

Wavelength

PUBLIC RADIO

The Magazine For and About the Public Radio Community



Editorial Profile:

Wavelength readers are eager to share their secret tips, best finds and quirky recommendations with fellow public radio fans. How do we know? Because we've asked and they've answered, resulting in seven editions of *Wavelength* magazine, and the conversation is still going. Through the publication experience, we've found that public radio listeners are curious, engaged and eager to talk back. Instead of employing one writer to cover the food beat, shop the mom-and-pops, or take off-the-beaten-path road trips, *Wavelength* relies on thousands of public radio fans to report on the local scene from their first-hand experiences. Feature stories focus on the way public radio enhances lives. Past features have included a look at how and where public radio accompanies listeners in their daily lives, how music affects our brains from mood to medicinal therapy, and profiles of legendary local musicians, our station personalities, and NPR show hosts and reporters.

But *Wavelength* isn't just **ABOUT** the fans of public radio. It is written, photographed, designed and edited **BY** public radio supporters. It brings top-flight media talent together and shows that they, too, rely on public radio for in-depth news, talk and entertainment.

Audience Profile:

Wavelength readers are educated, influential, and interested in the latest ideas. They represent diverse interests, yet share the common bond of listening to public radio. *Wavelength* reaches an audience that is:

Well Educated

60% are college graduates
27% have attended graduate school

Successful

74% own their home; median home value is \$308k
46% have HHI exceeding \$75k

Cultural

80% like to learn about art, history, and culture
54% attend theater or performing arts
54% read books on a regular basis
62% like to dine out

Thoughtful

71% vote
91% participated in public activities in the past year

Loyal

75% prefer to buy products from companies that support public radio
80% hold a more positive opinion of companies that support public radio

Sources: August 2006-January 2007 Scarborough Research, NPR 2007 Audience Profile Research, 2007 Jacobs Media and Edison Media Research

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Wavelength magazine is a celebration of events, culture and ideas, shared by the public radio community. KJZZ-NPR and KBAQ-Classical are listener-supported, non-profit stations, serving an affluent, educated audience of more than 425,000.

Wavelength is delivered exclusively to 25,000 of our most devoted listener-donors:

Educated
60% are college graduates

Affluent
46% have household incomes exceeding \$75,000

Family-Oriented
37% have children at home

Vibrant
62% are ages 25-54

Influential
60% work in the white-collar sector

Display Advertising	One Insertion	Two Insertions	Three Insertions
Spread	\$ 6,200	\$ 4,960	\$ 4,030
Full Page	\$ 3,200	\$ 2,560	\$ 2,080
Half-Page Horizontal	\$ 2,050	\$ 1,640	\$ 1,335
Quarter-Page Vertical	\$ 1,300	\$ 1,040	\$ 850
One-Sixth Page Vertical only available in special market pages	\$ 620	\$ 495	\$ 405
Premium Positions			
TOC & forward (pg. 1, 2, 3 & 4)	\$ 3,800	\$ 3,600	\$ 3,420
Inside Front Cover	\$ 4,200	\$ 4,000	\$ 3,780
Inside Back Cover	\$ 4,200	\$ 4,000	\$ 3,780
Back Cover	\$ 4,500	\$ 4,300	\$ 4,050

*Prices quoted are per insertion. Previous edition advertisers of Wavelength Magazine have first right of refusal on premium positions.

Publication Dates

	May 2009	Sept. 2009	Jan. 2010
Space Reservation	April 6th	T.B.D.	T.B.D.
Artwork Deadline	April 13th	T.B.D.	T.B.D.

Size Specifications	Non-bleed	Bleed
Spread	16.05" W x 9.875" H	17" W x 11.125" H
Full Page	7.675" W x 9.875" H	8.625" W x 11.125" H
Half-Page Horizontal	7.675" W x 4.812" H	8.625" W x 5.437" H
Quarter-Page Vertical	3.712" W x 4.812" H	n/a

KBAQ 89.5 fm KJZZ 91.5 fm

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Ad Mechanical Specs

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Quarter-Page Vertical	3.712" W x 4.812" H	n/a
One-Sixth Page Vertical	2.392" W x 4.812" H	n/a

* Final trim size of the magazine is 8.375" x 10.875"
Keep all LIVE matter, not intended to trim, 0.5" from the top and bottom and 0.35" from the left and right trim edges.

File formats:

Macintosh-based digital formats only (no PC files accepted)

- Illustrator CS or lower and/or Photoshop CS or lower with all graphics embedded and fonts outlined or included in delivery.
- Graphics must be CMYK and saved in TIFF, EPS, or PDF format at 300 dpi resolution or higher.

Delivery:

- Email your ad to karen@publicradiopartners.com and fax a proof to Karen at 602.824.9486

OR

- Deliver CD including printed proof to Karen Rudolph at Public Radio Partners / 3131 E. Clarendon Ave. / Ste. 105 Phoenix, AZ 85016 602.824.9474

Deadline:

- May 2009 Issue: **April 13, 2008**
- September 2009 Issue: **August T.B.D**
- January 2010 Issue: **December T.B.D.**