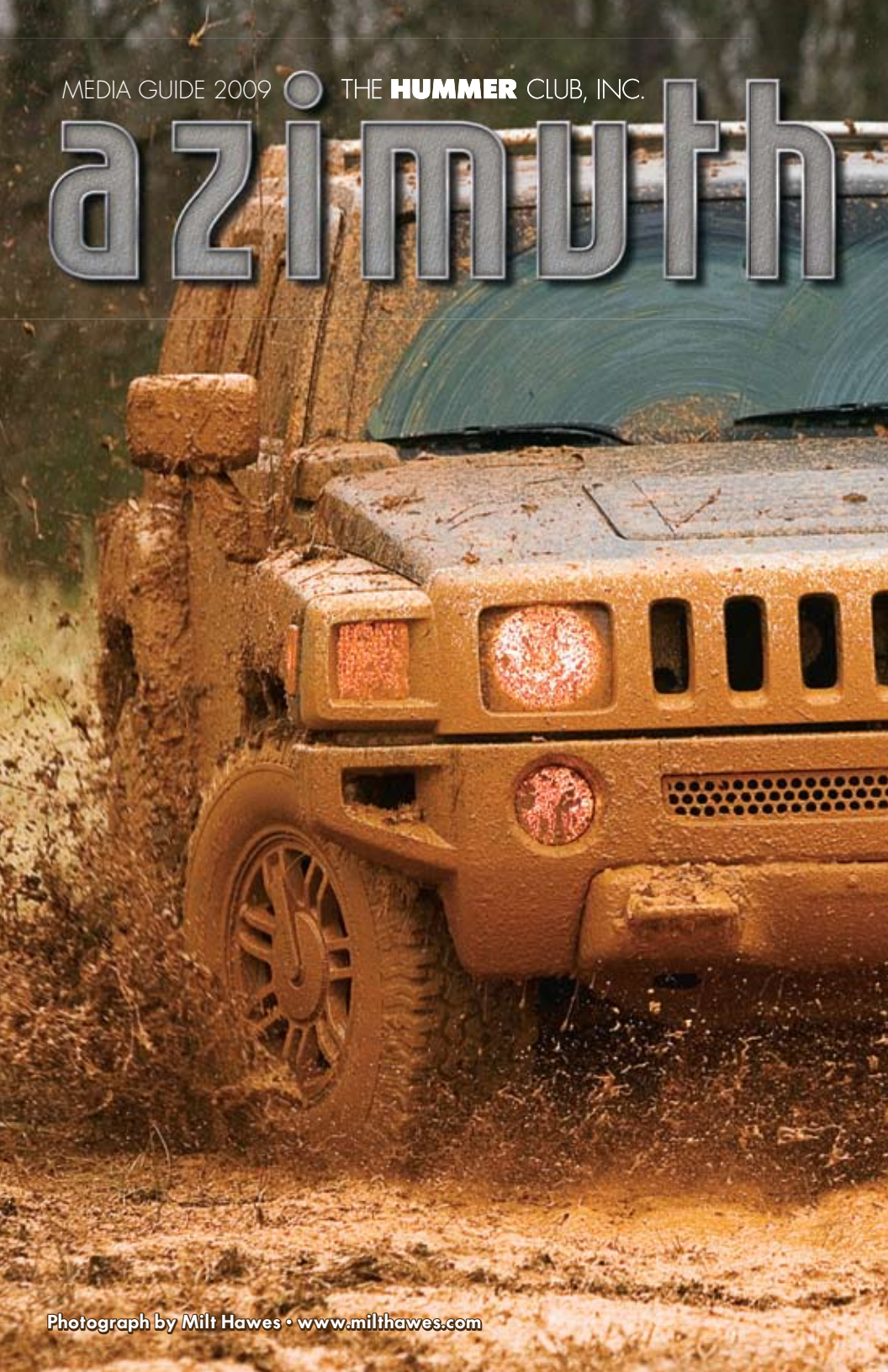


MEDIA GUIDE 2009 ○ THE **HUMMER** CLUB, INC.

# azimuth



MEDIA GUIDE 2009

THE **HUMMER** CLUB, INC.

# azimuth

**The world's first HUMMER lifestyle magazine.**



Hummer owners have the net worth and discretionary income to place them in the top 2% of income earning households in America. Spending over \$50,000 for an H2, or even \$30,000+ for an H3 is a good indication of how serious Hummer owners are about fine living and the adventure lifestyle.

**Azimuth Magazine is your opportunity to reach these affluent adventurers.**



**The Field Group**

*Experience Advertising that Works*

# "ROADS - WHERE WE'RE GOING, WE DON'T NEED ROADS"

(DOC BROWN - BACK TO THE FUTURE, 1985)

- **To Hummer Club Members throughout the United States! Published Quarterly.**
- Azimuth is the ONLY independently published Hummer magazine recognized by AM General.
- Azimuth contains sections on National and Regional Events, Club News, Land Use Advocacy, Tech Tips, Product Reviews, Lifestyle, and more!
- Azimuth is a full-color, top quality publication.
- Distributed to Hummer Club, Inc. members.

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#### HUMMER OWNERSHIP BY THE NUMBERS:

- Hummers on the road: 250,000+
- Average income of Hummer owners: \$106,220
- Average age of Hummer owners: 45

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## CALL TODAY FOR ADVERTISING INFORMATION!



**FIELD GROUP**

advertising & marketing

■ Main Office: 509.965.1780  
■ Toll Free: 800.446.4718  
■ Fax: 509.965.1990

■ **SALES TEAM:**

■ Paul Jones pjjones@thefieldgroup.net  
■ Erika Anderson eanderson@thefieldgroup.net  
■ Irene Nava inava@thefieldgroup.net

## DISPLAY

### **FULL PAGE** - Four Color = \$500

Ad with No Bleed - 7.375x 9.875

Ad with Bleed - 8.375 x 10.875 (size including bleed 8.625x 11.125)

Finish Trim - 8.375 x 10.875

### **HALF PAGE** - Four Color = \$300

Ad with No Bleed - 7.375x 4.8125

There is not a bleed option for this ad size

### **QUARTER PAGE** - Four Color = \$200

No Bleed - 3.5627 x 4.8125

There is not a bleed option for this ad size

## PREMIUM POSITIONS

### **Back Cover: \$600 - Reduced ad size**

Ad with No Bleed - 7.375x 8.110

Ad with Bleed - 8.625 x 8.7361 (size including bleed 8.625x 11.125)

Finish Trim - 8.375 x 8.110

### **Inside Front or Back Cover: \$600**

Ad with No Bleed - 7.375x 9.875

Ad with Bleed - 8.375 x 10.875 (size including bleed 8.625x 11.125)

Finish Trim - 8.375 x 10.875

### **Full Page Double Truck: \$750**

## **Ad Layout - \$85.00\***

With your provided ad copy and photographs we will lay out your ad.

*\*Any illustration, photography or other necessary artwork not provided will be quoted at a rate of \$100 per hour.*



- 15% Recognized agency discount\* (display only)  
\*Discount will be forfeited on all past due accounts.
- Preferred position can not be guaranteed.  
Placement is at the discretion of the publisher

# 2009/10 Space & Material Closing Dates:

Issue	Space Closing	Material Closing
FEB 2009	DEC 29	JAN 5
MAY 2009	MAR 31	APR 4
AUG 2009	JUN 30	JUL 7
NOV 2009	SEP 30	OCT 3
FEB 2010	DEC 31	JAN 5
MAY 2010	MAR 31	APR 6

## Mechanical Requirements (display)

Trim Size: 8.375" x 10.875"  
Bleed Size: 8.625" x 11.125"  
Printed: DTP Web Press  
Binding: Saddle Stitch

Azimuth magazine is produced with "file-to-plate" technology. Only digital files submitted under the following guidelines will be accepted for print reproduction. Please pay careful attention to the following file preparation instructions.

1. We accept digital files in both MAC and PC formats.
2. Acceptable disk types are: CD or DVD ROM.
3. A color proof must accompany each submitted file. Press Proofs, Cromalins, Matchprints, or Transfer Keys are all acceptable for accurate color matching. Color Keys, or Digital Proofs may be submitted, but are unacceptable for anything but pleasing color reproduction. Submit Color Keys, or Digital Proofs at your own risk. Azimuth will not be held responsible for the color accuracy of digital files accompanied by a Color Key, or Digital Proof. Additional color proof charges may apply for files delivered without color documentation. Laser proofs are acceptable for black and white ads only.
4. Accepted file types are: EPS, or TIF in CMYK format. PDF and original application files (e.g. Adobe Illustrator, Adobe Pagemaker, Adobe Photoshop, and Macromedia Freehand) may be included with the primary EPS or TIF file on the disk as a backup precaution. Please save copies of ALL fonts and images to your disk to avoid missing links (even if you think files are embedded). Be sure that linked images have a minimum resolution of 250 dpi. JPEG images should NOT be used for print reproduction. Convert all RGB image files to CMYK before saving. *Quark XPress is not a supported application! Please provide print ready PDF's with marks and bleed.*
5. Azimuth does not accept files via e-mail, or other electronic delivery method.
6. Recommended minimum type size is 7 point. Recommended minimum type size for reverse is 8 point. Please keep all type 1/2" from trim edges, and 1/4" from the gutter.
7. Double check ALL size dimensions before saving your ad(s)!

# Mechanical Requirements

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## General

1. **Azimuth** magazine reserves the exclusive right to decline all advertising judged by the publisher to be inappropriate or undesirable for print reproduction. The actual publication of an advertisement constitutes its acceptance, but does not constitute any agreement for its future publication in any form.
2. **Azimuth** magazine reserves the right to edit copy or to redesign any advertisement that does not meet the quality standards established by the magazine. No alterations to original copy of format will be published without the advertiser's consent.
3. Position of ads is at the discretion of the magazine.
4. No cancellations will be accepted after the closing date of each issue. If copy is not received, a previous ad will be printed and charged for. If one is not available, the advertiser will still be charged for the reserved space. There is a \$50.00 charge for ad materials received after the deadline.
5. Errors for which the magazine is responsible shall not be credited in excess of the cost of the space occupied by the error. **Azimuth** magazine requires written notification of such errors within (30) days of publication if credit is to be given.
6. Ad changes are the responsibility of the advertiser. New materials must be supplied to **Azimuth** magazine in the required format, with an accompanying color proof, on or before the next issue materials deadline.
7. Words such as 'advertisement' will be placed on ad copy that, in the opinion of **Azimuth** magazine resembles editorial matter.
8. The publisher cannot be held responsible for the quality of ad reproduction when specifications are not adhered to, or when material is not received by closing date. If materials require alterations to meet **Azimuth** magazine specifications, the publisher reserves the right to charge for alterations.



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[www.thefieldgroup.net](http://www.thefieldgroup.net)