



**Konica Minolta DiIMAGE X50**  
Slim, Stylism, 5.0MP, 2.8 Optical Zoom



**Blackberry 7100t**  
Phone, Email, Date: All in One

**BIG  
GPS  
UPDATE!!**

# HANDHELD

YOUR GUIDE TO MOBILE ELECTRONICS

COMPUTING

## PORTABLE SATELLITE RADIO

p26

**Handhelds Set You Free!**



The Premiere Integrated Media Solution for the Handheld Technology Marketplace

# MEDIA KIT

**HOT NEW PRODUCTS! p10**

**CREATIVE TRAVELSOUND**

:: Titanium makes crystal clear sound

**PALM'S FOLDING DISPLAY**

:: A what!? Yes. Folding.

**GLOBALSTAR QUALCOM GSP-1600**

:: Satellite phone connects when others fail

**OVER 30 REVIEWS**

**HANDHELD COMPUTING**

**TOP PICKS**

**ALSO INSIDE** Toe-to-Toe: Is the iPod really magic? •  
Pocket Watch: HP iPaq hx470C • & More!

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201-843-4004 ext. 124

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Alyssa@enoblemedia.com  
941-493-0139



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about Handheld Computer

**Handheld Computing** is the largest magazine in the multi-platform handheld technology marketplace. Whether it's a PocketPC or Palm-powered PDA, Smartphone, Digital Camera or MP3 Player, Handheld Computing Magazine will cover the portable information device.

Handheld Computing helps readers learn about these cutting-edge products to make informed buying decisions. In addition to news, reviews, tips and shopping advice for all handheld PC platforms



and other mobile devices, the magazine offers unique, easy to reference resource guides listing hundreds of products in the hottest categories.

The dominance of mobile handheld devices in both professional and personal lifestyles is attributed to the flexibility these gadgets, tools, and "cool" applications offer people. Put Handheld Computing to work for you by reaching this segment of high spending consumers who are driving this growing market.

Experts predict that the mobile handheld device market will have over 1.3 billion users and be worth an estimated \$20 billion by 2005. \*

\*University of Texas at Austin  
<http://www.utexas.edu/computer/pda>



**CIRCULATION & DISTRIBUTION**

Handheld Computing magazine circulation is 100,000 copies per issue and is published 6 times a year. Sales channels include subscriber copies, national and Internet retailers, newsstands and trade shows.

Retail outlets include:

- |                |                      |               |
|----------------|----------------------|---------------|
| Barnes & Noble | Fry's                | Piggly Wiggly |
| B. Dalton      | Hastings             | Shinders      |
| Borders        | Micro Center         | Safeway       |
| Chapters       | Super Stand          | Wal-Mart      |
| CompUSA        | Palm Digital Media   |               |
| Franklin Covey | National Record Mart |               |

Now Distributed at most major U.S. Airports

"I read my Handheld Computing subscription cover-to-cover within days of receiving it. Keep up the good work. I've sent subscriptions to clients as well as business associates."

- D. Gentile

"I have become a de-facto handheld guru for my 13,000 employee school system, and my unsought status is a direct result of reading your magazine. Thank you HHC team!"

- C. Martin



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reader profile Handheld Computer

**Handheld Computing** magazine readers are active purchasers. By simply subscribing or purchasing a copy at retail, our readers identify themselves as mobile electronics enthusiasts. Handheld Computing magazine readers are your best potential customer.

### READER DEMOGRAPHICS

GENDER 74% Male, 26% Female

AGE 55% 18-44 Years Old

HOUSEHOLD INCOME  
74% HHI of \$60,000 or Higher

EDUCATION  
79% Bachelors Degree or Higher

### READER INVOLVEMENT

40 plus minutes average time spent reading

### READER PURCHASING HABITS

68% of purchases influenced by Handheld Computing (8% PC World; 4% PC Magazine)

96% Own or plan to purchase a digital camera

89% plan to purchase a Smartphone, RIM device or PDA in the next 12 months

44% own or plan to purchase an MP3 or mobile multimedia player

56% own or plan to purchase a WIFI or Bluetooth network

77% own or plan to purchase hardware accessories

89% own or plan to purchase entertainment software

79% have purchased productivity software

Perseus Development Corporation, June 2003  
SI Marketing Creations, May 2003





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editorial calendar Handheld Computer

ISSUE DATE	ISSUE	FEATURES
March/ April 2005	8.1	Smartphone Roundup Mobile Media II GPS Update/Location Based Services
May/ June 2005	8.2	Top 10 Software Selections for Your Device The Ultralight Notebook Alternative Digital Music Accessories
July/ August 2005	8.3	What's On Your Handheld? Tech Luggage Roundup Digital Photography 101
September/ October 2005	8.4	Sync Everything! Road Warrior Survival Kit Making Wireless Email Work For You
November/ December 2005	8.6	Power to the People! Digital Music Players GPS Update/TBA
January/ February 2006	8.6	TBD
Buyers Guide 2005	BG	TBD



# HANDHELD

YOUR GUIDE TO MOBILE ELECTRONICS **Computing**

## media kit 2005 rate card & schedule Handheld Computer

### Ad Rates: 50,000 rate base\*

Size	1x	3x	6x
Full Page	4030	3750	3545
2/3 Page	3060	2810	2695
1/2 Page	2365	2165	2095
1/3 Page	1760	1699	1640
1/4 Page	1220	1150	1095

**Two-color ads: subtract 15%**  
**Black & white ads: subtract 25%**  
**Special Position: add 15%**

Handheld Computing Magazine will offer at least 10,000 copies of each upcoming issue on line at Zinio, where your ad page's URL will be live and allow readers to link immediately to your website. There is no additional cost to you for your print ad in these additional copies.

### Rich Media Enhancements

up to .5 MB	\$750
.51 to 1 MB	\$1270
1 to 1.5 MB	\$1550
each additional MB	\$1000 per MB

### Market Place

1/4 Page	915	860	820
1/8 Page	670	640	610
Cover 2	\$4630		
Cover 3	\$4430		
Cover 4	\$4830		

### Classified

20 Words/6 issues 250

### Handheld Computing Schedule

Issue	Issue #	Ad Close	Ad Due	On Sale
Mar/Apr	8.1	10-Nov	17-Nov	25-Jan
May/June	8.2	5-Jan	12-Jan	22-Mar
July/Aug	8.3	9-Mar	16-Mar	24-May
Sept/Oct	8.4	23-May	30-May	2-Aug
Nov/Dec	8.5	18-July	25-July	27-Sept
Holiday 05	BG	10-Aug	17-Aug	25-Oct
Jan/Feb 06	8.6	12-Sept	19-Sept	22-Nov
Mar/Apr 06	8.7	14-Nov	21-Nov	24-Jan



# HANDHELD

YOUR GUIDE TO MOBILE ELECTRONICS **computing**

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ad mechanical Handheld Computer

## Mechanical Specifications For Print Ads

### Advertising Materials

Handheld Computing™ Magazine requires that all specifications be followed for the preparation of all digital ads. Charges incurred by the publisher to meet these specs due to advertiser or agency error will be paid by the advertiser.

### Applications and Fonts

- Quark Xpress 4, Macromedia Freehand 9, Adobe Illustrator 10 and Adobe Photoshop 6 are all accepted. Mac files preferred.
- All fonts should be Adobe Postscript Type 1 with no style attributes applied to the basic fonts. No True Type fonts.
- PC files are accepted but may create additional handling charges and costs. PC fonts are not accepted. All text must be converted to paths/outlines or bitmapped art.

### Layout

- Build ads to trim size. For full page, full bleed ads, extend art .125" beyond trim. (See diagram below)
- Keep important matter 1/4" from final trims/borders.
- Please set your trapping and overprint accordingly. We will not alter your trap settings.

### Scans/Images

- All images must be in CMYK color mode.
- Scanned or bitmapped images must be 300 ppi and should not be enlarged beyond 110% or reduced more than 50% in the layout.
- Image file format should be flattened TIF or EPS.
- JPEG, GIF, PICT, and BMP formats are NOT supported.

### Final Files

- Files should be named using alpha-numeric characters only.
- Please add a period and three character file extension: scan\_01.tif, drawing.eps
- Please include your name, our publication code\* and a file extension in your file name.

YourCoName\_OurPubCode\_YourAdName.tif  
AcmeAnvils\_HHC\_HvyWeightAd.qxd  
AcmeDynamite\_HHC\_BlasterAd.eps

- If the file size is smaller than 5MB ad can be e-mailed, larger than 5MB, you must supply it on a Zip disk or CD (which will be returned only by request). We also have ftp transfer options.
- Please label your Zip Disk or CD with the name of the magazine in which your ad is to appear and your contact information.
- Include a printed directory of the disk's contents.
- Provide a hard copy proof containing 100% of the file information for each ad.
- If submitting electronically, you must include a screen optimized PDF for "proofing".
- For Quark ads: all elements used in the creation of the document (native Quark file, images and fonts) must be included.
- Please eliminate unused data and supply only those fonts required by your ad. Do not send PC fonts. We highly recommend the use of Flightcheck for packaging files.
- For Photoshop ads, save as flattened tiff or eps file format.
- Illustrator or Freehand, convert all text to paths/outlines and embed images.

### Shipping Instructions

Address all electronic files and proofs to:  
Enoble Media Group  
210 Route 4 East, Suite 211  
Paramus, NJ 07652

### Technical Issues

**E-mail: [craig@mobilemg.com](mailto:craig@mobilemg.com) for technical issues.**

### Ad Materials FTP Site

<ftp.enoblemedia.com>  
login: mediaupload  
password: public

Place ad materials in the folder which is appropriate to the current issue number. For example: For HHC Issue 7.4, materials should be placed in this folder:

**HHC74 Ads [HERE](#)**

We recommend the use of Fetch or FTP Voyager for ftp transfers.



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ad sizes Handheld Computer

## Ad Sizes

Ad Size	Dimensions (w x h)
Full Page - Full Bleed	8.125 x 11.125
Trim Size	8 x 10.875
Live Area	7.5 x 10.375
2/3 Page Vertical	4.875 x 10.375
1/3 Page Vertical	2.375 x 10.375
1/2 Page Vertical	3.8125 x 10.875
1/2 Page Horizontal	7.375 x 5.125
1/3 Page Square	4.875 x 4.875
1/4 Page	3.625 x 5

Inserts - Call for details

### Marketplace Ad Size

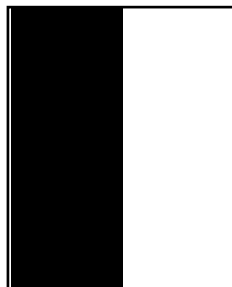
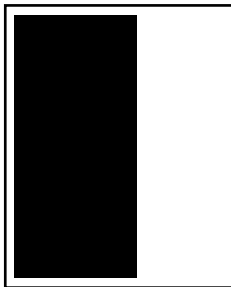
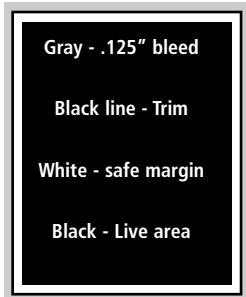
### Dimensions (w x h)

1/4 Page

3.625 x 5

1/8 Page

3.625 x 2.5

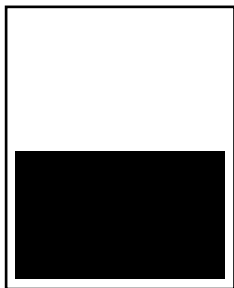


Full Page (Trim)  
8 x 10.875

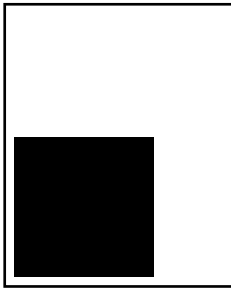
2/3 Page Vert  
4.875 x 10.375

1/3 Page Vert  
2.375 x 10.375

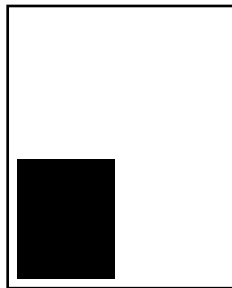
1/2 Page Vert  
3.8125 x 10.875



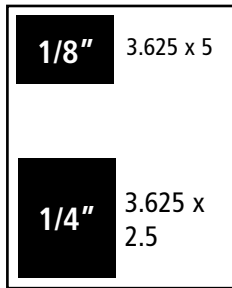
1/2 Page Hor  
7.375 x 5.125



1/3 Page Sq  
4.875 x 4.875



1/4 Page  
3.625 x 5



Marketplace Ad  
1/4 and 1/8 Pg



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terms and conditions Handheld Computer

## TERMS AND CONDITIONS

**Contract Period:** Frequency discounts are based on the number of insertions contracted. Signed insertion orders must accompany all space reservations.

**Cancellations:** Cancellations or changes in orders may not be made by the advertiser or its agency after the space closing date.

**Credit and Payment Terms and Conditions:** New advertisers must furnish credit and bank references or can establish credit by payment in advance.

**Billing Procedures:** Invoices are due within 30 days of billing date.

**Past Due:** All accounts not paid in full within 30 days of billing date will carry a 1-1/2% late charge per month.

**Note:** Advertising materials will be stored for 12 months after last run and then destroyed unless other written instructions are received from the advertiser or its agency.

1. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any exposure or loss by reason of any claims arising out of publication.

2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order or space reservation at any time.

3. Positioning of advertisement is at the discretion of the publisher except where a request for a specific preferred position is accepted by the publisher in writing.

4. Publisher shall have no liability for errors in key numbers, or in any preparation or correction done by publisher.

5. Cancellations or changes in orders may not be made by the advertiser or its agent after the space closing date.

6. All insertion orders are accepted subject to the provisions of our current rate card. Rates are subject to change upon notice from publisher.

7. Cancellation of space reservations for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short rate) based on actual insertions to reflect actual space used at the earned frequency or volume rate.

8. Publisher shall not be liable for any costs or damages for failure to publish an advertisement for any reason.

9. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and its agency ordered and which advertising was published.

10. Failure to make insertion order correspond in price or otherwise with rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.

11. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, interruptions of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any matter.

12. The word advertisement will be placed with copy, which, in the publisher's opinion, resembles editorial matter.

13. Any ad requiring typesetting, electronic manipulation, corrections or other preparation by publication must be received by space reservation deadline. Additional charges will be applied.

14. **Press proofs cannot be furnished.**

15. Publisher will, on written request, release files to other publications five working days after receipt of instructions and authorization to make a set of duplicate files. Duplications and handling/forwarding will be billed at cost.

16. Publisher reserves the right to trim, reset, or to change cuts to standard size.

17. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher:

Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions on this rate card.

18. As used in this section entitled "Terms and Conditions," the term "publisher" shall refer to Handheld Computing or, where relevant, to pre-press and production suppliers performing work on behalf of the Publisher.