Make: mission

Broaden participation in innovation by engaging people to Make.

EMPOWER
makers to explore, innovate and create value

SUPPORT
makers and their missions – personal, social, entrepreneurial

ENABLE
people of all ages the opportunity to learn, make and share

IMPROVE
our lives, our communities and our cities
We are all makers.

-Dale Dougherty, founder + CEO of Make:
The Rise of the Maker Movement

2005
Make: magazine launches, coining the term “Maker”

2006
First Maker Faire event
Etsy launches

2009
First TechShop opens
Square launches

2011
The overall market for 3D printing products and similar maker services reached $1.7 billion

2012
Maker Camp launches
NY Times reports “Made in America” is on the rise

2013
3M people pledged $480M to Kickstarter projects

2014
First Maker Faire at White House
Mayors Maker Challenge launches

2015
Global Maker Faire attendance surpasses 1M
Raspberry Pi reaches 5M units in sales

2016
26% of U.S. cities currently have Makerspaces and 13% have hosted a Maker Faire

2017
240+ Maker Faires around the world
Maker Movement
By the Numbers

Makers add more than $29B to the U.S. economy

57 percent of US adults are MAKERS
Source: USA Today

1.45M+ global attendees
Maker Faire

1393 makerspaces WORLDWIDE
US Census Bureau, Hackerspaces.org
Maker Profile

33% of Americans identify as being a part of the Maker Movement

Makers have diverse interests + engage in:
33% 3D Printing 30% IoT 32% Robotics
29% DIY Projects 32% Cooking 36% Coding

31% have a Master Degree or higher
73% attend Maker Faire to learn about new trends + technologies

Makers work in a diverse range of tech fields:
49% are employed by large companies (500+ employees)
10% are within top management
38% Engineering 17% Management 16% IT/tech

31% have helped their kids with a maker project in the past year

Sources: 2016 Maker Faire Bay Area + New York Attendee Survey
The Maker Ecosystem

**54%**
**Zero to Maker**
Hobbyist who engages in making for personal, family, and/or educational purposes.

**33%**
**Maker to Maker**
Innovator who collaborates with other Makers, sharing expertise, tools, and techniques.

**13%**
**Maker to Market**
Entrepreneur taking an idea or project to market, or working professionally as a Maker.

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**Maker Pros**
Segment interested in the business of making.
Why Making Matters

PRODUCE LAUNCHED AT MAKER FAIRE

The world’s first desktop 3D laser printer. $40M raised in 30 days on Kickstarter.

The world’s first Wi-Fi sous vide machine. $750K raised on Kickstarter.

Makers are a leading source of innovation

Over 1.7M individuals have contributed over $150M to maker-related projects on Kickstarter.
“Makers are at the center of a fundamental shift in the economy.”

-Paul Saffo, Futurist, Stanford University
2017 Editorial Focus

**Future of Making** – from IoT to Robotics, Drones to Autonomous Vehicles, Boards to Biohacking...

**COVER STORIES**

- **DIY Robotics** on sale 1/24/17
- **Maker Health** on sale 3/21/17
- **Boards Guide 2017** on sale 5/23/17
- **Family Projects** on sale 7/25/17
- **Future of Home** on sale 9/19/17
- **Digital Fabrication 2017** on sale 11/21/17

33% have been reading *Make: since its inception*

98% spend 2+ hours reading each issue

91% save their copies of *Make: for future use*

**Average Age:** 44  **HHI:** $107K  **80%** Post Grad  **73%** Own a Home  **97%** College Educated
Editorial Sections:

**SKILL BUILDER**
The go-to source for Makers who are looking to learn new technologies + techniques.

**PRODUCT GUIDE**
Gadgets and gear for Makers. Detailed reviews on the latest tools, technologies, and books.

**PROJECTS**
A source of inspiration and informative step-by-step instructions from our labs to your home.
<table>
<thead>
<tr>
<th>COVER STORY</th>
<th>SPACE CLOSE</th>
<th>MATERIALS CLOSE</th>
<th>ON SALE</th>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x (1 Year)</th>
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<tbody>
<tr>
<td>DIY Robotics</td>
<td>11/22/16</td>
<td>11/29/16</td>
<td>01/24/17</td>
<td>Full Page</td>
<td>$14,175</td>
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<td>01/24/17</td>
<td>01/31/17</td>
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<td>$ 8,552</td>
<td>$ 8,210</td>
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<td>Boards Guide 2017</td>
<td>03/28/17</td>
<td>04/04/17</td>
<td>05/23/17</td>
<td>Cover 2</td>
<td>$16,284</td>
<td>$15,632</td>
<td>$14,981</td>
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<td>Family Projects</td>
<td>05/23/17</td>
<td>05/30/17</td>
<td>07/25/17</td>
<td>Cover 3</td>
<td>$15,581</td>
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<td>Future of Home</td>
<td>07/25/17</td>
<td>08/01/17</td>
<td>09/19/17</td>
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<td>$17,689</td>
<td>$16,982</td>
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<td>Digital Fabrication 2017</td>
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<td>10/03/17</td>
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<td>Special Section</td>
<td>$15,309</td>
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<td>Marketplace</td>
<td>$ 2,200</td>
<td>$ 2,112</td>
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Reach a community of Makers...

**Make: Online** – Connecting a global community of Makers with projects, news, and how-to’s.

**CONNECT WITH MAKERS**
- E-newsletters
- Challenges
- Video
- Custom Content Programs
- Banner Advertising

**1M+ Viewers** Streaming Content | **2.4% CTR – Newsletters** 5X higher than industry standard | **1.2M+ Newsletter Subscribers**

Social Reach: 2.4M+ | Age: 25-44 | HHI: $119K | 83% Post Grad | 70% Male | 30% Female
**SKILL BUILDER**
Whether you’re a newbie or a Maker Pro, we provide learning content for all levels.

**GUIDES**
*Make* editors review the latest in drones, 3D printing, boards, and more.

**PROJECTS**
Custom projects created by the *Make* community around a promoted theme or platform.

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**MAKER PRO**
Explore the business of making from starting your own Kickstarter to learning the latest innovations and technologies.

**VIDEO**
Maker celebrities such as Jimmy DiResta present step-by-step projects covering topics from welding to electronics to home improvement.

**MAKER SERIES**
Special Maker guests invited to share their thoughts and projects around a specific topic or theme.
Challenges:

Tap into the makers who spur innovation.

“Call for Maker” challenges provide an opportunity for brands to participate directly with the Maker community by inviting them to ideate around a specific theme or problem set.

Sponsor an existing challenge or collaborate with Make: to create a custom challenge based on your brand’s product and/or initiatives. Fully integrated challenges with Maker Faire and Make: magazine also available.

**UPCOMING CHALLENGES:**

- Raspberry Pi Day
- Arduino Day
- Science Fair Challenge
- Father’s Day
- Drones

- Getting Started Challenge
- Halloween Challenge
- Making For Good Challenge
- Digital Fab Contest
### E-newsletters:

**A proven method for driving a call to action.**

<table>
<thead>
<tr>
<th><strong>Make: Newsletter</strong></th>
<th><strong>SUBSCRIBERS: 410K</strong></th>
<th><strong>A weekly round-up of all the latest trending articles and projects from Makezine.com.</strong></th>
<th><strong>Feature -1</strong></th>
<th><strong>Feature -2</strong></th>
<th><strong>Banner</strong></th>
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| **Maker Pro** | **SUBSCRIBERS: 70K+** | **A weekly round-up of the business of making.** | **$7,500** | **N/A** | **$3,000** |
|----------------|-----------------------|--------------------------------------------------------------------------------|-----------|

| **Make: Community** | **SUBSCRIBERS: 730K+** | **Released monthly, this newsletter features intimate Maker profiles and stories.** | **$12,500** | **N/A** | **N/A** |
|----------------------|-----------------------|--------------------------------------------------------------------------------|-----------|

| **Make: Education** | **SUBSCRIBERS: 7.5K+ NEW** | **A monthly newsletter for educators and families interested in bringing making into their local schools.** | **$2,500** | **N/A** | **N/A** |
|---------------------|-----------------------------|--------------------------------------------------------------------------------|-----------|

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**Our newsletters have a 2.4% CTR**

5x higher than industry average!
Custom Content Programs: Meaningful programs based on your initiatives.

2016 PROGRAM:
When NVIDIA launched their new dev board, Make: was their first stop for sharing their product with makers around the world. Through custom editorial content both online and in the magazine, NVIDIA had access to a thriving audience of early adopters and tech savvy enthusiasts eager to learn more about them and their new products.

OPPORTUNITIES INCLUDE:
• Programs
• Branded Content
• Video
• Live Streaming
• Special Interest Publications
Custom Content Program:

Netflix - Custom Content Program

Netflix, pioneers of pop culture, targeted Makers as a highly valuable audience and created a brand initiative in the spirit of the Maker movement called, “Make It.” In partnership, we have both provided inspiration for custom projects geared towards Makers as well as helped promote Netflix originals through custom content programs and social media amplification.

Netflix socks.
Netflix socks pause your show automatically, so you never miss a moment.
Banner Display Advertising:
Increase visibility. Target your audience.

Reach millions of engaged Makers through a variety of display advertising opportunities: ROS banners, category takeovers, mobile, and more.

**ROS Banners:** $20 net CPM

**High Impact Units/Section Takeovers:** Inquire for pricing

**SIZE OPTIONS:**
- 320x50px (mobile)
- 728x90px
- 970x90px
- 300x250px
- 300x600px
- 970x250px
Next-Gen Education
Making is transforming education.

Learning how to make things helps students develop a sense of confidence that they can have a positive effect on the world.
Maker Camp:
A summer program for kids who explore + make + share.

Every summer we invite our affiliate partners (libraries, Makerspaces, Boys & Girls Clubs, 4-H groups) to participate in Maker Camp, supplying them with inspiring projects and free kits and supplies. In 2016, we happily supported over 750 camps worldwide, reaching over 50,000 registered campers.

**ENGAGEMENT OPPORTUNITIES:**
- Camp Underwriter
- Custom Projects
- Product Inclusion in Camp Kits
- Maker Camp at Events
Celebrating the Maker Movement

In addition to partnering with producers to stage over 200 Featured and Mini Maker Faires around the world, Make: hosts flagship Maker Faires in the San Francisco Bay Area, New York, and Chicago.

PARTICIPATE

• Activate a Booth
• Sponsor a Global Maker Faire
• Reach Makers with Custom Activities
Global Maker Faire Network

FEATURED FAIRES

North America:
- Miami, FL
- Austin, TX
- Kansas City, MO
- Detroit, MI
- Silver Springs, MD
- Pittsburg, PA
- Orlando, FL
- Atlanta, GA
- Ottawa, Canada
- Calgary, Canada

Europe:
- Ruhr, Germany
- Sachsen, Germany
- Berlin, Germany
- Hannover, Germany
- Bergstraße, Germany
- Bondse, Germany
- Vienna, Austria
- Trondheim, Norway
- UK

Asia:
- Xi’an, China
- Beijing, China
- Shenzhen, China
- Hong Kong, China
- Taipei, Taiwan
- Singapore
- Seoul, Korea
- Tokyo, Japan
- Adelaide, Australia

Source: Maker Faire Bay Area 2016 Attendee Survey

- 68% female
- 32% male
- 47% median age
- 43% first time attendees
- 86% attend with friends
- 81% took action after visiting an exhibit at Maker Faire

80% gave Maker Faire high praise, noting it was:
"The best event I’ve been to all year!"
"Pretty darn great."

11 YEAR GROWTH
Over 1.5MN+ global attendees in 2016

- Flagship Faires
- Featured Faires
- Mini Maker Faires

2016: 191 TOTAL FAIRES
33 FEATURED MINI
# Flagship Faires:

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# Featured Faires:

<table>
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<tr>
<th></th>
<th>Logo: Program Guide</th>
<th>Logo on Map</th>
<th>Logo: Attendee Newsletter</th>
<th>Logo + Link: Website</th>
<th>Name + Link: Website</th>
<th>PR Feature</th>
<th>Passes: Staff + Guest</th>
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<tbody>
<tr>
<td><strong>Goldsmith</strong></td>
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</table>
Make: partners
Make: community
AD SIZE       WIDTH    HEIGHT       BLEED
Full Spread   17”       11.125”   0.125”
Full Page (bleed) 8”       10.75”    0.125”
Full Page     7.25”     9.875”    ---
Half Page     7.25”     4.875”    ---
Quarter Page  3.5”      4.875”    ---

MECHANICAL SPECS
Margins        Gutter: 0.625” + Top, Bottom, Outside Edge: 0.5”
Crop Marks    None
Binding        Perfect
Inserts       Contact your Sales Rep for details.

SUBMISSIONS
Insertion orders should be submitted to:
Mara Lincoln
email: clientservices@makermedia.com
phone: (707) 602-5101
fax: (866) 345-0802

DIGITAL FILES
Digital files should be provided in high resolution PDF format, using Acrobat Distiller 6.0 or similar. Digital file sizes should be made exactly to the specifications. We cannot be responsible for files that do not adhere to these specs. Any printing instructions (optional) should be provided in a separate document.

FONT S + IMAGES
All fonts and images must be embedded. Any placed images should be at 100% size and 300dpi, CMYK. Note that we cannot guarantee accurate reproduction on fonts that are not Adobe postscript fonts. To avoid any font trouble, you can outline your fonts.

COLOR DENSITY
Total 4-color density should not exceed 280% with no more than one color solid. Please note there is an expected press gain of 18–22% in the 50% range, and that ink coverage will vary slightly during press run.
### AD SIZE | WIDTH | HEIGHT | SPECNS | SUBMISSIONS
---|---|---|---|---
Medium Rectangle | 300px | 250px | File Types: JPEG (static) GIF (static/animated) Flash (version 10 and lower) 3rd Party Rich Media | Insertion orders should be submitted to: Mara Lincoln email: clientservices@makermedia.com phone: (707) 602-5101 fax: (866) 345-0802 Custom sizes available by request, contact your sales representative for details.
Leaderboard | 320px | 50px (mobile) | File Weight: JPG/GIF = 50k max Flash = 50k max Expandable Units = 50k initial load, 100k max |
728px | 90px |
970px | 90px |
Super Leaderboard | 970px | 250px |
Half Page | 300px | 600px |

### Delivery of Creative
- All creative should be received no less than three (3) business days prior to the start of the campaign in order to ensure a timely launch.
- Flash creative should be received no less than five (5) business days prior to the start of the campaign to allow for testing of clicktag functionality.
SPECIFIC GUIDELINES
Animations must end after three (3) loops or 15 seconds, whichever is shorter (no endless looping) for ALL ad types. All audio, video or interactivity MUST be user-initiated.

NEWSLETTER GUIDELINES
• 50 words or less, nine (9) words or less for title. Content written by Make: Editors.
• 600x160 banner ad must be static jpg or gif.
• Third party tags are not accepted for newsletters. We will, however, accept a click tracking URL.

SPONSORED BLOG POST GUIDELINES
300-500 words. Sponsor button with company logo linking to sponsor’s website. Content written by Make: Editors.

EXPANDING AD UNIT GUIDELINES
All expansion MUST be user-generated on click. No auto-open or mouse over opening allowed.

Expansion rules:
• 728x90 — expands down. Maximum size = 728x180
• 300x250 — expands down or to the right. Maximum size = 300x600 (down) or 600x250 (right).
• Control “Close X” must be visible in the upper right corner of all expanding ads. 16 point font is recommended. Mouse-off retraction is also recommended.
• Auto close after three (3) seconds of no user interaction.
• ALL expanding ads require notification and approval by Make: prior to signing of the insertion order.

FLASH GUIDELINES
Flash banners should be generated using AS2 (ActionScript 2) for best functionality.

For click tracking, the following ActionScript MUST be used:

```javascript
on (release) {
if (clickTAG.substr(0,5) == "http") {
    getURL (clickTAG, "._blank");
}
}
```

Do NOT embed the URL within the code, instead use the above ActionScript and provide the URL to us.

Only one click command can be tracked through the ad server. If more than one click command is desired, click tracking will have to be enabled on the client-side rather than through the ad server.

Our sites accept static JPG (up to 50k file size) animated GIF (up to 50k file size) or Flash (version 10 or lower: up to 50k) provided animations are no longer than 15 seconds (i.e. no endless looping). Any rich media DHTML must be user-initiated (click to expand, click to play video, etc.).