

INNOVATION & TECHNOLOGY

# THE LEGACY SERIES

HONORING THE CONTRIBUTIONS OF STEVE JOBS

## JOBS' iLEGACY

Comparing the Great Inventors of All Time

## TECH WARS

Heating Up!

Social Media's

## BIG FUTURE

### EXCLUSIVE CONVERSATIONS

Mark Cuban  
MAGNOLIA PICTURES



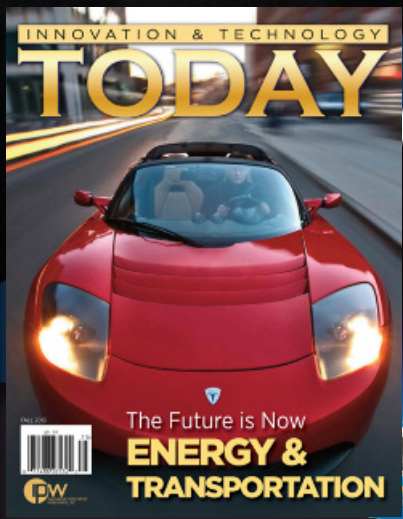
Ken Segall  
INSANELY SIMPLE

Beth Comstock  
GE



Chris Voss  
SOCIAL MEDIA  
CONSULTANT

How Innovation will  
**SAVE**  
The Economy



# INNOVATION & TECHNOLOGY TODAY

TABLETS | SMART | PHONES | GAMING | SOCIAL MEDIA | SCIENCE | APPS | ENTERTAINMENT | BUSINESS



## Welcome

As a follow up to our debut publication “Honoring the Contributions of Steve Jobs” and success at MacWorld/iWorld 2013, IPW is proud to announce a quarterly, 64-page digital issue. Available on Apple Newsstand and Zinio.com, the focus of our spring edition will be on smart home technology and innovation. The publication will contain exclusive interviews, product reviews, photos, insider discounts as well as the hottest trends in home automation, security, efficiency, engineering and more! Links, product demos, videos, as well as interactive pages and advertisements, will complete the digital experience.



## Meet Our Audience

*The Legacy Series* enjoys a loyal audience of millions of technology product users who cross all cultural divides — 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 has specific appeal to the corporate world and academic community for its discussions and ideas.



# INNOVATION & TECHNOLOGY TODAY

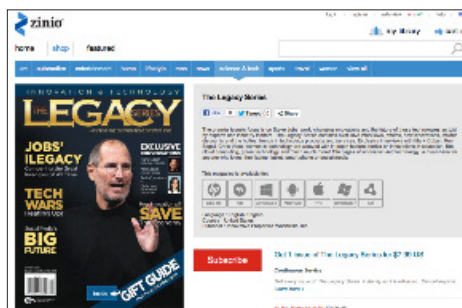
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## Distribution

In December 2012, Curtis Circulation Services, the leading national distributor of magazines, distributed over **250,000 copies of our Debut Publication** nationwide via newsstands, bookstores, airports, convenience stores and specialty retail outlets as well as electronically.

Due to an overwhelming positive response and demand, we will be launching a 48-page digital edition this spring with quarterly issues to follow. Our Winter Edition will still be 120 pages and will be the only printed issue distributed nationwide via airports, newsstands, bookstores and retail outlets.

All publications will be available via Apple Newsstand and Zinio.com, as well as electronically distributed directly to **7 million readers** via opt-in email lists, technology fans through social media promotions and affiliate partners.



## Newsstand



Read all about it.  
All in one place.





APRIL 2013 | VOLUME 2 | ISSUE 1

**SMART HOMES**

- The Grand Tour: A Smart Home in Action
- Kitchen Gadgetry
- Turning on the Lights – Remotely
- Entertainment & Gaming
- New Security Measures
- Home in Your Pocket: Smart & Mobile Apps
- Digital Branding



JULY 2013 | VOLUME 2 | ISSUE 2

**SPORTS & MEDICAL TECHNOLOGY**

- The Electronic Workout
- Comparing Training Programs: In the Cloud
- 21st Century Bionics
- Instant Replay and the Mac
- Robotics in the Operating Room
- The Latest In Real Time Consults & Surgeries



OCTOBER 2013 | VOLUME 2 | ISSUE 3

**ENERGY TECHNOLOGY**

- A New GREEN Light
- Batteries That Last Forever (Almost)
- Missions of the Future: Space X
- Roving on Mars
- A Manned Mars Mission by End of Decade?
- The Future of Tesla
- No More Battle Lines: Cooperation of Oil, Alternative



DECEMBER 2013 | VOLUME 2 | ISSUE 4

**INNOVATION IN BUSINESS**

- Small Businesses and Apps
- Passing Executive Thinking Down the Line
- The Technology Behind Global Business
- Fluid Times, Fluid Leadership
- The Invisible Driver: Effective Social Media
- 2014 CES and MacWorld/iWorld Previews
- The Best of 2013

INNOVATION & TECHNOLOGY  
**TODAY**  
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## Rate Card

Rates are for one year of advertising in our next four digital publications and the year-end print edition.

Double-Page Spread in all formats	<b>\$24,360 net</b>
Full Page 4-color Ad in all formats of publication	<b>\$17,360 net</b>
Half Page 4-Color Ad	<b>\$9,950 net</b>
Product shot and description in Marketplace Section	<b>\$4,950 net</b>
Directory Listing in Magazine	<b>\$2,500 net</b>
Banner Ads (940x100, 220x200, 220x100)	<b>\$400, \$200, \$100</b>



## Distribution

Space reservation is extremely limited and is awarded on a first come basis. This publication will have an editorial to advertising ratio of no less than 60/40. Kindly contact your sales representative to purchase advertising or sponsorship the publication.

## Contact Us

Email: [info@goipw.com](mailto:info@goipw.com)

Office: (720) 708-4250

Fax: (720) 708-4283



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## MAGAZINE AD SPECS

### FULL-PAGE AD

Trim: 8.5" x 11"  
Bleed: 8.75" x 11.25" (.125" on all sides)  
Live Area: 8" x 10.5"

### HALF-PAGE AD

Floating ads - no bleed  
Size: 7.5" W x 4.75" H

### REQUIREMENTS

Resolution: 300 dpi  
Color: CMYK, process  
Format: High-resolution, non-compressed PDF  
Special Instructions: Embed all fonts and images

### DOUBLE-PAGE SPREAD

Trim: 11" x 17"  
Bleed: 11.25" x 17.25" (.125" on all sides)  
Live Area: 10.5" x 16.5"  
Gutter: 1" center, no text

### SIXTH-PAGE AD

Floating ads - no bleed  
Size: 5.25" W x 2.5" H  
or  
Size: 2.5" W x 5" H



Full Page Ad  
8" x 10.5"  
vertical

## WEBSITE AD SPECS

### WEB ADS

Sizes: 940x100, 220x200 or 220x100 pixels  
Color: RGB  
Format: JPG, GIF or PNG

1/2 Page Ad  
7.5" x 4.75"  
horizontal

## AD QUESTIONS & SUBMISSIONS

### DIRECT QUESTIONS TO

Mary Racila, Creative Director  
Racila Design  
Cell (630) 542-0614  
E-mail: raciladesign@aol.com

### SUBMIT ADS TO

Kelsey Elgie, IPW  
3400 E. Bayaud Ave., #333, Denver, CO 80209  
Office (720) 708-4250 | Fax (720) 708-4283  
E-mail: kelsey@goipw.com

### FTP ACCESS

File Title: name files after your company name  
Server Address: ftp.legacyseriesmagazine.com  
Username: legamedia  
Password: Mz3Rj@e4

1/6  
Page  
Ad  
2.5"-5"  
vertical

1/6 Page Ad  
5.25-2.5" horizontal



# Legacy Series Magazine Debut

The Legacy Series' debut issue "Honoring the Contributions of Steve Jobs" and the IPW booth at MacWorld/iWorld 2013 received an overwhelming response. During the three-day convention we gave out 10,000 magazines, over 1,500 goody bags and 700 T-Shirts with advertisers logos, as well as raffled off almost \$3,000 worth of high-end items supplied by our clients! Check out some of our favorite moments and happy fans.

