

MARKETING OPPORTUNITY

THE *Legacy Series*

INNOVATIONS & TECHNOLOGY

Featuring: The Contributions of **STEVE JOBS**

TABLETS AND SMARTPHONES

THE EVOLUTION OF
NEW TECHNOLOGY

JOBS' iLEGACY

COMPARING THE
GREAT INVENTORS
OF ALL TIME

APPLE AND EDUCATION

REVOLUTIONIZING
THE WAY WE LEARN



\$9.99 US/CAN

YOUR HOLIDAY MARKETPLACE

MUST-HAVES FOR 2013



THE *Legacy Series*

INNOVATIONS & TECHNOLOGY

FEATURING: THE CONTRIBUTIONS OF STEVE JOBS

CONCEPT

A 144 page, 8 ½ x 11 inch, perfect bound publication with a slick, high gloss format and semi stiff cover. The focus will be on Steve Jobs' world changing innovations and the future of those technologies as told by the experts and industry leaders. The publication will contain exclusive interviews, photos, new innovations, insider discounts and the hottest trends in technology products and services. This will be a coffee table quality publication with a cover price of \$9.99 US.

The publication will also be made available as a fully interactive digital publication available in the App Store, Android Market and Apple Newsstand. Interviews and product demo videos will be presented in the digital version with all advertisements and URL's hyperlinks to their respective online destination.

A portion of the proceeds from this project will go to the Jimmy V Foundation for Cancer Research, one of the premier organizations dedicated to funding innovative cancer seearch.



AUDIENCE



The audience for this historic *Legacy Series* publication will draw from the millions of technology product users who cross all cultural divides and include participants in the eight industries Steve Jobs and his team revolutionized in the past 30 years — education, desktop publishing, laptop and tablet computing, telephones, music, brand-specific retailing, movies and communications.

Because of the distinctive interviews and editorial focus on innovation, communication and education, this publication will also have specific appeal to the corporate world and academic community for its discussions and ideas.

The other segment not to be overlooked is the average consumer. Apple's ubiquitous presence in the marketplace through personal computers, iPods, iPhones and iTunes alone has created an enormous base of deeply impressionable buyers and over 50% penetration in the US marketplace. The appeal to the consumer world is enhanced as the publication will come out before the holiday shopping season, and will profile products and services that millions will demand and use in their daily lives.

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DISTRIBUTION



In November 2012 Curtis Circulation Services will distribute **250,000 copies** nationwide via newsstands, bookstores, airports, convenience stores and specialty retail outlets. Curtis Circulation is the leading national distributor of magazines.

7 million digital copies will be emailed as a holiday gift to opt-in email lists and technology enthusiasts through social media promotions and affiliate partners.

10,000 copies will be distributed onsite at the MacWorld/iWorld Expo in January 2013. This is the ultimate fan event for those who use, create and love Apple products; nearly 50,000 people are expected to attend. **IPW will have a physical presence at MacWorld/iWorld and the**

publication will be distributed, along with products and samples from advertisers and affiliate partners. 5,000 Copies will also be direct-mailed to Fortune 1000 executives and CEO Space members.

EDITORIAL CONCEPT

- ◆ Letter from Editor/Publisher
- ◆ How Steve Jobs compares to greatest inventors of the past 250 years
- ◆ Innovations in Medical Technology and Research
- ◆ Focus on Innovation: Exclusive interviews with industry leaders and insiders on the relationship between Steve Jobs' core business values and the innovative spirit and mission of their organizations
- ◆ Focus on Education: A look at how Steve Jobs' innovations have revolutionized the learning process.
- ◆ Focus on Music: It is no exaggeration to suggest that the iPod and iTunes first transformed, and then saved the music industry.
- ◆ Focus on Performance: How the technologies, products and practices of Steve Jobs translate to performance across the entire business spectrum.
- ◆ Holiday Marketplace: Hot New Must-haves for 2013
- ◆ Innovation Nation: Where Tech and Business Development Thrive
- ◆ Where to Go, What to Do at MacWorld 2013
- ◆ Innovations in Transportation
- ◆ Tablets, Smartphones, PC's and accessories
- ◆ The Future of Social Media
- ◆ Sports and Fitness of Tomorrow
- ◆ Green Technology and Energy
- ◆ Gaming for Grown-ups

THE *Legacy Series*

INNOVATIONS & TECHNOLOGY



RATE CARD

Double-page spread in all formats

*Call for pricing

FP 4-color ad in all formats of publication

*Call for pricing

1/2 Page 4-color ad

*Call for pricing

Product shot and description in Marketplace Section

*Call for pricing

Directory listing in Magazine with map location and Product sampling at MacWorld

*Call for pricing

Product sampling at MacWorld/iWorld 2013

*Call for pricing

Banner Ads (940X100, 220X200, 220X100)

*Call for pricing

SPACE RESERVATION

Space reservation is extremely limited and is awarded on a first come basis. Although we have time for actual artwork, due to the historical significance and collectible nature of this publication, once the space is gone, it's gone. This publication will have an editorial to advertising ratio of no less than 60/40. Kindly contact your sales representative to purchase advertising, sponsorship or copies of the publication.

CONTACT US

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June 7, 2012

Dear Friend of The V Foundation:

Innovative Properties Worldwide, Inc. has decided to partner with The V Foundation and give a portion of the proceeds from **The Legacy Series, Steve Jobs** to benefit The V Foundation for Cancer Research. **The Legacy Series, Steve Jobs** will be available on November 1, 2012. We sincerely request your consideration of support.

The V Foundation for Cancer Research was established in 1993 by ESPN and the late NC State basketball coach Jim Valvano. Our mission is to save lives by helping to find a cure for all cancers. Since our inception, The V Foundation has raised more than \$90 million for cancer research. The V Foundation operates with a small staff and an all-volunteer Board of Directors and Scientific Advisory Board. In addition, The V Foundation awards 100 cents out of every dollar to cancer research and related programs.

Cancer does not discriminate. If current trends continue, it will strike one of every two men and one of every three women in the United States in our lifetime. The V Foundation funds research for all types of cancers nationwide. We are excited that our friends have chosen us for their fundraising efforts. Your support is a big step in their success. Grassroots efforts such as this are the heart of V Foundation funding. Please join our cause!

Please join The V Foundation friends in our fight against this disease. If you would like further information about **The Legacy Series, Steve Jobs**, please contact Charles Warner at (720) 708-4250. If you would like any additional information about The V Foundation for Cancer Research, please feel free to call us at 1-800-4JimmyV, or visit our website at www.jimmyv.org.

Once again, thank you for your consideration.

Sincerely,

Nick Valvano
Chief Executive Officer

The V Foundation for Cancer Research is a tax-exempt, 501(c)(3) organization. (Federal Tax ID number: 13-3705951)