

# TIME

## Franchise 2017

**TIME** separates the crucial from the trivial, converts information into knowledge, and transforms confusion into clarity through exceptional writing, first-hand reporting and stunning photography.

**TIME** provides millions of business decision makers with enhanced coverage of best practices, the smartest strategies and leading-edge brand transformation.

From management to marketing, from technology to sustainability, from the influence of world events on industry to the impact of government on small and local businesses, **TIME** Business delivers focused coverage of the companies, executives and trends that are shaping today's domestic and global business landscapes.



### TIME U.S. Audience Profile

#### National Audience Profile

**Total U.S. Audience . . . . . 17,525,000**

Rate Base . . . . . 3,250,000

% Male/Female . . . . . 55%/45%

Median Age . . . . . 48

Median HHI . . . . . \$72,131

Att/Grad College+ . . . . . 12,357,000

Prof/Mgrl . . . . . 5,436,000

HHI \$100,000+ . . . . . 5,654,000

Source: 2014 Fall GfK MRI



### Ad Submissions

8MBs or less email to ads@directactionmedia.com or uploaded at www.directactionmedia.com/upload-ads/

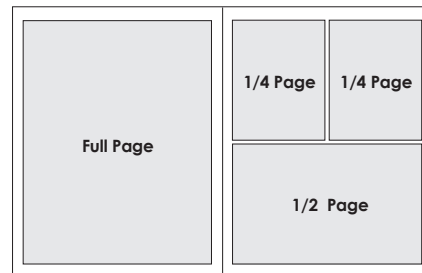
8+MBs send via FTP  
 host: ftp.directactionmedia.com  
 User: damads  
 Password: Action2010

### Artwork/Digital Requirements

- Files must be flattened PDFx1a or TIFF format.
- All images should be 300dpi or higher at 100% of finished size (no web images).
- All images should be saved in CMYK mode, not RGB.
- All text should be saved at 100% Black.

### 2017 Rates

	Full	Half	Quarter
Texas	\$12,000	\$6,250	\$3,750
NY Metro	\$14,000	\$7,250	\$3,875
CA	\$20,000	\$10,500	\$6,250
LA Metro	\$12,000	\$6,250	\$3,750



### Size Specifications

Size	Width		Height
Full Page	6 7/8"	x	9 3/8"
Half Page	6 7/8"	x	4 5/8"
Quarter	3 3/8"	x	4 5/8"

To advertise in call 1.800.938.4660 or email sales@directactionmedia.com

