

ADVERTISING IN THE FUTURIST MAGAZINE

Editorial Statement

THE FUTURIST focuses on trends and developments that are likely to have a major impact on the way we will live in the years ahead. THE FUTURIST informs its readers about possible future developments in technology, lifestyles, business, government, the economy, and other areas. Readers are well educated and influential leaders in business, government, and academe. THE FUTURIST has been published since 1967 by the World Future Society, a nonprofit scientific and educational organization that acts as a neutral clearinghouse and forum for people and organizations interested in the future.

Rates

Valid Through December 31, 2012

Agency Discount: 15% to recognized agencies

25% Discount to World Future Society Institutional Members

Four-Color Rates	1-Time	3-Times	6-Times
Full Page	\$1,880	\$1,692	\$1,598
1/2 Page	1,316	1,184	1,118
1/3 Page	875	788	744

Black and White Rates

Full Page	\$1,250	\$1,125	\$1,063
1/2 Page	750	675	638
1/3 Page	583	525	496
1/6 Page	333	300	283

Cover Rates (All are 4-color rates)

Back Cover	\$2,541	\$2,287	\$2,160
Second Cover	2,298	2,068	1,953
Third Cover	2,177	1,959	1,850

CLOSING DATES

Issue Date	On-Sale	Shipping	Reservation	Artwork
2012				
January-February	12/17/11	11/28/11	10/14/11	10/27/11
March-April	02/17/12	01/30/12	12/16/11	01/03/12
May-June	04/20/12	04/02/12	02/23/12	03/07/12
July-August	06/22/12	05/29/12	04/19/12	05/02/12
September-October	08/17/12	07/30/12	06/15/12	06/28/12
November-December	10/19/12	10/01/12	08/22/12	09/05/12
2012				
January-February	12/21/12	12/03/12	10/23/12	11/01/12

CIRCULATION

Average for 12 months ending September 30, 2011, as reported on USPS Form 3526.

Paid Subscription	10,354
Paid Single Copy	1,246
Total Paid	11,601
Free	176
Total Distribution	11,777

For more information, call Jeff Cornish, Maryland, 301-656-8274; email: jcornish@wfs.org

MECHANICAL REQUIREMENTS

	Height		Width	
	Inches	Picas	Inches	Picas
Publication Trim Size	10.75		8.25	
Full Page Bleed Size	11		8.38	
Full Page Non-Bleed Size	9.83	59	6.83	41
1/2 Page Vertical	6.50	39	4.50	27
1/2 Page Horizontal	4.66	28	6.83	41
1/3 Page Vertical	9.33	56	2.16	13
1/3 Page Square	4.50	27	4.50	27
1/6 Page Vertical	4.50	27	2.16	13
1/6 Page Horizontal	2.16	13	4.50	27

Ink Coverage: should not exceed 240%

Image Resolution: at least 166 dpi; and less than 330 dpi

Bleeds: bleeds should extend 1/8" beyond trim; live material should be at least 1/4" from trim

Printing: Web offset, coated stock, cover 70 lb., others 40 lb.

Binding: Saddlestitched

Printer: Mercury Press, Rockville, MD

Acceptable Materials

(in order of preference)

1. PDF file following PDF/X-1a specifications
2. EPS or TIFF file
3. InDesign, include fonts and graphics
4. Quark Xpress File, include fonts and graphics
5. Word or text file or other page-layout file (additional charges may apply)

Terms and conditions

1. THE FUTURIST reserves the right to reject any advertisement that is not in keeping with the publisher's standards.
2. The advertiser assumes responsibility and liability for all claims resulting from the advertisement and will protect the publisher from same.
3. THE FUTURIST does not accept ads for any tobacco products.
4. Agency discount of 15% is forfeit if invoice is not paid within 30 days.
5. Cancellations must be received by the reservation deadline or the advertiser will be held responsible for payment.
6. Position agreements, even when acknowledged in writing by the publisher, are subject to preemption by units of greater space and/or coloration, special units, inserts, gatefolds, and special editorial requirements, at the sole discretion of the publisher. The advertiser will be charged for preferred position only when it is explicitly requested in the insertion order and granted by the publisher.
7. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.

Send insertion orders and artwork to:

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