

Muscle & Fitness Hers is a magazine for healthier lifestyle enthusiasts. It provides the tools necessary to help achieve more specific, nuanced goals. Readers are exposed to proper diets, workouts, supplements and how a balanced nutritional diet really works. If you are interested in a healthier lifestyle then look no further! Muscle and Fitness Hers magazine is the one for you!



### READER PROFILE:

- Female: 100%
- Median household income: \$66,864
- Attended college: 71.6% / Grad: 82.7%
- Median Age: 36
- Single: 30.6% / Married: 52%
- Total Audience: 450,000

SOURCE: Publisher Estimate, Online Publisher Survey

### ISSUE & CLOSING DATES

Issue	Closing	Materials Due	On Sale
Spring	December 20, 2017	January 8, 2018	February 19, 2018
Summer	March 21, 2018	March 26	May 21
Fall	June 20	June 25	August 20
Winter	September 19	September 24	November 19

### 2018 ADVERTISING RATES

4 COLOR	1x	3x	6x	9x	12x	18x	24x	36x	48x
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&W	1x	3x	6x	9x	12x	18x	24x	36x	48x
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

COVERS	1x	3x	6x	9x	12x	18x	24x	36x	48x
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%

### AD SPECIFICATIONS

**Trim Size:** 7-3/4" x 10-1/2". **Bleed:** Allow for 1/8" trim on all bleed sides. Live area not intended to bleed must be 3/8" from trim and binding edges. \*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.

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 (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 (Sq)	5" x 5-3/8"	4-3/4" x 5-1/8"	4" x 4-3/8"	3-3/4" x 4-1/8"
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"
1/3 Page Square	4 1/4" x 4 1/2"		

### DISPLAY REQUIREMENTS

Muscle & Fitness 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 outlines). 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.

### 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.

### DIGITAL PROFILE:

- Monthly Unique Visitors: 7.5MM
- Median Age: 36
- Monthly Page Views: 45MM+
- Eblast List Size: 35K+

SOURCE: Publisher Survey

### 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 Muscle & Fitness Hers/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.