



the magazine for the new edge culture

Media Kit 2009

ABOUT

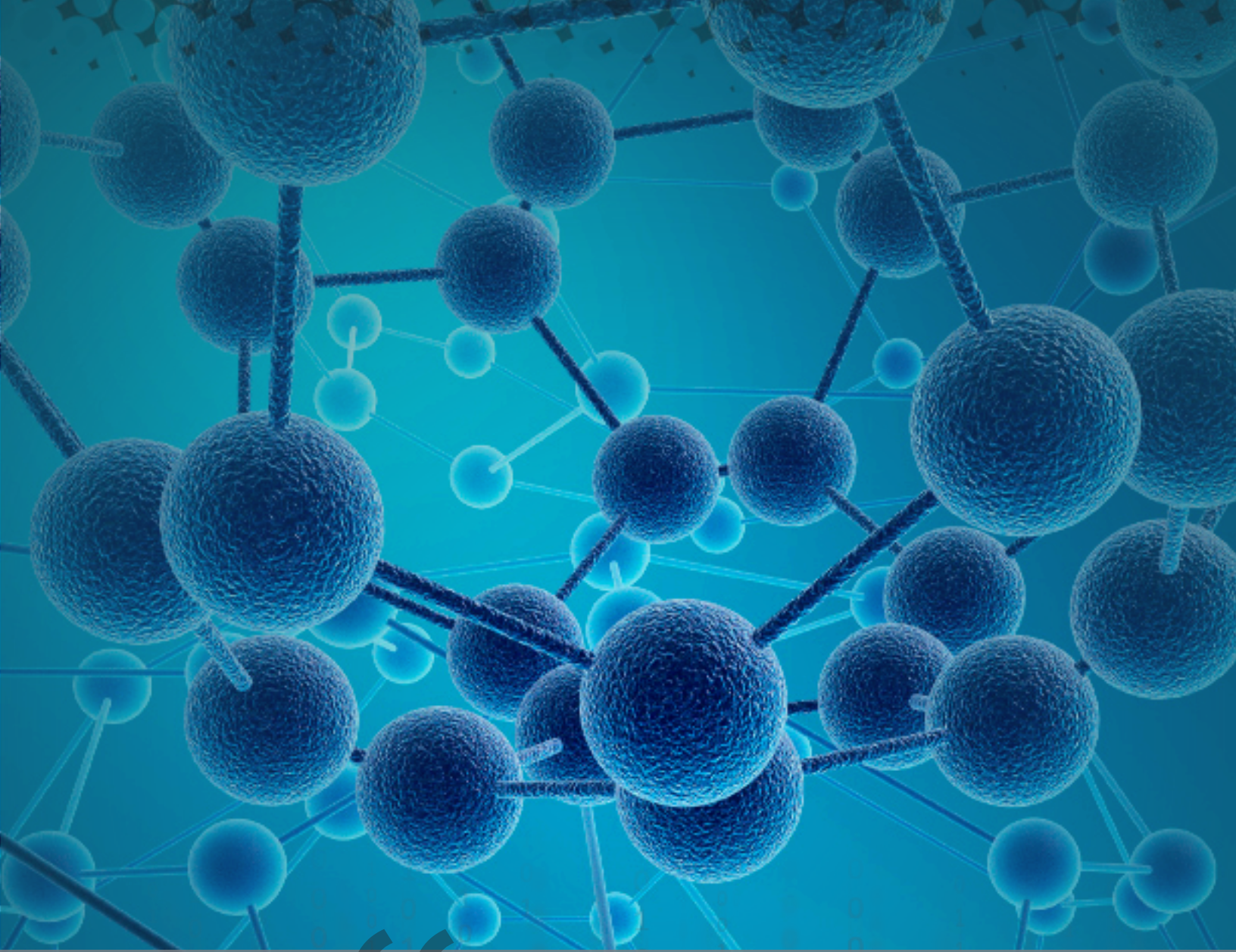
h+ covers technological, scientific, and cultural trends that are changing — and will change — human beings in fundamental ways. We will be following developments in areas like NBIC (nano-bio-info-cog), longevity, performance enhancement and self-modification, Virtual Reality, “The Singularity,” and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

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 hplusemagazine.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**

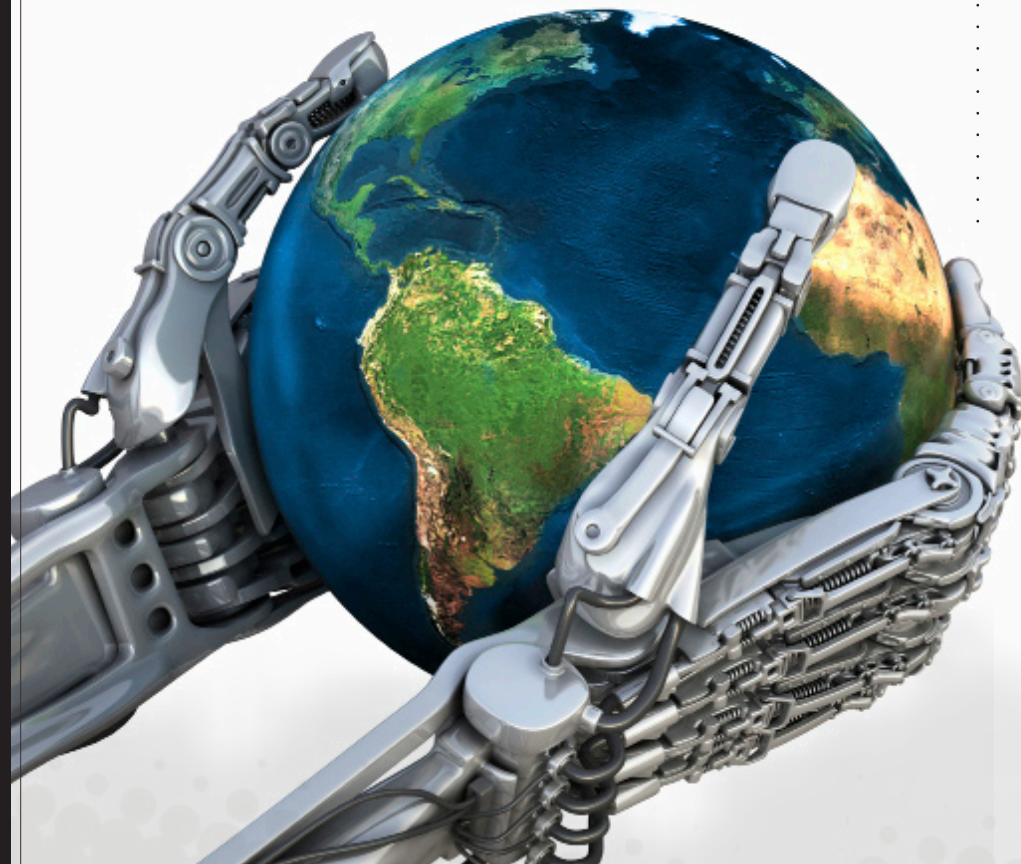
4X **\$7,980**

2-Page Spread Display Ad

1X **\$16,958**

2X **\$15,961**

4X **\$14,963**



Impact

sample package



1

2

3

1

2

3

DIGITAL EDITION

WEBSITE

PRINT

Homepage Package

\$12,400/annually



300x250
RECTANGLE
rotating position

300x100
RECTANGLE
rotating position

300x250
RECTANGLE
rotating position

728x90
LEADERBOARD
rotating position

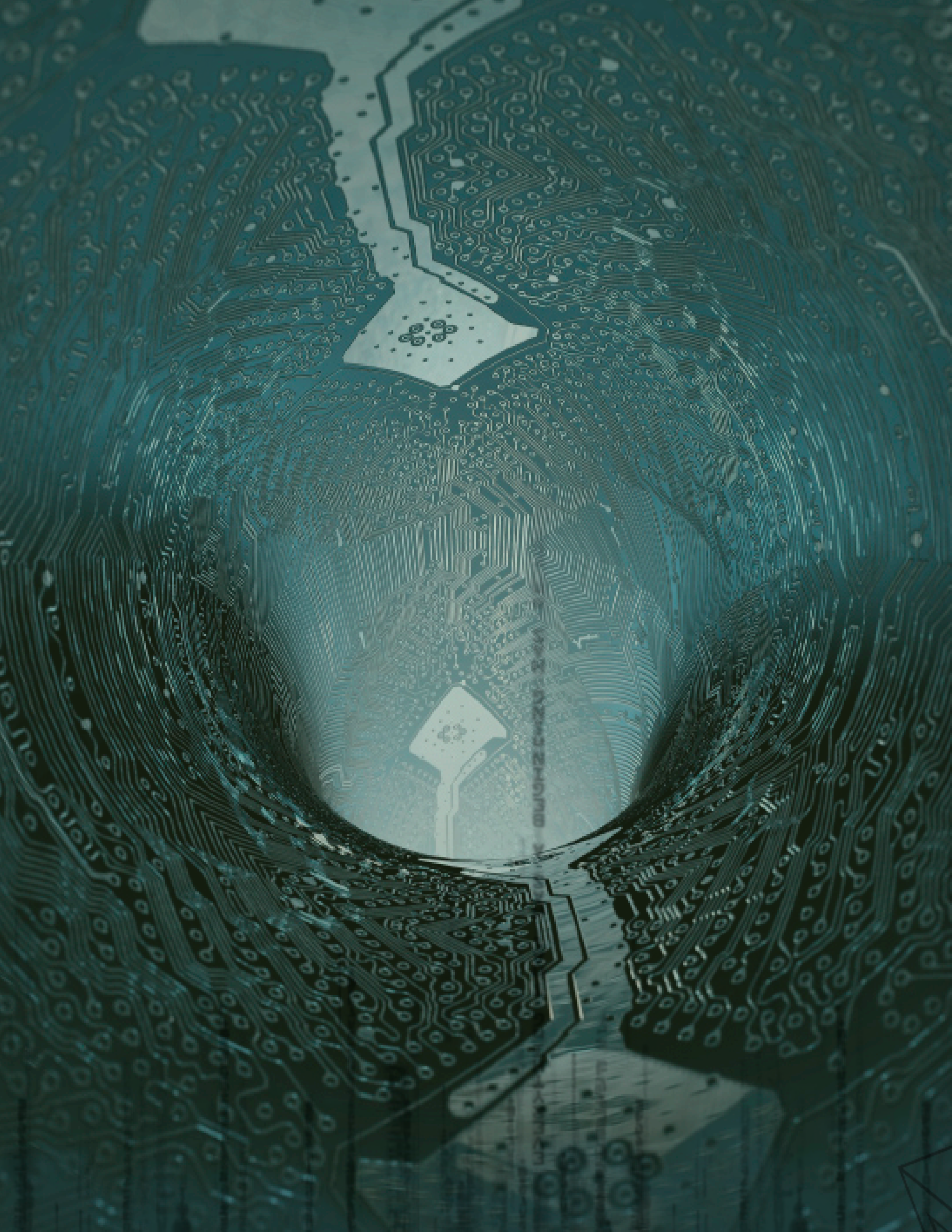


“

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

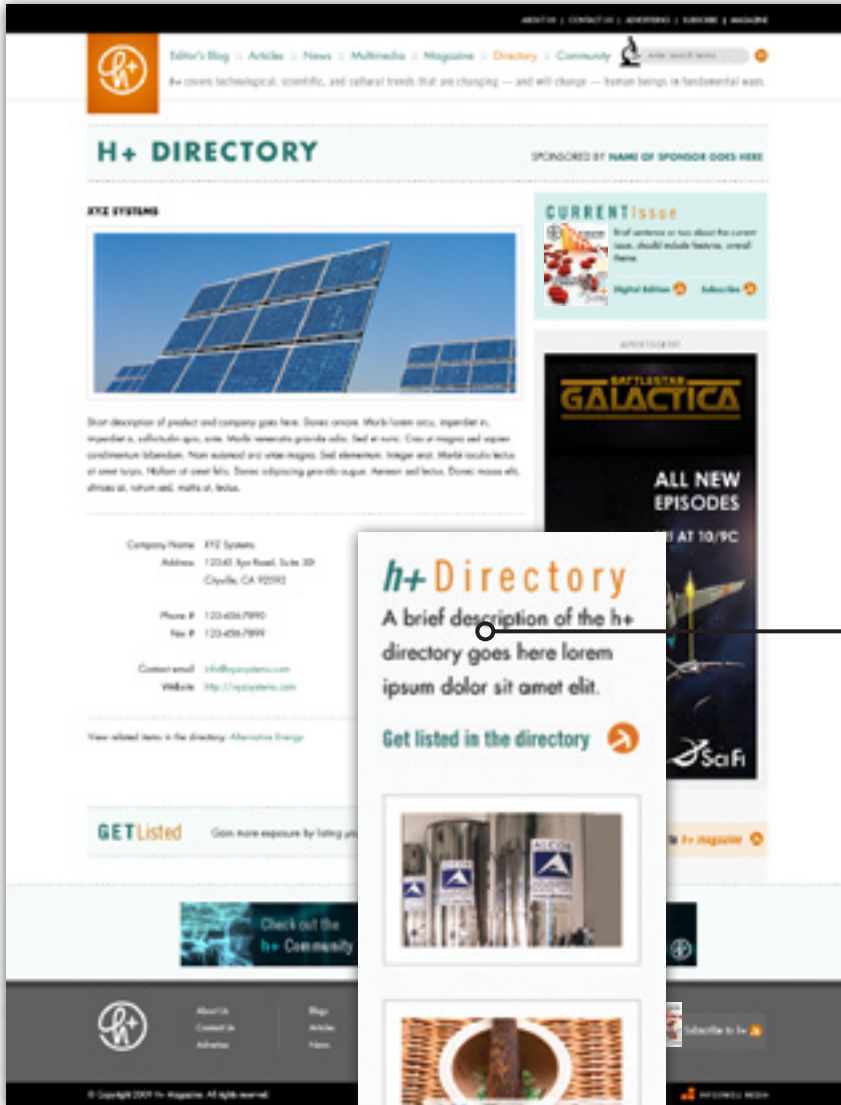
300x600
SKYSCRAPER
fixed position

728x90
LEADERBOARD
fixed position



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 ➤



LifeExtension

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.

385 Vista Roma Way, #115
San Jose, CA 95136 USA

advertising@hplusmagazine.com
fax: (408) 624-9374