 1/4" x 10 1/2" (trim size)
- PDF format
- Advertisers can also provide a link they would like attached to their ad if different from the one seen in the ad.

POSITION	CREATIVE SIZE (width x height in pixels)	MAXIMUM FILE SIZE	FILE TYPE	MAXIMUM LOOPS
Website Ads				
Box	300 x 250	40 KB	gif, jpg, Flash, rich media	3 loops or 0:15 sec
Wallpaper Backgrounds	1320 x 670	40 KB	gif or jpg	
w/Clickable Ad	425 x 122	40 KB	gif, jpg, Flash, rich media	
eNewsletter Ads				
Box	300 x 250	50 KB	gif or jpg	3 loops or 0:15 sec
Banner	468 x 60	40 KB	gif or jpg	
Email Blasts				
Email Blast	640 pixels wide	40 KB	html	

(Be sure to include a subject line.)