

WIRED

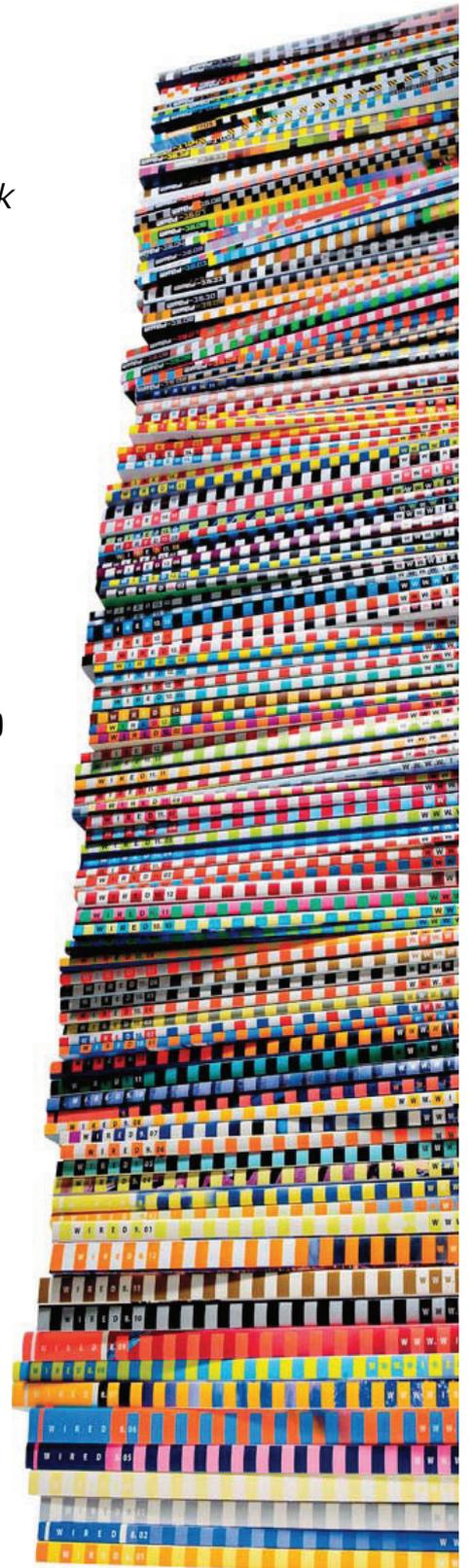
IMPRESSIVE INDUSTRY RECOGNITION

- Chosen as Magazine of the Decade by *Adweek*
- Named to *Ad Age's* 2010 Magazine A-List
- 11 National Magazine Awards
- National Magazine Award winner for General Excellence: 2005, 2007, 2009
- National Magazine Award winner for Design: 2008, 2009, 2010
- 26 Society of Publication Designers Awards, including Magazine of the Year in 2008, 2009

“WIRED survived the storm by capturing a broader readership with an editorial mix spanning technology, business, science, entertainment, and culture—in essence becoming the chronicler of the decade.”

ADWEEK

WIRED



EDITORIAL SECTIONS

Rants

Comments on past pieces and feedback from WIRED's engaged readers.

Release Notes

Interesting tidbits and a behind-the-scenes look at the making of the stories in the current issue.

Start

Big ideas, provocative innovations, new technologies, and cultural shifts explained with visual flair. WIRED's signature service journalism uses charts, Q&As, and easy-to-navigate infographics, all presented in the irreverent style for which WIRED is known.

Test

WIRED's definitive take on new gear, from the coolest media streamers to the hottest mountain bikes—all put through their paces and rated by the best product editors in the business. Short essays by renowned author Steven Levy and others spotlight the big issues of the day in tech innovation. Avid yet uncompromising, savvy, and always entertaining, WIRED Test is the gold standard of new-product coverage.

Play

A themed section covering the WIRED universe at leisure. Topics range from the latest games to the hottest entertainment blogs, from the big screen to what's new in music, and everything in between. It's the ultimate insider's guide to 21st-century culture.

Features

A critical download on the big ideas that are about to rock the WIRED world, these features, which run before the well, explore fresh topics, new ideas, or a vivid personality that lends itself to a tight focus.

Found

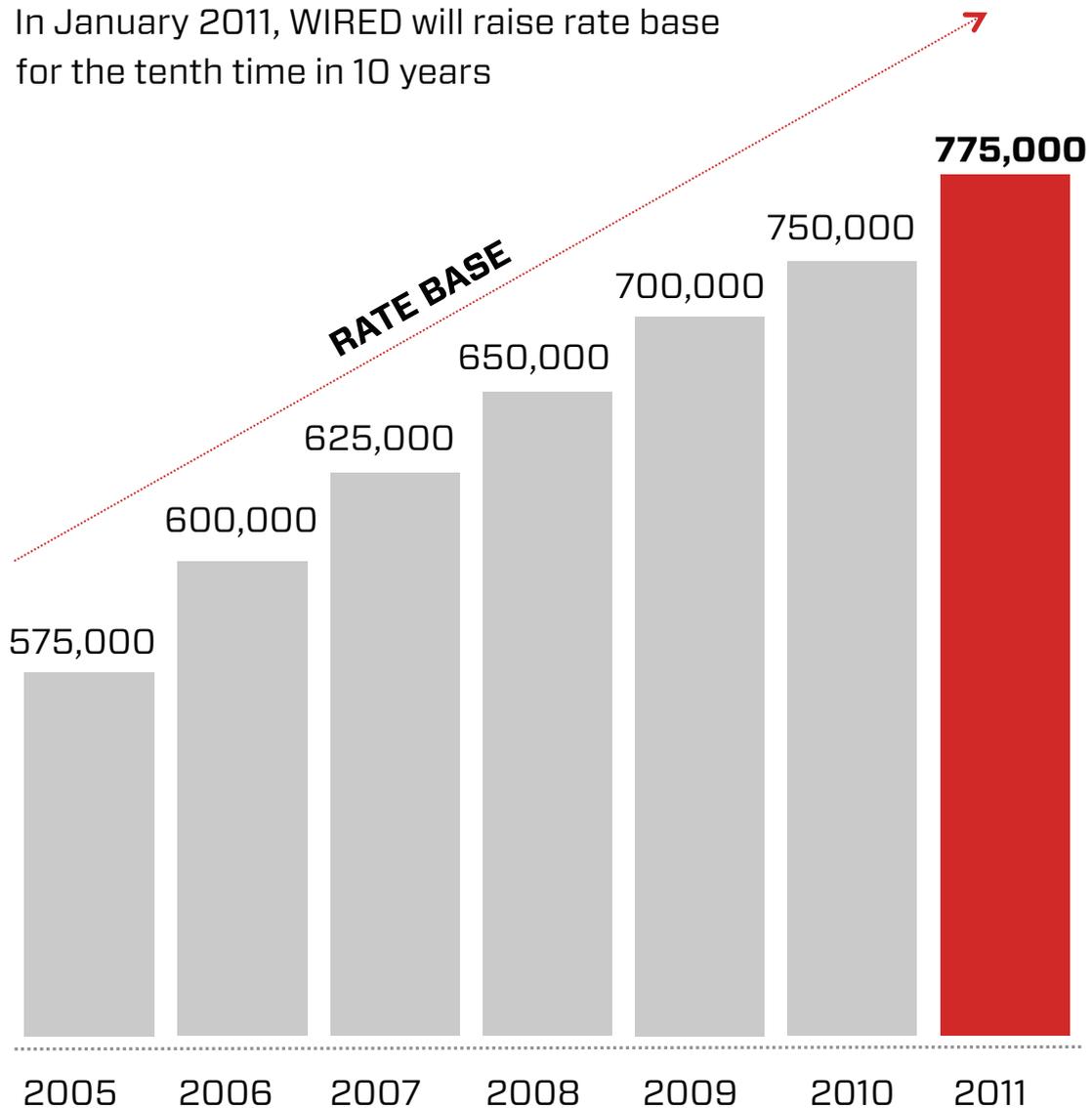
Each month, WIRED asks readers to imagine the future of some aspect of our everyday world, from grocery store checkout lines to children's books to dive bars. Readers submit ideas and sketches on WIRED.com, and the best ones are transformed by our artists into the last page of the magazine—a tongue-in-cheek artifact from the future.



A THRIVING BRAND

WIRED's Circulation Climbs to 794,196

- Total paid circulation up 30% in 5 years
- Single copy sales up 19% in 5 years
- In January 2011, WIRED will raise rate base for the tenth time in 10 years



AFFLUENT AND INFLUENTIAL READERS

		MRI SPRING 2010	MMR 2010
	Total Audience	2.9 million	601,000
	Men	74%	71%
	Women	26%	29%
	Median Age	36	45
	Age 18-34	48%	23%
	Age 25-49	68%	62%
	Median Household Income	\$94,715	\$154,801
	Median Personal Income	\$51,948	\$94,022
	Graduated College+	54%	80%
	Post-Graduate Degree	18%	29%
	Professional/Managerial	47%	80%
	Top Management	18%	21%
	Influentials (Index)	227	--

GET WIRED ON THE TABLET

Buzz Surrounding the Launch

“WIRED has arrived in the tablet age.”

The New York Times

“WIRED is the first to undergo a top-to-bottom re-imaging for the format.”

THE HUFFINGTON POST

“WIRED magazine’s gorgeous app is now available on the iPad!”

GIZMODO



- 24,000 downloads in 24 hours
- 105,000 downloads in June 2010
- Nearly half a billion impressions
- iPad sales currently represent one-third of single-copy sales

Leverage the Power of This New Medium with WIRED

iPad users are not only more receptive to advertising on their devices but are also more likely to make a purchase after viewing an ad.

Advertiser Opportunities

- **Web Linking:** Connect consumers to your website directly from your ad, within the WIRED application.
- **Premium Sponsorship:** Engage readers via immersive video and interactive gallery opportunities.
- **Premium Plus Sponsorship:** Connect via deep engagements featuring custom animation, multimedia, and more.

Create Meaningful Ad Connections on the Tablet

92%

Satisfied with digital magazines on the iPad

89%

Feel apps are easy to use

84%

Feel the content and experience met or surpassed expectations

WIRED

Source: Nielsen, “Connected Devices Playbook,” 2010

2011 SIGNATURE PROGRAMS

Reaching Thought Leaders, Hollywood Insiders, and Consumer Influencers Across the Country and Throughout the Year

WIRED Business Conference: Disruptive by Design

WIRED gathers an exclusive group of executives and business leaders for a series of smart, high-profile conversations with our editors on key industries experiencing disruption.

Audience: 350+ C-level executives

Market/Timing: NYC, May

WIRED Café

This VIP event offers a chic haven for celebrities, press, and VIPs attending the popular Comic-Con fan convention. The WIRED Café offers media interviews, demos, gifting, and more.

Audience: 3,000+ VIPs

Market/Timing: San Diego, July

WIRED Store

Each year during the holiday season, the WIRED Store brings the pages of WIRED to life for six weeks in an interactive shopping environment featuring the hottest gifts, gear, and VIP events.

Audience: 30,000 affluent holiday consumers

Market/Timing: NYC, November-December

Smart Salon

WIRED Smart Salons are bespoke events that bring together thought leaders across disciplines and engage them in provocative conversations about anything from energy policy to cloud computing.

Audience: 100 executives and thought leaders

Market/Timing: Any market, anytime



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