



Flex is the undisputed leader in delivering hard-core bodybuilding service and entertainment and it sets the tone for the “bodybuilding as a lifestyle” philosophy embraced by its readers. The target reader wants to be the biggest guy in the gym and is a fan of bodybuilding competitions as well as an active participant.

READER PROFILE:

- 94% Male / 6% Female
- 97% workout 2+ times a week / 75% workout 4+ times a week
- Median household income: \$53,796
- Readers visit flexonline.com: 41%
- Median Age: 32.6

Source: Publisher Estimate, FLEEx Web Survey

2017 ADVERTISING RATES

4 COLOR	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$15,260	\$14,750	\$14,020	\$13,715	\$13,430	\$13,085	\$12,735	\$12,390	\$11,910
2/3 Page	\$12,085	\$11,660	\$11,065	\$10,840	\$10,610	\$10,340	\$10,070	\$9,800	\$9,425
1/2 Page	\$9,810	\$9,450	\$8,975	\$8,785	\$8,610	\$8,385	\$8,165	\$7,950	\$7,625
1/3 Page	\$6,740	\$6,505	\$6,175	\$6,050	\$5,915	\$5,765	\$5,615	\$5,465	\$5,255

B & W	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$12,325	\$11,885	\$11,300	\$11,055	\$10,825	\$10,555	\$10,275	\$9,990	\$9,615
2/3 Page	\$9,735	\$9,390	\$8,935	\$8,740	\$8,550	\$8,335	\$8,105	\$7,895	\$7,600
1/2 Page	\$7,895	\$7,610	\$7,230	\$7,095	\$6,935	\$6,755	\$6,575	\$6,400	\$6,155
1/3 Page	\$5,435	\$5,245	\$4,975	\$4,880	\$4,770	\$4,645	\$4,530	\$4,395	\$4,240

COVERS	1x	3x	6x	9x	12x	18x	24x	36x	48x
Cover 2	\$19,110	\$18,435	\$17,515	\$17,150	\$16,780	\$16,340	\$15,915	\$15,475	\$14,905
Cover 3	\$18,030	\$17,405	\$16,535	\$16,195	\$15,835	\$15,430	\$15,020	\$14,615	\$14,075
Cover 4	\$20,325	\$19,610	\$18,640	\$18,240	\$17,850	\$17,395	\$16,940	\$16,480	\$15,855

*Bleed 10%

AD SPECIFICATIONS

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"
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 (H)	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 (V)	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	Marketplace	Non-Bleed
Full Page	6 1/2" x 9 1/4"	1/6 Page	2 1/8" x 4 1/2"
2/3 Page (V)	4 5/8" x 9 1/4"	Three inches	2 1/8" x 3"
1/2 Page (H)	6 1/2" x 4 1/2"	Two inches	2 1/8" x 2"
1/3 Page (V)	2 1/8" x 9 1/4"	One inch	2 1/8" x 1"

* Spread ad dimension 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.

DISPLAY REQUIREMENTS

Flex does not accept advertising for hard or specialty liquors, or for tobacco products. File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as out-lines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB). Black and White ads are set using black only, zero-100% (do not use a CMYK breakdown); 400-450 dpi, saved as PDF (*preferred), Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 727-445-9380 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

ISSUE & CLOSING DATES

Issue	Closing	Materials Due	On Sale
January	November 1, 2017	November 10, 2017	January 1, 2018
February	November 29, 2017	December 8, 2017	January 29
March	December 27, 2017	January 5, 2018	February 26
April	January 24, 2018	February 2	March 26
May	February 21	February 26	April 23
June	March 28	April 2	May 28
July/August	May 2	May 7	July 2
September	June 13	June 18	August 13
October	July 18	July 23	September 17
November	August 22	August 27	October 22
December	September 26	October 1	November 26

2018 DIGITAL RATES

UNIT	Dimensions	CPM
Leaderboard	728 x 90"	\$13.00
Medium Rectangle	300 x 250	\$13.00
Interstitial	500 x 400	\$30.00
Takeover	Various	\$20.00
Video Pre-Roll	0:15 to 0:30	\$25.00
Wallpaper	1600 x 1200	\$15.00
Pop Ups	Various	\$15.00

NEWSLETTER/E-BLAST

Newsletter Quantity:	30,000
E-Blast Quantity:	20,000
Frequency:	Weekly

UNIT	Dimensions	CPM
Co-branded E-blast	800 x 1000	\$100.00
Newsletter Leaderboard	728 x 90	\$25.00
Newsletter Posterboard	300 x 250	\$25.00

* 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. 40k maximum file size. All interstitials and floaters must have a close button. All creative due 5 days prior to campaign launch dates.

BILLING & CREDIT

Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to Flex/Russell Johns Associates. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days upon approval of credit. Invoices not paid according to terms will be subject to a 5% late payment fee. Tearsheet available only upon request.