



the magazine for the new edge culture

**Media Kit 2009**

# ABOUT

*h+* covers technological, scientific, and cultural trends that are changing — and will change — human beings in fundamental ways. We will be following developments in areas like NBIC (nano-bio-info-cog), longevity, performance enhancement and self-modification, Virtual Reality, “The Singularity,” and other areas that both promise and threaten to radically

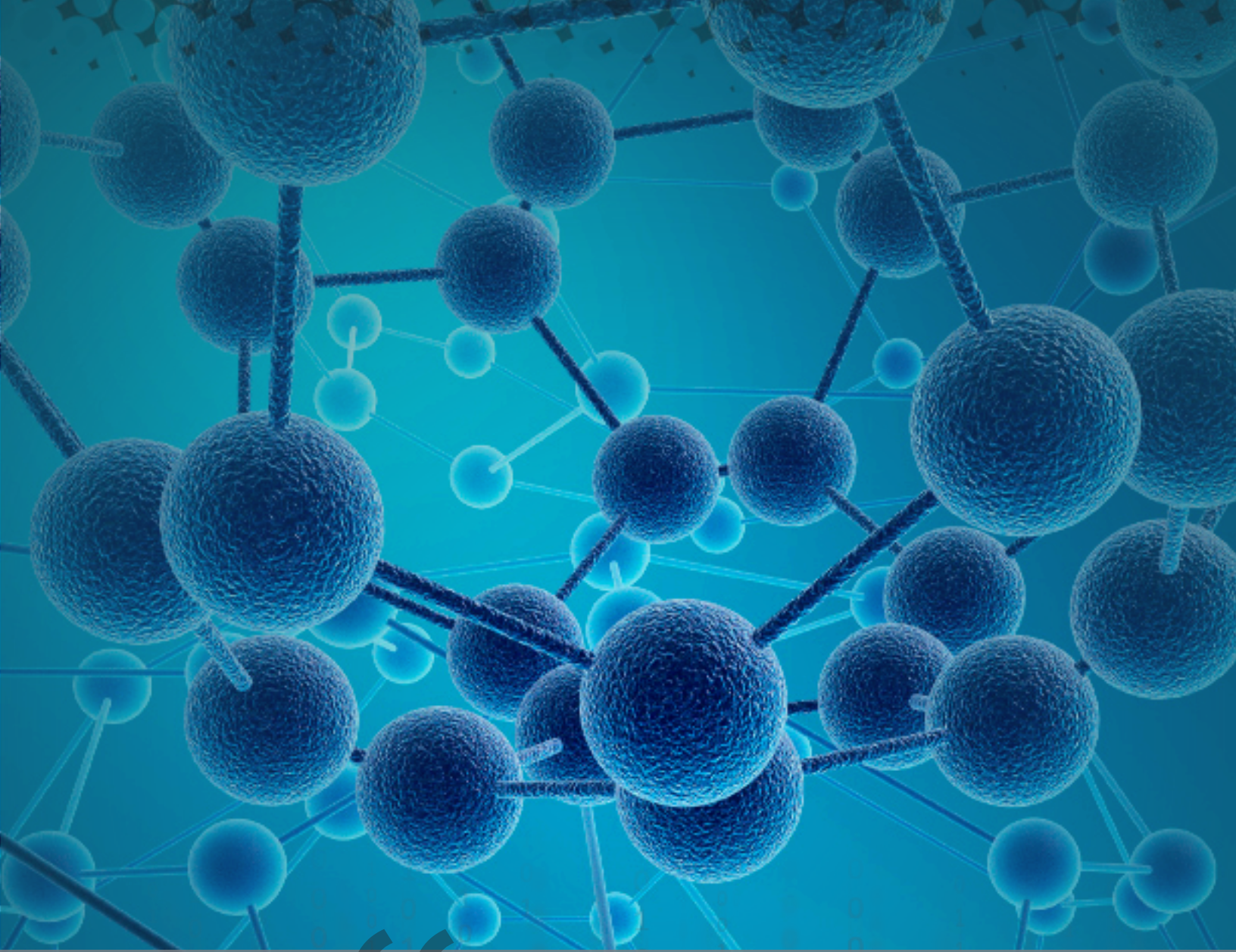
alter our lives and our view of the world and ourselves.

More than that, *h+* aims to reflect this newest edge culture by featuring creative expressions of humanity on a razor’s edge where daily life and science fiction seem to be merging.

## COMMITMENT TO EXCELLENCE

We are focused on making every issue of *h+* Magazine the best magazine in the industry. We are committed to creating an environment where your ad looks great because our magazine looks great. We believe that it is this commitment that will help you exceed the goals you have to connect with your audience.






**h+ Magazine is a voice for those who believe EMERGING TECHNOLOGIES can and should be ethically used for the betterment of society. H+ explores technologies that HELP HUMANITY and highlight the lifestyles of the budding TRANSHUMANIST community.**

**- JAMES CLEMENT**





“Our responsibility is to cover the events and ideas -- the discoveries and the CULTURAL EXPRESSIONS -- that are taking place on the borderline between the human and the post-human world. It is for us to give expression to an emergent cultural/TECHNOLOGICAL SENSIBILITY--and to do it within an intentionally compressed space through the deliberate creation of an online “artifact” -- a digital magazine organized within the traditional magazine format Awards Assorted Praise

- RU SIRIUS

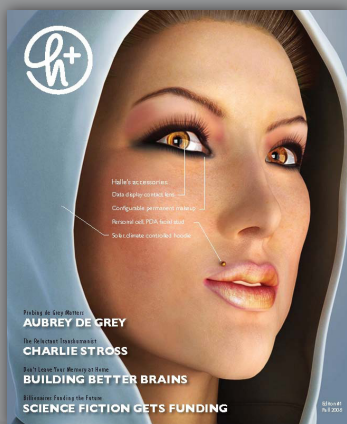
# Demographics

h+ Magazine reader target demographics are similarly aligned with strong growth television and popular print magazine mediums.

The first issue of h+ Magazine has achieved over half a million readers\*

## TELEVISION MARKET SPACE ALIGNMENT

h+ Magazine's target readers have a similar interest in television shows such as Fringe, Battlestar Galactica and Heroes which have over TWELVE MILLION VIEWERS.



ISSUE 1:  
WINTER 2008

## PRINT MEDIA MARKET SPACE ALIGNMENT

h+ will also have the readership of other technology publications that reach a READERSHIP OF OVER TWO MILLION.



ISSUE 2:  
SPRING 2009

\*Based on PDF hits to download the issue from the hplusmagazine.com website

# Full Brand

Make the LARGEST impact possible, with our Full Brand Impact program.

FULL BRAND SPONSOR PARTNER

**\$17,750** + Choose Your Display Ad Option

Place a premium ad package in our Digital Edition and on our Web site.

One Page Display Ad

1X **\$9,975**

2X **\$8,978**

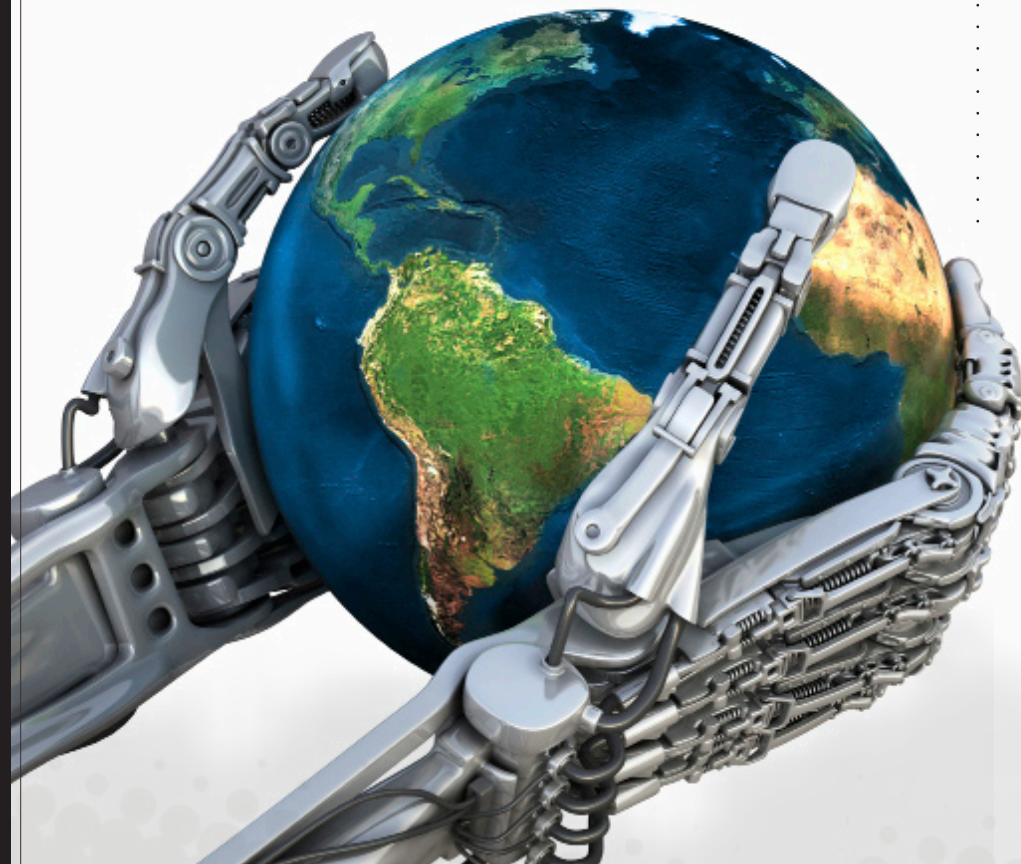
4X **\$7,980**

2-Page Spread Display Ad

1X **\$16,958**

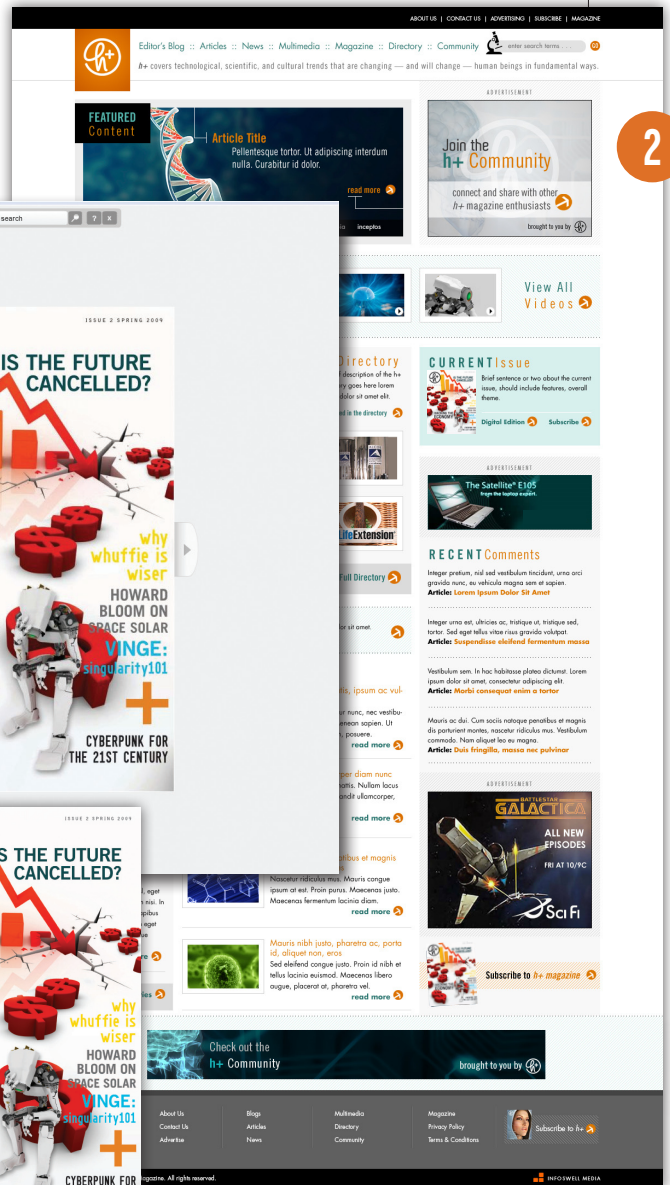
2X **\$15,961**

4X **\$14,963**



# Impact

## sample package



1

DIGITAL EDITION

2

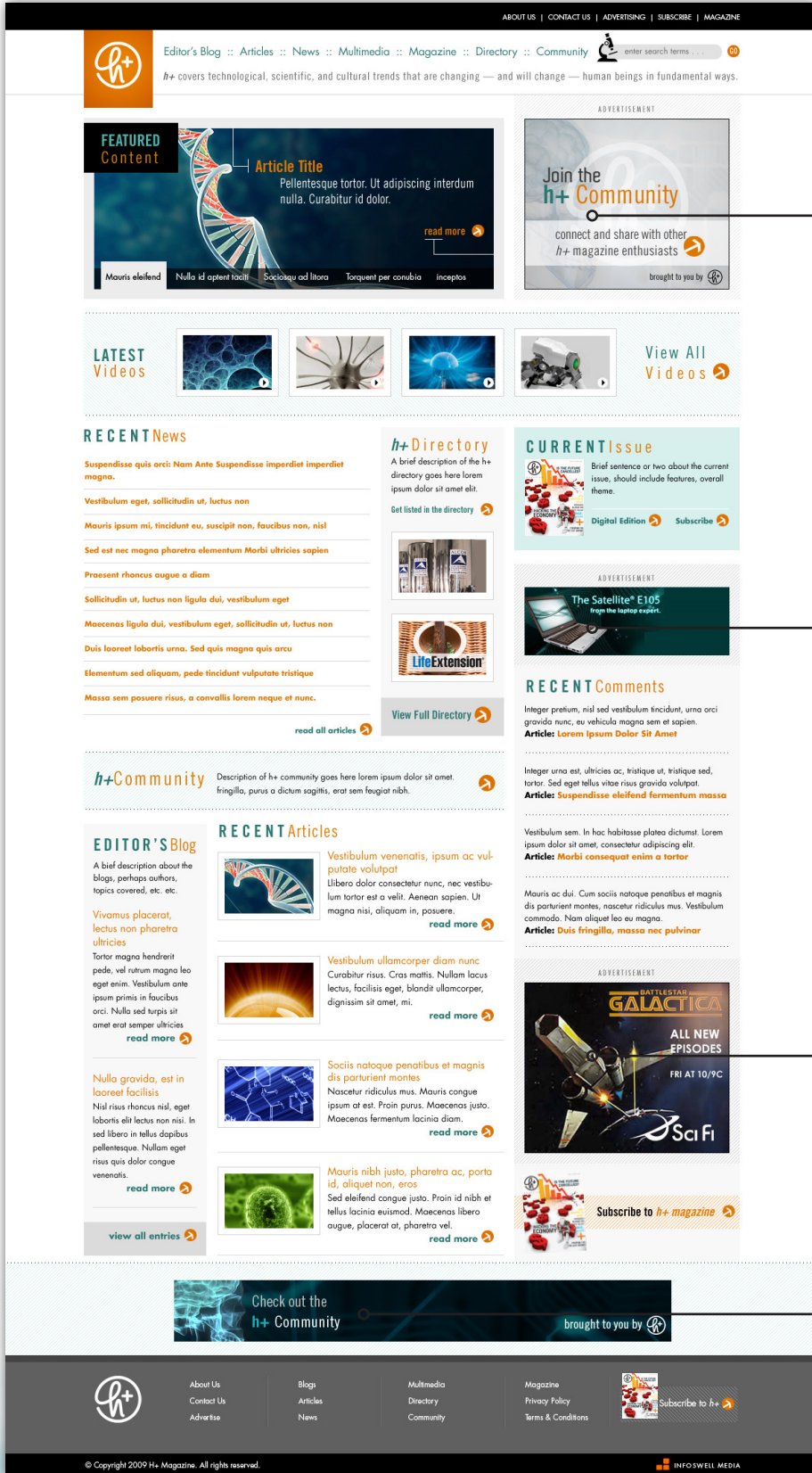
WEBSITE

3

PRINT

# Homepage Package

\$12,400/annually



300x250  
RECTANGLE  
rotating position

300x100  
RECTANGLE  
rotating position

300x250  
RECTANGLE  
rotating position

728x90  
LEADERBOARD  
rotating position



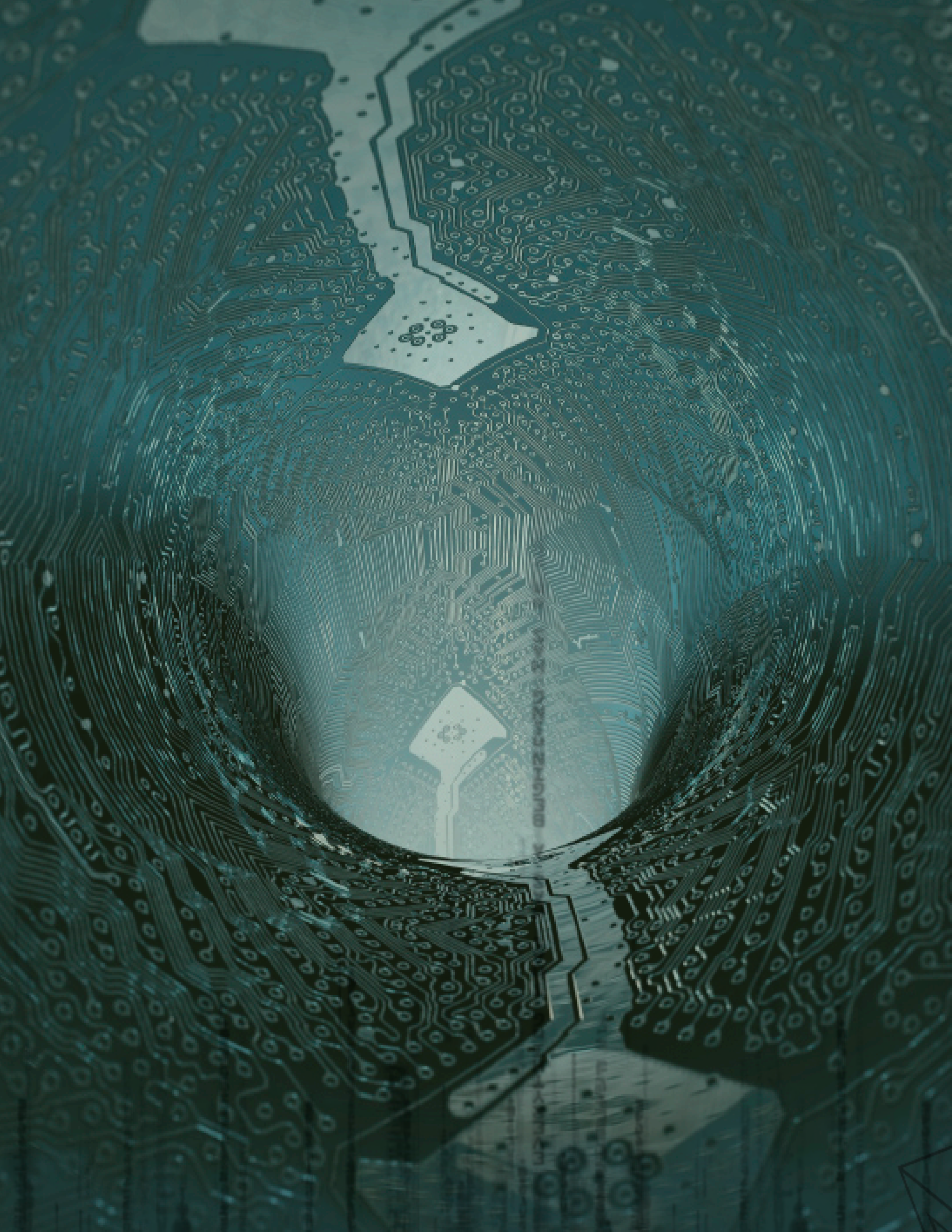


“

The new h+ magazine was a brilliant look into human life and technology. The magazine explores how science will effect society. It is not only interesting, but enjoyable to read. I am now a subscriber!

- READER COMMENT

LEANA LEWENTHAL MURRIETA, CA



# Website Channel Sponsorship

\$7,850/annually

CONTENT  
SECTION  
HEADER  
SPONSOR

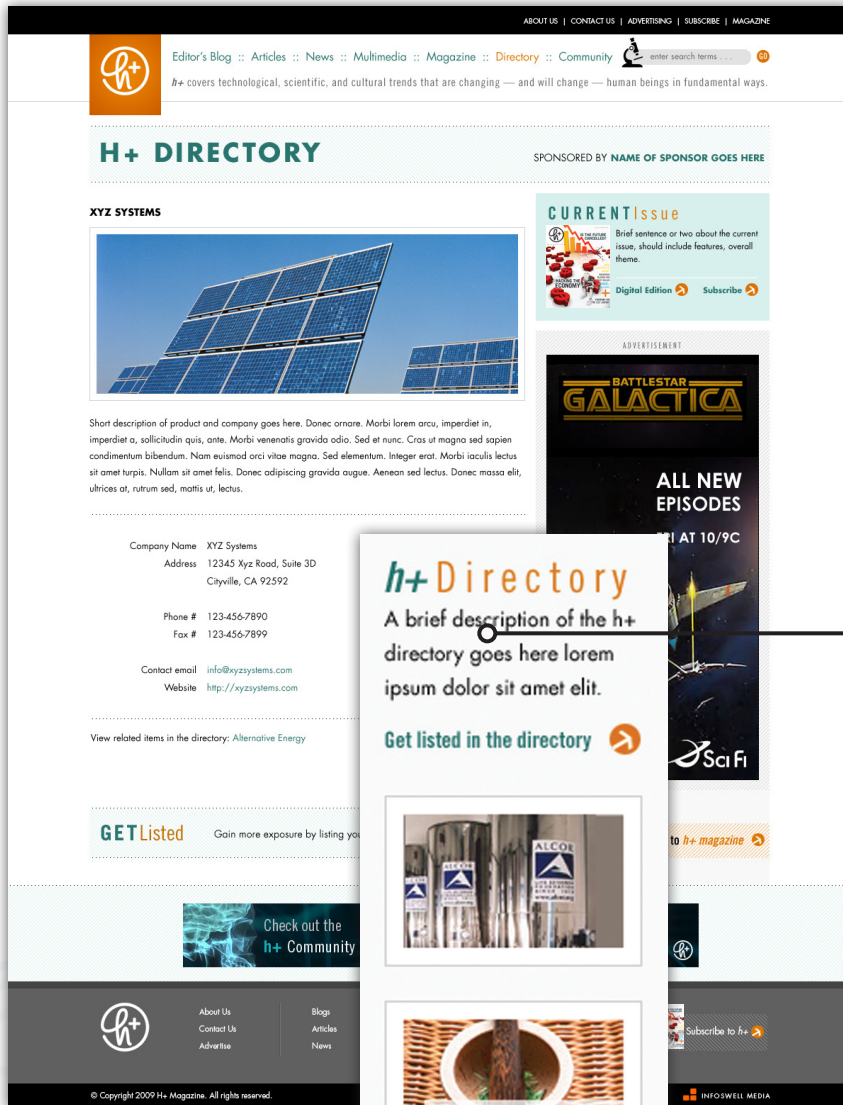
300x600  
SKYSCRAPER  
fixed position

728x90  
LEADERBOARD  
fixed position

The screenshot displays the h+ website interface. At the top, there is a navigation bar with links for 'ABOUT US', 'CONTACT US', 'ADVERTISING', 'SUBSCRIBE', and 'MAGAZINE'. The main header features the h+ logo and a search bar. Below the header, the 'ARTICLES' section is prominent, with a sub-section for 'Article Categories' including AI, Air & Space, Bio, Economy, Ecosystem, Enhanced, Forever Young, Government, Health & Medicine, Humor, Nano, Neuro, and Reviews. A 'CURRENT Issue' sidebar is also visible. The 'POPULAR Articles' section lists several articles with placeholder text and 'read more' links. The 'LATEST Articles' section follows a similar format. On the right side, there are two advertisement spots: a 'Check out the h+ Community' ad and a 'Subscribe to h+ magazine' ad. The footer contains the h+ logo, navigation links, and copyright information: '© Copyright 2009 h+ Magazine. All rights reserved.' and 'INFOSWELL MEDIA'.

# Directory Package

**\$7,850/**annually



- ▶ Premium Product or Service Directory Listing
- ▶ Enhanced listing detail and logo

## Homepage Directory Block Sponsorship

ADVERTISER  
BLURB/LOGO

**h+ Directory**  
A brief description of the h+ directory goes here lorem ipsum dolor sit amet elit.

Get listed in the directory →

View Full Directory →

# Community Site Package

\$5,500/annually

Custom Branded Social Community site where readers can create profiles, form groups and discuss key topics.

- 📄 Blogs for Every Member
- 🗨️ Discussion Topics
- 👥 Groups
- 📅 Event Calendars
- 📺 Real-time Activity Stream
- 🖼️ Photo Slideshows
- 📺 Streaming Video

200x100  
RECTANGLE  
rotating position

160x600  
SKYSCRAPER  
rotating position







# Display Digital Magazine Advertising

Reading your favorite publication online is a natural progression. The Digital Edition is a great way to achieve online exposure, reaching targeted audiences with dynamic interaction that promotes action.

## One Page Display Ad

- 1X \$9,975**
- 2X \$8,978**
- 4X \$7,980**

## 2-Page Spread Display Ad

- \$16,958 1X**
- \$15,961 2X**
- \$14,963 4X**

# Display Digital Magazine Package **\$2,980**

1 - Issue Sponsorship – Adjacent to Cover Sponsor

Supplied Video, Audio or Flash Action Button Added to Digital Ads

\*Limited Print Distribution Included at No Additional Cost for all Display Advertisers



**2009 is the year to  
Make Your Mark in new edge culture.**

**Contact us today to get started with a successful campaign.**

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