

Macworld Newsletter Opportunities

Macworld's email newsletters provide an excellent opportunity to deliver your marketing message effectively and efficiently to a targeted audience of Mac enthusiasts. Our newsletters are 100% user requested, served in both HTML and text formats.

Macworld Weekly

Macworld's weekly e-newsletter provides readers with up-to-date news, information, recent headlines, feature highlights, a useful Mac tip, as well as industry buzz from the Macworld forums, delivered directly via email.

\$8,000 sponsorship (full run)
\$5,000 sponsorship (half run)
Reaching 220,000 subscribers

Mac OS X Hints

Readers get more out of Mac OS X with weekly hints delivered directly to your mailbox. In addition to tips on simple shortcuts, hidden features, and other inside OS X information, the Mac OS X Hints newsletter also points to interesting discussions in our online forums.

\$3,500 sponsorship
Reaching 30,000 subscribers

Mac Gems

Mac Gems newsletter unearths the best low-cost Mac software, providing readers with weekly links to little-known Mac programs we've tested and rated.

\$3,000 sponsorship
Reaching 25,000 subscribers

iPhone News

Stay up-to-date weekly with the latest news, reviews and how-to articles from Macworld about the iPhone.

\$2,500 sponsorship
Reaching 10,000 subscribers

iPod Weekly

Keep in touch with the latest news, reviews and tips about the iPod and iPod accessories, all from the experts at Macworld.

\$2,000 sponsorship
Reaching 10,000 subscribers

Game Room

Weekly updates on the latest gaming news, plus reviews and analysis from Macworld game experts.

\$500 sponsorship
Reaching 2,000 subscribers

The screenshot shows the Macworld website with a navigation bar at the top containing links for Home, News, Products, Weblogs, Mac Help, Magazine, Feeds, Newsletters, Shop, and Discuss. The main content area features several sections:

- Macworld Weekly**: A section for the weekly newsletter with a link to "Exporting Still Images" by Christopher Breen. It includes a "Mac 911 Tip of the Week" and a "Mac OS X Hints" section.
- With Fujitsu ScanSnap™**: An advertisement for the Fujitsu ScanSnap S500M scanner, highlighting its ease of use and compatibility with Mac OS X.
- Macworld Reviews, Secrets & Notes**: A section for reviews and news, including a review of the Mac OS X compatible Fujitsu ScanSnap S500M scanner.
- Shopping on Macworld.com**: A section for computer products and consumer electronics, including a link to "Shop for Consumer Electronics".

Email Blasts to Opt-In List

Target Opt-In subscribers of Macworld Newsletters through weekly email blasts.

\$3,500 sponsorship
Reaching 40,000 subscribers

Ad Specifications

HTML: Big Box 336x280
25K Max File Size (GIF or JPEG)
with one linking URL
Text : 75 words or less
with one linking URL

Rates shown are as of 6/4/08, and are based on 1x insertion. Frequency breaks are available for multiple insertions.

For more information, please contact your Macworld Account Manager or call 415.243.0505

Macworld
The Mac Experts