Muscle & Fitness is an essential training partner for men aspiring to take their fitness to the next level. M&F is the most authoritative voice in fitness today, regularly introducing our readers to new trends in training, nutrition, gear, and technology.

**OUR READERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>300,000</td>
</tr>
<tr>
<td>Total Adults</td>
<td>5,883,000</td>
</tr>
<tr>
<td>Readers Per Copy</td>
<td>17.5</td>
</tr>
<tr>
<td>Total Men</td>
<td>81%</td>
</tr>
<tr>
<td>Total Women</td>
<td>19%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>24%</td>
</tr>
<tr>
<td>18-34</td>
<td>50%</td>
</tr>
<tr>
<td>18-49</td>
<td>84%</td>
</tr>
<tr>
<td>25-44</td>
<td>50%</td>
</tr>
<tr>
<td>MEDIAN AGE</td>
<td>35</td>
</tr>
<tr>
<td>MEDIAN HHI</td>
<td>$66,754</td>
</tr>
</tbody>
</table>

- College: 64%
- Employed: 76%
- Married: 40%
- Any Kids: 49%
- Home Owner: 56%

Source: MRI Spring 2014
<table>
<thead>
<tr>
<th>Month</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Ultimate Starter’s Guide</td>
</tr>
<tr>
<td>March</td>
<td>Rock Hard Challenge</td>
</tr>
<tr>
<td>April</td>
<td>The Fitness Influencers (Fitness Buyer’s Guide)</td>
</tr>
<tr>
<td>May</td>
<td>Socially Fit Issue</td>
</tr>
<tr>
<td>June</td>
<td>Summer Shred</td>
</tr>
<tr>
<td></td>
<td>Summer Blockbusters</td>
</tr>
<tr>
<td>July / August</td>
<td>Training Trends</td>
</tr>
<tr>
<td>September</td>
<td>Campus Muscle</td>
</tr>
<tr>
<td>October</td>
<td>All Strength Issue</td>
</tr>
<tr>
<td>November</td>
<td>Back to Basics</td>
</tr>
<tr>
<td>December / January</td>
<td>Best of Fitness</td>
</tr>
</tbody>
</table>

“Muscle & Fitness is committed to bringing our readers every color of the ever-expanding fitness palette and our redesign reflects this broader, more inclusive approach perfectly.”

– Shawn Perine, Muscle & Fitness Editor-in-Chief
<table>
<thead>
<tr>
<th>Month</th>
<th>Space Close</th>
<th>Material Close</th>
<th>On-Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>11/26/14</td>
<td>12/8/14</td>
<td>1/26/15</td>
</tr>
<tr>
<td>March</td>
<td>12/24/14</td>
<td>1/5/15</td>
<td>2/23/15</td>
</tr>
<tr>
<td>April</td>
<td>1/28/15</td>
<td>2/9/15</td>
<td>3/30/15</td>
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<tr>
<td>May</td>
<td>2/25/15</td>
<td>3/9/15</td>
<td>4/27/15</td>
</tr>
<tr>
<td>June</td>
<td>4/1/15</td>
<td>4/13/15</td>
<td>6/1/15</td>
</tr>
<tr>
<td>July/August</td>
<td>5/6/15</td>
<td>5/18/15</td>
<td>7/6/15</td>
</tr>
<tr>
<td>September</td>
<td>6/24/15</td>
<td>7/6/15</td>
<td>8/24/15</td>
</tr>
<tr>
<td>October</td>
<td>7/29/15</td>
<td>8/10/15</td>
<td>9/28/15</td>
</tr>
<tr>
<td>November</td>
<td>9/2/15</td>
<td>9/14/15</td>
<td>11/2/15</td>
</tr>
<tr>
<td>December</td>
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<tr>
<td>January</td>
<td>11/4/15</td>
<td>11/16/15</td>
<td>1/4/16</td>
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## 2015 Rates

### Rate Card #37: Effective Jan. 2015

<table>
<thead>
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<th>6X</th>
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<th>12X</th>
<th>18X</th>
<th>24X</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$51,325</td>
<td>$49,540</td>
<td>$47,070</td>
<td>$46,080</td>
<td>$45,075</td>
<td>$43,930</td>
<td>$42,780</td>
<td>$41,625</td>
<td>$40,040</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$41,060</td>
<td>$39,130</td>
<td>$37,390</td>
<td>$36,320</td>
<td>$35,715</td>
<td>$33,805</td>
<td>$32,890</td>
<td>$31,635</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$32,850</td>
<td>$31,705</td>
<td>$30,130</td>
<td>$29,495</td>
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<td>$28,115</td>
<td>$26,645</td>
<td>$25,625</td>
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<tr>
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<td>$22,585</td>
<td>$21,795</td>
<td>$20,715</td>
<td>$20,280</td>
<td>$19,840</td>
<td>$19,330</td>
<td>$18,315</td>
<td>$17,620</td>
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<td>B&amp;W</td>
<td>$41,380</td>
<td>$39,605</td>
<td>$37,945</td>
<td>$37,140</td>
<td>$36,335</td>
<td>$35,410</td>
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<td>$31,550</td>
<td>$32,445</td>
<td>$28,790</td>
<td>$28,705</td>
<td>$27,985</td>
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<td>$25,570</td>
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<tr>
<td>1/2 Page</td>
<td>$26,490</td>
<td>$25,560</td>
<td>$24,280</td>
<td>$23,775</td>
<td>$23,265</td>
<td>$22,665</td>
<td>$22,070</td>
<td>$21,480</td>
<td>$20,655</td>
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<tr>
<td>1/3 Page</td>
<td>$18,210</td>
<td>$17,575</td>
<td>$16,705</td>
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<td>$15,990</td>
<td>$15,585</td>
<td>$15,180</td>
<td>$14,760</td>
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<tr>
<td>Covers</td>
<td>$64,170</td>
<td>$61,920</td>
<td>$58,835</td>
<td>$57,600</td>
<td>$56,360</td>
<td>$54,915</td>
<td>$53,470</td>
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</tr>
<tr>
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<td>$58,450</td>
<td>$55,545</td>
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<td>$59,960</td>
<td>$58,430</td>
<td>$56,895</td>
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<td>$53,250</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$64,170</td>
<td>$61,920</td>
<td>$58,835</td>
<td>$57,600</td>
<td>$56,360</td>
<td>$54,915</td>
<td>$53,470</td>
<td>$52,015</td>
<td>$50,055</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Bleed</th>
<th>Trim</th>
<th>Live Area</th>
<th>Non-Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread*</td>
<td>15 3/4” x 10 3/4”</td>
<td>15 1/2” x 10 1/2”</td>
<td>14 3/4” x 9 3/4”</td>
<td>14 1/2” x 9 1/2”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8” x 10 3/4”</td>
<td>7 3/4” x 10 1/2”</td>
<td>7” x 9 3/4”</td>
<td>6 3/4” x 9 1/2”</td>
</tr>
<tr>
<td>Junior Spread</td>
<td>15 3/4” x 5 3/8”</td>
<td>15 1/2” x 5 1/8”</td>
<td>14 3/4” x 4 3/8”</td>
<td>14 1/2” x 4 1/8”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5” x 10 3/4”</td>
<td>4 3/4” x 10 1/2”</td>
<td>4” x 9 3/4”</td>
<td>3 3/4” x 9 1/2”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>8” x 5 3/8”</td>
<td>7 3/4” x 5 1/8”</td>
<td>7” x 4 3/8”</td>
<td>6 3/4” x 4 1/8”</td>
</tr>
<tr>
<td>1/2 Page Digest</td>
<td>5” x 7 3/4”</td>
<td>4 3/4” x 7 1/2”</td>
<td>4” x 6 3/4”</td>
<td>3 3/4” x 6 1/2”</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2 7/8” x 10 3/4”</td>
<td>2 5/8” x 10 1/2”</td>
<td>2 1/8” x 9 3/4”</td>
<td>2 1/8” x 9 1/2”</td>
</tr>
</tbody>
</table>

**Marketplace**

<table>
<thead>
<tr>
<th>Non-Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>2/3 Vertical Page</td>
</tr>
<tr>
<td>1/2 Horizontal Page</td>
</tr>
<tr>
<td>1/3 Vertical Page</td>
</tr>
<tr>
<td>1/6 Page</td>
</tr>
<tr>
<td>3”</td>
</tr>
<tr>
<td>2”</td>
</tr>
<tr>
<td>1”</td>
</tr>
</tbody>
</table>

* 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, preset 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 not constitute binding contracts until accepted by Publisher.

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.

SHIPPING
All materials for advertisements should be delivered to:
Kevin Fagan, Production Manager
Muscle & Fitness Production Department
4 New York Plaza, 2nd Floor
New York, NY 10004
P: (212) 743-6635
F: (212) 743-6610
Email: kfagan@amilink.com

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.)
All New Responsive Design

**Digital**

- Monthly Unique Visitors: 8,200,000
- Monthly Page Views: 49,000,000
- Median Age: 33
- Median HHI: $76,500
- Mobile: 60% of Traffic

**Social**

- Facebook Fans: 4,800,000+
- Twitter Followers: 410,000+

Largest Following in the Category

Source: Google Analytics January 2015
DIGITAL RATES AND SPECS

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

NEWSLETTER/E-BLAST
- Newsletter Quantity: 120,000
- E-Blast Quantity: 40,000
- Frequency: Weekly

UNIT | DIMENSIONS | CPM
--- | --- | ---
Co-branded E-Blast | 800x1000 | $100.00
Newsletter Leaderboard | 728x90 | $25.00
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 40k

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/rMlsFs

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 Macromedia: 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 ~ 800kbps
- 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

EMAIL 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.

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
- Mike Myers, Digital Sales Director, mmyers@amilink.com
SIGNATURE PROGRAMS
Rock Hard Challenge
Ultimate Starters Guide
Campus Muscle
New Year’s Revolution
M&F All Strength

CUSTOM DIGITAL ACTIVATIONS
Sponsored digital editions
Social media integration
Sponsored Eblasts and newsletters
Tailored content hubs
Customized and sponsored video series
Fully customized training and nutrition programs

IN-BOOK OPPORTUNITIES
Focus on Fitness Product Profile Page
Sponsored sections
Custom advertorials
Specialized Gift Guides—Holiday, Dads & Grads
Fitness Buyer’s Guide—Spring/Fall

EVENTS
Olympia Fitness and Performance Expo

SAMPLING OPPORTUNITIES
National/local gyms and fitness centers
Various adventure races and marathons

EXTENDED AWARENESS
FLEX
Muscle & Fitness Hers
GNC In-Store Publication