



# **MUSCLE & FITNESS**

THE MOST INFLUENTIAL  
AND AUTHORITATIVE VOICE  
IN FITNESS TODAY.



# MUSCLE & FITNESS

A NETWORK OF **MILLIONS OF FANS** WHO LIVE THE FITNESS LIFESTYLE, TO LIVE STRONGER, LEANER, HEALTHIER AND BETTER. M&F IS THEIR ESSENTIAL TRAINING PARTNER.

## WORKOUTS

Exercises and training plans from high-profile experts and fitness personalities

## NUTRITION

Daily recipes and meal plans from award-winning chefs and food personalities

## MOTIVATION

Expert tips and advice to help make the most out of every day

## LIFESTYLE

Original editorial content, video and exclusive coverage of the fitness landscape

## CONNECTED

Active and engaged community of millions of fans across social media

## RESULTS

M&F regularly introduces followers to new trends in training, nutrition, gear, and technology to help them achieve results





## KEY DEMOGRAPHICS

### TOTAL MEN

**81%**

### 25-44

**46%**

### 18-34

**41%**

### MEDIAN AGE

**38.7**

### 18-49

**74%**

### MEDIAN HHI

**\$76,788**

## M&F FANS ARE...

### PROFESSIONAL

**56%**

consider their work a career, not just a job

### SOCIAL INFLUENCERS

**77%**

are active on social media

### HEALTH CONSCIOUS

**81%**

eat healthy and pay attention to nutrition

### ACTIVE OUTSIDE THE GYM

**65%**

train for and participate in outdoor fitness and race events

### DEDICATED TO FITNESS

**50%**

workout 2x or more per week

### GEAR-CENTRIC

**\$628MM+**

Spent on sports clothing or equipment (last 12 months)

# MUSCLE & FITNESS

# THE TOOLS

## PRINT

### AUDIENCE

**5.8MM+** Readers

### DIGITAL EDITION READERS

**50,000+**



## DIGITAL

### UNIQUE VISITORS

**7.5MM+** Monthly

### PAGE VIEWS

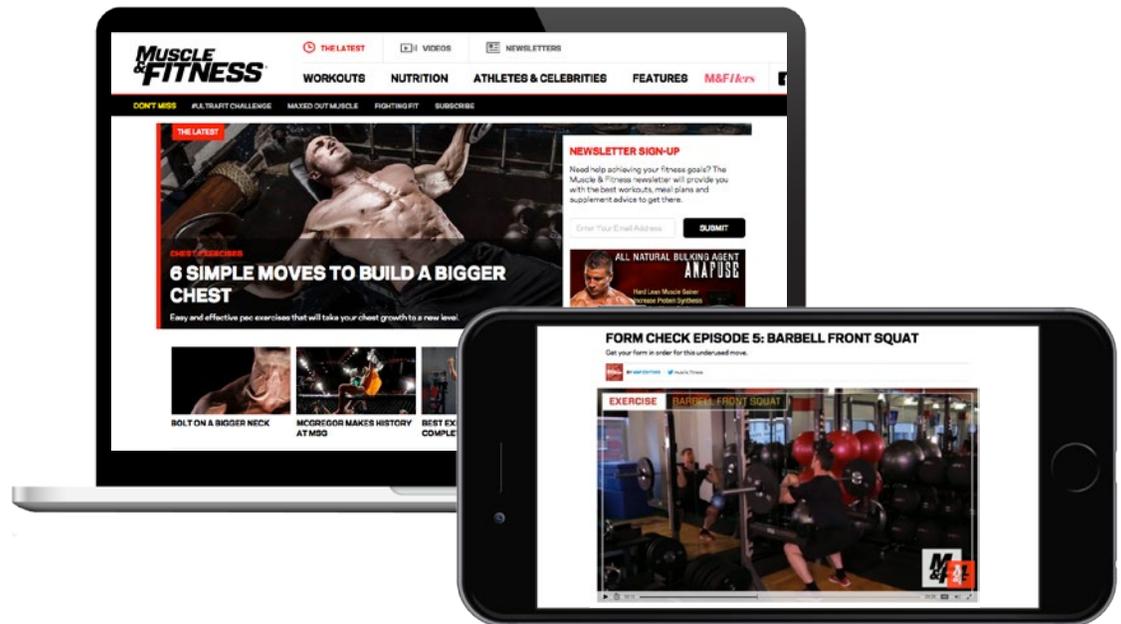
**45MM+** Monthly

### MOBILE

**70%** of traffic is mobile

### NEWSLETTER DATABASE

**200,000+**



## THE COMMUNITY

### SOCIAL

**8.3MM+** Active fans and followers



Source: Publisher Estimate; Google Analytics

2018	Editorial Features	Space	Materials	On-Sale
JANUARY	<b>ULTIMATE STARTER'S GUIDE</b>	11/1/17	11/10/17	1/1/18
FEBRUARY	<b>UPGRADE YOUR FITNESS</b>	11/29/17	12/8/17	1/29/18
MARCH	<b>ROCK HARD CHALLENGE</b>	12/27/17	1/5/18	2/26/18
APRIL	<b>SPRING FITNESS GUIDE</b>	1/24/18	2/2/18	3/26/18
MAY	<b>SOCIALLY FIT</b>	2/21/18	2/26/18	4/23/18
JUNE	<b>SUMMER SHRED</b>	3/28/18	4/2/18	5/28/18
JULY / AUGUST	<b>SUMMER FIT GUIDE</b>	5/2/18	5/7/18	7/2/18
SEPTEMBER	<b>BACK TO BASICS</b>	6/20/18	6/25/18	8/20/18
OCTOBER	<b>ALL STRENGTH</b>	7/25/18	7/30/18	9/24/18
NOVEMBER	<b>MASS GAINS</b>	8/29/18	9/3/18	10/29/18
DECEMBER	<b>POWER 100</b>	10/3/18	10/8/18	12/3/18

\*Editorial features and dates are subject to change

## Effective Jan. 2018

<b>4/COLOR</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>	<b>36X</b>	<b>48X</b>
Full Page	\$59,420	\$57,365	\$54,505	\$53,355	\$52,195	\$50,865	\$49,535	\$48,200	\$46,360
2/3 Page	\$47,545	\$45,305	\$43,295	\$42,145	\$41,245	\$40,195	\$39,145	\$38,085	\$36,630
1/2 Page	\$38,035	\$36,710	\$34,890	\$34,155	\$33,425	\$32,560	\$31,700	\$30,850	\$29,675
1/3 Page	\$26,160	\$25,240	\$23,990	\$23,490	\$22,975	\$22,390	\$21,805	\$21,215	\$20,410

<b>B&amp;W</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>	<b>36X</b>	<b>48X</b>
Full Page	\$47,915	\$45,855	\$43,940	\$43,005	\$42,070	\$41,000	\$39,930	\$38,840	\$37,370
2/3 Page	\$37,855	\$36,530	\$39,715	\$32,335	\$33,240	\$32,405	\$31,555	\$30,700	\$29,615
1/2 Page	\$30,680	\$29,595	\$28,120	\$27,535	\$26,940	\$26,245	\$25,560	\$24,875	\$23,915
1/3 Page	\$21,090	\$20,355	\$19,350	\$18,935	\$18,520	\$18,050	\$17,585	\$17,095	\$16,455

<b>COVERS</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>	<b>36X</b>	<b>48X</b>
Cover 2	\$74,295	\$71,695	\$68,120	\$66,690	\$65,255	\$63,580	\$61,910	\$60,225	\$57,960
Cover 3	\$70,135	\$67,675	\$64,315	\$62,955	\$61,605	\$60,025	\$58,450	\$56,850	\$54,710
Cover 4	\$79,040	\$76,280	\$72,480	\$70,950	\$69,425	\$67,655	\$65,875	\$64,090	\$61,660

Bleed 10%

We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

**Full Page Ad Size: 7 3/4" x 10 1/2"**

**Trim Size: 7 3/4" x 10 1/2"**

Live matter not intended to bleed must be 3/8" from trim and binding edges.

Bleed: Allow for 1/8" trim on all bleed sides.

Size	Bleed	Trim	Live Area	Non-Bleed
2-Page Spread*	15 3/4" x 10 3/4"	15 1/2" x 10 1/2"	14 3/4" x 9 3/4"	14 1/2" x 9 1/2"
Full Page	8" x 10 3/4"	7 3/4" x 10 1/2"	7" x 9 3/4"	6 3/4" x 9 1/2"
Junior Spread	15 3/4" x 5 3/8"	15 1/2" x 5 1/8"	14 3/4" x 4 3/8"	14 1/2" x 4 1/8"
2/3 Page	5" x 10 3/4"	4 3/4" x 10 1/2"	4" x 9 3/4"	3 3/4" x 9 1/2"
1/2 Page Horizontal	8" x 5 3/8"	7 3/4" x 5 1/8"	7" x 4 3/8"	6 3/4" x 4 1/8"
1/2 Page Digest	5" x 7 3/4"	4 3/4" x 7 1/2"	4" x 6 3/4"	3 3/4" x 6 1/2"
1/3 Page Vertical	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"	2 1/8" x 9 3/4"	2 1/8" x 9 1/2"

Marketplace	Non-Bleed
Full Page	6 1/2" x 9 1/4"
2/3 Vertical Page	4 5/8" x 9 1/4"
1/2 Horizontal Page	6 1/2" x 4 1/2"
1/3 Vertical Page	2 1/8" x 9 1/4"
1/6 Page	2 1/8" x 4 1/2"
3"	2 1/8" x 3"
2"	2 1/8" x 2"
1"	2 1/8" x 1"

\* Spread ad dimensions include a gutter bleed if one exists. We will take a 1/8" gutter grind off. Allow 1/4" on each side of the grind for safe visual spacing.



MUSCLE & FITNESS does not accept advertising for hard or specialty liquors, or for tobacco products.

Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves 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 that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and Agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index. Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad.

All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk.

Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit.

## MECHANICAL REQUIREMENTS

**Printing Process:** Web Offset

**Binding Method:** Perfect Bound

Inserts: Full-size supplied inserts are charged at black and white open rate per side, e.g. a single-sheet is charged as two black and white pages. Magna-strip binding extra. Card inserts measuring smaller than a half page are charged at one-half the open rate per side, e.g. a Business Reply Card measuring 4"x6" is charged as one black and white page. Inserts smaller than a full-page are acceptable only with a full page backup ad. Specifications, quantities, shipping information, etc., for all inserts will be supplied by Production Coordinator after space is scheduled. All supplied inserts must be reviewed by the Production Department to determine bindery charges and whether the inserts meet our manufacturing specifications. Rates and production charges for booklets and other special formats available upon request from the V.P. of Sales Operations.

## FILE SPECIFICATIONS

PDF/X1a is the preferred file format. (It's the policy of Weider Publications not to accept native files like Quark or Illustrator.)

- Careful attention must be paid to the proper creation of PDF/X1a files to ensure they will reproduce correctly.
- All high resolution images and fonts must be included when files are saved.
- Use only Postscript fonts – no TrueType fonts or font substitutions.
- Images must be high resolution TIFF or EPS files at 300 dpi.
- Density should not exceed SWOP 300%.
- Images should be CMYK or grayscale only. (Please convert all spot colors and don't submit files with RGB elements.)
- Do not nest EPS files into other EPS files.
- Do not embed ICC profiles within images.
- All required trapping must be included in the file.
- Files should be right-reading, portrait mode, 100% to size with no rotations.
- Files should include standard trim, bleed and center marks. (Crop marks should offset trim by 1/2" so no marks fall into the live area.)
- Ads should be supplied on Mac formatted CD-ROMs with a SWOP certified digital color proof such as an Epson, Kodak, Iris or Fuji. (Publisher accepts no color liability if SWOP certified proof not supplied for color guidance.)

SUBMIT ADS VIA EMAIL TO RUSSELL JOHNS  
[sales@russelljohns.com](mailto:sales@russelljohns.com)

UNIT	DIMENSIONS CPM	
Leaderboard	728x90	\$13.00
Medium Rectangle	300x250	\$13.00
Interstitial	500x400	\$30.00
Video Pre-Roll	0:15 to 0:30	\$25.00
Wallpaper	1600x1200	\$15.00
Pop Ups	Various	\$15.00
Native Placements	Various	\$25.00

## NEWSLETTER / E-BLAST

Newsletter List Size: 198,000+  
 Newsletter Frequency: 2x/week  
 E-Blast Size: 55,000+

UNIT	DIMENSIONS CPM	
Co-branded E-Blast	800x1000	\$100.00
Newsletter Posterboard	300x250	\$25.00

## GENERAL INFORMATION

CPMs based on ROS placements. Exclusive, targeted and homepage placements are available at an additional cost Advertiser to pay all third party serving fees for rich media. All interstitials and floaters must have a close button. All creative due 5 days prior to campaign launch date.

## ADVERTISING SPECIFICATIONS

Files have a maximum file size of 40kb

## GUIDELINES

All creative is due 5 business days prior to launch date  
 We accept Standard Banner, Flash®, iFrame, iLayer, HTML/DHTML, java, 3rd Party Redirect, Popup/Popunder and Text Link ad formats  
 Third party ad tags are accepted. Please send internal redirects/redirects and iframe/javascript

No looping restrictions

All ads should be coded so that click-throughs launch a new browser window using target="\_blank"

Subject to IAB Terms & Conditions: <http://bit.ly/rMIsFs>

### FLASH GUIDELINES FOR DISPLAY

A default GIF/JPEG is required

All ads should be coded so that click-throughs launch a new browser window using target="\_blank"

Flash ads need to have a clicktag encoded rather than a hard-coded click-thru command. The following code needs to be added manually to the .swf file:

```
On (release) {
  getURL(clickTAG,"_blank");
}
```

For more information, consult Adboe: <http://adobe.ly/iJN5mK>

### RICH MEDIA GUIDELINES

Flash 8 is preferred

### EXPANDABLES GUIDELINES

728x90 – expands down to 728x390

300x250 – expands left to 460x250

### INTERSTITIAL GUIDELINES

500x400, We will convert video, 15 Second Max

### WALLPAPER GUIDELINES

1600x1200

layered .psd or .jpg / .gif

Suggested image width is 120px for left and right gutters of wallpaper

### VIDEO GUIDELINES

Dimensions – 480x360 (4:3 Full Screen)

Video length (30 seconds)

Flash version – Flash 8

Frame rate – same as source or 1/2 of source (15 – 30 fps)

Key frame – every 30-60 frames (2 seconds)

**Video Data Rate 600kbps**

**Audio Data Rate 48kbps**

**Total Data Rate 648kbps**

It is recommended to crop to TV-Safe Area and de-interlace. Video should not include a leader.

Clickable, please supply a click-thru URL

## SPECS FOR ADVERTISER PROVIDED EMAIL CREATIVE

All email creative due 8 business days prior to email deployment date. All images must be hosted by client. All image calls must be absolute. All creative must be accompanied by a seed/proof list. (If client cannot host images, AMI can host for a fee)

### HTML FORMAT GUIDELINES

Deliverables - we will need from you:

Subject line

HTML file

Formatted no larger than 800w x 1000h pixels, total page weight not to exceed 100k

Images must be hosted by client. All image calls should be absolute

### URLs

Maximum of 4 unique links

Text version of email (see below for specs)

A list of all email addresses that need to receive the email proof and deployed/final email

### CODING RESTRICTIONS

CSS (cascading style sheets), Image maps, Javascript, and flash/rich media are not permitted in HTML emails.

No formatting should be included in the header of the HTML

### RECOMMENDATIONS

We do not recommend use of Microsoft FrontPage or Microsoft Word for the creation of HTML emails: doing so results in the creation of extraneous code that doesn't render properly in email client software.

### TEXT FORMAT GUIDELINES

Deliverables - we will need from you:

Subject line

Text version of email

URLs must be on their own line, preceded by http://

Copy limited to 750 characters, including spaces.

Maximum of 2 unique links.

List of all email addresses that need to receive the email proof and deployed/final email

### CODING RESTRICTIONS

All text files should be delivered in plain text (.txt) format.

Hyperlinks / 'a href's' not permitted.

### RECOMMENDATIONS

We recommend creating the text version in Notepad (on Windows' based machines), SimpleText (on Mac OS9), or TextEdit (on Mac OS10+).

### For more information contact

Russell Johns,  
[sales@russelljohns.com](mailto:sales@russelljohns.com)

## SIGNATURE PROGRAMS

- Rock Hard Challenge
- Ultimate Starter's Guide
- Campus Muscle
- Summer Shred
- M&F All Strength
- Mass Gains

## SOCIAL MEDIA VIDEO

- Workouts You've Never Tried
- Testing Ground
- Reform
- Ripped + Strength
- 6 Things to Know
- Shakedown



## CUSTOM DIGITAL ACTIVATIONS

- Sponsored digital editions
- Native ad placements
- Social media integration
- Sponsored e-blasts and newsletters
- Tailored content hubs
- Gear and supp reviews
- Customized and sponsored video series
- Customized training and nutrition programs

## IN-BOOK OPPORTUNITIES

- High impact cover integration
- Sponsored sections
- Custom advertorials
- Customized training programs
- Specialized Gift Guides
- Fitness Guides—Spring/Fall

## SAMPLING OPPORTUNITIES

- National/local gyms and fitness centers
- Various adventure races and marathons

## EVENTS

- Olympia Fitness & Performance Weekend
- The Ultimate Athlete

## EXTENDED AWARENESS

- FLEX
- Muscle & Fitness Hers
- MensFitness.com
- GNC In-Store Publication