



## OUR EDITORIAL MISSION

In the fast-paced adult industry, the market and business environment can change as rapidly as the technology. Given that dynamic pace, industry leaders must remain in the forefront of change. AVN magazine helps readers do just that by providing in-depth coverage of the topics most relevant to their professional lives. Published monthly by the adult industry's leading information resource and written by and for professionals working in the adult marketplace, AVN covers key technologies, legal commentary, news, trends and reviews.

AVN magazine helps adult retail store owners remain in the forefront of change by providing in-depth coverage of topics relevant to their businesses. What's more, AVN qualifies its circulation to ensure your message reaches those buyers and distributors who impact our advertisers' bottom line. Published for 25 years, AVN delivers over 22,000 magazines each month.

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The Industry Standard



## ADVERTISING RATES

ADVERTISING SIZE	1X	3X	6X	12X
Two Page Spread, Color	\$7,980	\$7,585	\$7,180	\$6,385
Full Page, Color	\$4,185	\$3,980	\$3,770	\$3,450
2/3 Page, Color	\$3,385	\$3,210	\$3,045	\$2,710
1/2 Page, Color	\$2,585	\$2,445	\$2,315	\$2,065
1/3 Page Square, Color	\$2,260	\$2,140	\$2,025	\$1,805
1/3 Page Strip, Color	\$2,260	\$2,140	\$2,025	\$1,805
Full Page, BW	\$2,405	\$2,285	\$2,150	\$1,920
2/3 Page, BW	\$2,120	\$2,005	\$1,910	\$1,690
1/2 Page, BW	\$1,480	\$1,395	\$1,325	\$1,180
1/3 Page Square, BW	\$1,145	\$1,090	\$1,040	\$915
1/3 Page Strip, BW	\$1,145	\$1,090	\$1,040	\$915

For further information regarding rates, specials and options, please contact Sara Sazzman, Senior Account Manager, 818.718.5788, x148.

## PRODUCTION CALENDAR

ISSUE DATE	SPACE PAYMENT DEADLINE	ART DEADLINE
January 2008	11/21/2007	11/27/2007
February 2008	12/21/2007	12/27/2008
March 2008	1/21/2008	1/28/2008
April 2008	2/21/2008	2/27/2008
May 2008	3/21/2008	3/27/2008
June 2008	4/21/2008	4/25/2008
July 2008	5/21/2008	5/27/2008
August 2008	6/23/2008	6/27/2008
September 2008	7/21/2008	7/28/2008
October 2008	8/21/2008	8/27/2008
November 2008	9/22/2008	9/26/2008
December 2008	10/21/2008	10/27/2008

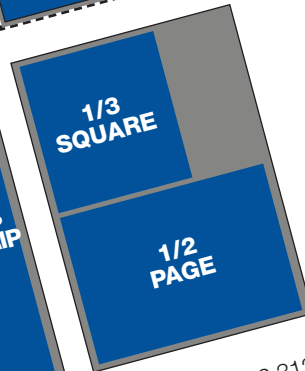
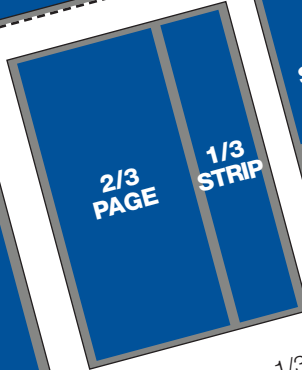
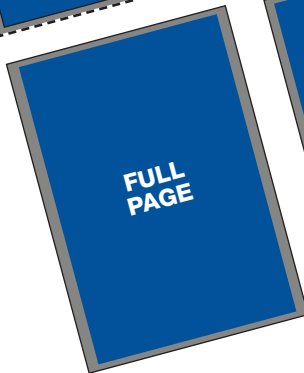
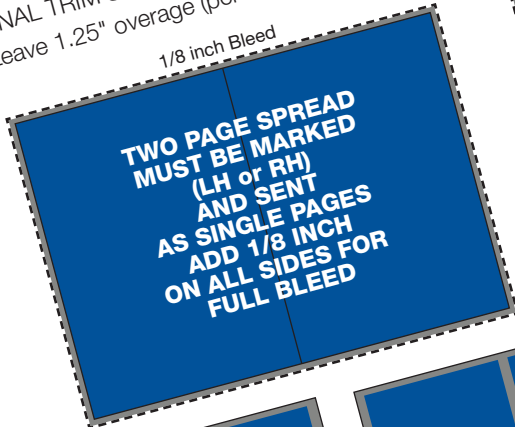
Artwork must be received by the art deadline or previously run artwork will be used.





## MECHANICAL SPECIFICATIONS

FINAL TRIM SIZE: 8.375" x 10.875"  
Leave 1.25" overage (per side) for ads that bleed.



FULL PAGE:  
BLEED: 8.625" X 11.125"  
TRIM: 8.375" X 10.875"  
LIVE: 7.875" X 10.375"

SPREAD BLEED: 17" X 11.125"  
HALF PAGE NO BLEED: 7.875" X 5"  
2/3 PAGE NO BLEED: 5.25" X 10"

1/3 STRIP NO BLEED: 2.3125" X 10"  
1/3 SQUARE: 5" X 5"  
CLASSIFIEDS: 2.375" X 1"  
2.375" X 2"  
2.375" X 3"  
2.375" X 4"  
2.375" X 5"

# AVN<sup>®</sup>

## PRINTING & MATERIAL

Printing: Web Offset

Trim size: 8.375" x10.875"

(Keep live matter .375" from all trim edges. Trim size refers to actual page size.)

## MATERIAL SPECIFICATIONS

Since AVN is perfect bound, please leave a .25" safety margin all the way around the edges of the page for imagery lost in gutters and for type and photos that do not bleed.

**Artwork must be submitted digitally in the following formats:**

- Preferred format: CD-ROM or DVD, Photoshop TIFF file, 300dpi, with color proof.
- Artwork may also be submitted via FTP at [advertising.avn.com](http://advertising.avn.com), with color proof.
- Black-and-white ads must be submitted in grayscale mode.

**We cannot guarantee the reproduction accuracy of your ad without a proof.**

AVN will be relieved of all responsibility for any form of compensation if an ad is supplied in an alternate format, such as native application files. We cannot guarantee the accuracy of reproduction from any ad supplied in unacceptable formats.

AVN will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken, by the client or by their agency, to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.

All payments must be received prior to Ad Art deadline.  
Please send artwork and payments to: AVN Media Network, Inc.,  
9414 Eton Avenue, Chatsworth, CA 91311

## We're Now in Digital!

Read AVN magazine in digital format anytime, anywhere without missing a single article, photo or advertisement. Brought to you compliments of the industry leader in adult entertainment, AVN Media Network. Visit <http://www.avnmedianetwork.com>.

**AVN**  
MEDIA NETWORK  
**The Industry Standard**

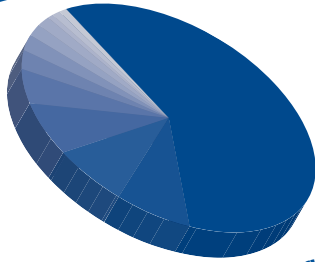


## ADVERTISING TERMS & CONDITIONS

- a.** AVN (hereinafter "Publisher") has established the following guidelines regarding advertising contracted for placement in its various publications and media. These Guidelines are intended to further aid Advertisers in understanding the terms and conditions of their advertising contracts.
- b.** Advertiser shall acknowledge receipt, understanding and agreement to these guidelines in connection with all contracts for advertising of whatever kind and nature entered into with Publisher.
- c.** Publisher reserves the sole discretion and right to refuse any advertisement, for any reason, including but not by way of limitation, any advertisement that contains explicit hardcore sexual activity of any kind. Hardcore sexual activity shall include a display of oral copulation, masturbations, vaginal or anal penetration, whether between individuals or through use of other objects.
- d.** Advertiser must maintain and make available to Publisher, upon its request, all documents, model releases, age verification documents and any other document required for Advertiser and Publisher to meet the requirements of 18 U.S.C.A. §2257.
- e.** Publisher sells, on a non-refundable/non-cancelable basis all Premium Position advertising space. If Advertiser fails to meet the terms of its contract, in any manner, such as untimely payment or failure to timely meet the publication time constraints, Publisher may at its discretion run a prior advertisement in that space or resell the Premium Position with no offsetting refund to Advertiser.
- f.** Publisher shall not assume any responsibility or liability for loss of profits sustained by advertiser by virtue of Advertiser's advertisement not being published because Advertiser failed to meet its obligation under its advertisers contract with Publisher.
- g.** Publisher makes available to its Advertiser discounted rates on the basis of multiple ads and/or ads in more than one of its publications. Should Advertiser fail to meet the agreed to contractual ads, Publisher shall prorate any such discount in accordance with its then schedule of rates, and invoice Advertiser accordingly.
- h.** If Advertiser's advertisement appears to Publisher to be of an Editorial nature, or is determined to be a text type opinion piece, Publisher reserves full discretion to place the word "Advertisement" in connection with such piece and prominently display it in a manner to clearly designate that it is a paid advertisement.
- i.** Publisher shall not accept any advertising material, that in its sole discretion, would violate any statutory or common law property right of any person or entity, violate or infringe upon any copyright, trademark or right of privacy. All advertising must be free of libelous or slanderous materials. Advertiser shall be wholly responsible for any material that is presented by it for publication, and shall hold Publisher free and harmless of and from any ensuing damages, including reasonable attorneys fees incurred by Publisher by virtue of its publication of contracted advertising.
- j.** Publisher shall not assume or be liable for any failure of an advertisement. Publisher does not assume liability for any errors or omissions in any advertisement or any consequential damages arising there from.

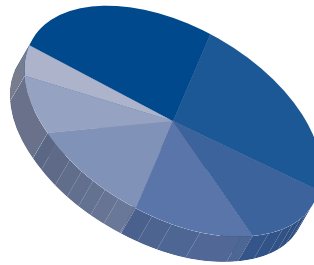
# AVN<sup>®</sup>

## READERSHIP DEMOGRAPHICS



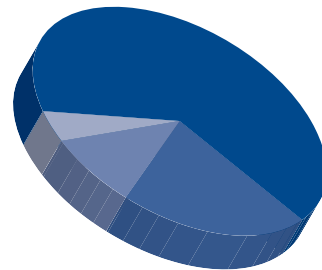
### Professional Classifications

- 60% Retail Store, with Adult
- 8% Other
- 7% Video Mnfr. / Producer
- 7% Distributor
- 7% Magazine or Web Publisher
- 5% Retail Store, no Adult
- 3% Talent or Talent Management
- 3% Novelty Manufacturer
- 2% Director, PA & Crew
- 2% Broadcasting
- 1% Production & Rental Service
- 1% Production & Duplication



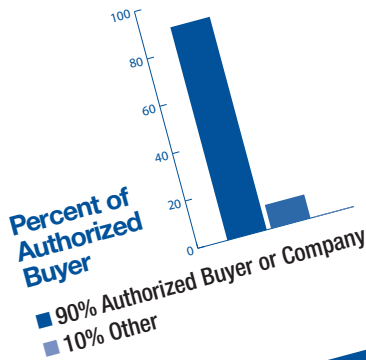
### Merchandise

- 25% DVD's
- 24% Videos
- 13% Novelties
- 13% Gay Product
- 12% Specialty Products
- 8% Lingerie
- 5% Does Not Apply, Not a Retailer



### Retail Store Size

- 65% Novelties & Video
- 22% Traditional gift, limited adult
- 9% Novelty Manufacturer
- 4% Non-adult, considering adult



### Percent of Authorized Buyer

- 90% Authorized Buyer or Company
- 10% Other