

MEDIA GUIDE 2011



THE **HUMMER** CLUB, INC.

®

azimuth



Azimuth Magazine invites your business to reach The HUMMER Club, Inc's, exclusive audience of affluent adventurers by advertising in our quarterly publication.

As H1, H2, and H3 owners, HUMMER Club, Inc. members have the net worth and discretionary income to place them in the top 2% of income earning households in America. Spending over \$100,000 for an H1, or even \$29,500+ for an H3 is a good indication of how serious HUMMER owners are about fine living and the adventure lifestyle.

Azimuth magazine can help your business build a long-term relationship with some of these highly qualified buyers. If you have a product or service that is unique and exciting enough to appeal to this highly select market, consider advertising with Azimuth Magazine.

Call today for more information on space availability and material deadlines. **H**

ADVERTISING RATES

Azimuth Magazine | The Hummer Club, Inc. | www.thehummerclubinc.com

FULL PAGE \$500

Trim Size: 8.375 x 10.875

Bleed Size: 8.625 x 11.125

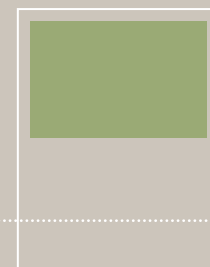
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1/2 PAGE \$300

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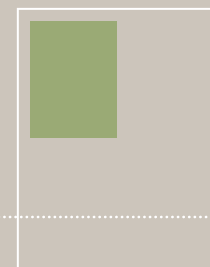
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1/4 PAGE \$200

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CONTACT:

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Or Speak to any Club Director!

PREMIUM POSITIONS

Inside Front & Back Cover - \$800

Back Cover - 1/2 Page only - \$500

WWW.THEHUMMERCLUBINC.COM

MECHANICAL REQUIREMENTS

Trim Size: 8-3/8" x 10-7/8"

Printed: DTP Sheet-fed

Bleed Size: 8-5/8" x 11-1/8"

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 (Adobe Illustrator, Adobe Photoshop, and Adobe InDesign) 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 300 dpi. JPEG images should NOT be used for print reproduction. Convert all RGB image files to CMYK before saving.
5. Electronic delivery of files can be accommodated; please speak to the Club director in charge of Azimuth for more information.
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)! H



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