MUSCLE & FITNESS is the UK’s leading physique and fitness magazine, consistently outselling all other magazines in the category. Written by highly qualified specialists in their respective fields, the magazine is essential reading for dedicated fitness enthusiasts and competitive athletes. Advanced training and nutrition information is fundamental to body development; as such these topics are extensively covered in every issue using the most authoritative, researched and proven information available. Content also includes actual, real world examples of how body development plays a vital part in a multitude of team and individual sports including football, MMA, rugby, boxing, Cross Fit, strongman and many more. World class sports teams, sporting personalities and Hollywood action heroes regularly feature in the pages and on the cover of Muscle & Fitness.

MUSCLE & FITNESS is published by Weider Publishing Ltd. The Weider Group is the world’s leading publisher of bodybuilding, fitness and good health magazines designed for those who want to take their training to the next level.

In 1940, health and fitness pioneer Joe Weider created a newsletter called ‘Your Physique’, which evolved into Muscle & Fitness, Weider Publications’ very first magazine – and its flagship brand. Today, Muscle & Fitness is printed in 16 LOCAL EDITIONS in more than 22 COUNTRIES, reaching a worldwide audience of OVER 7 MILLION PASSIONATE FITNESS ENTHUSIASTS.

- M&F’s editorial focus will continue to expand to fully inform about the latest trends available to today’s hardcore fitness enthusiast.
- While maintaining our commitment to physique training, we will also increase coverage of nutrition, weight loss and cardio, grooming and product reviews.
- We’ll continue to build on M&F’s great heritage by incorporating retro stories on bodybuilding and the return of Arnold to the brand as Executive Editor, will surely resonate with readers who remember the ‘glory days’.

For more information contact: Samantha Lund
Tel: 01423 550848  E: slund@weideruk.com
www.muscleandfitness.com

THE MAGAZINE

WE FOUNDED
THE INDUSTRY
- OVER 70
YEARS OLD
Muscle & Fitness is a lifestyle magazine for dynamic, active people who are passionate about improving their bodies and their health. The magazine's reason for being is to provide readers with the information they need to get in shape and stay that way.

In a survey what our readers actually told us was:

- 94% male
- 32% aged 25-34
- Average age of readers - 36
- 66% buy M&F every month
- 43% have been reading M&F for between 1-4 years
- 40% have been reading M&F for over 5 years
- 64% of these long term engaged readers either buy every month or subscribe
- 89% work out 3-6 days a week
- 80% use protein powders daily
- 41% use creatine daily
- 64% use vitamins/minerals/essential fatty acids daily
- 72% of readers buy supplements via internet/mail order after being influenced by the sophistication and appeal of products/brands advertised in M&F
- 89% spend up to £150 per month on bodybuilding supplements/sports nutrition products, 47% spending between £50-£150 per month with an average monthly purchase of £79
**MULTI-CHANNEL ENGAGEMENT**

**PRINT**

Weider Publishing Ltd designs, produces and prints the UK editions of Muscle and Fitness and FLEX, the world’s number one bodybuilding magazine.

Weider Publishing also designs, produces and prints local language versions of Muscle & Fitness and FLEX in Germany and Muscle & Fitness in France. This gives advertisers the opportunity to present their messages in almost 133,000 copies of Muscle & Fitness and FLEX each month.

- **Distribution UK:** 49,000 copies
- **Frequency UK:** 12 issues per year
- **Readership:** 152,000

**SUPERMARKET AND HIGH STREET DISTRIBUTION**

Muscle & Fitness has continued to outperform the market and increased its penetration into the fast growing supermarket and convenience sectors. Tesco, Sainsbury’s, Asda and Morrisons now account for over 60% of our sales. Muscle & Fitness is also stocked in all WHSmith High Street stores and key travel points.
MULTI-CHANNEL ENGAGEMENT

DIGITAL EDITIONS
- Each edition has a dedicated Apple and Android App
- Editions available from Google Newsstand, Kobo, Magzter and Readly
- Embed live links with searchable text
- Infinite life publication
- Global audience

SOCIAL MEDIA
Regular uploads to Facebook, Twitter, Google+ and Instagram. YouTube video hosting available with direct links from our main sites.

E-NEWSLETTER
Each month, just prior to magazine publication we send out our on-sale alerts to the M&F e-database. These alerts are regularly sponsored by valued advertising customers.
The powerhouse brands of Muscle & Fitness can provide international advertisers with massive reach across an active, engaged and influential audience of fitness enthusiasts.

**MUSCLE & FITNESS DIGITAL**

**Monthly Page View Figures**

GA (Nov.2015)

Uniques: 1,121,509 (8.61%)

Pageviews: 4,592,572

**ESTIMATED NUMBER OF MONTHLY BANNER IMPRESSIONS (FEB 2016)**

- M&F 728x90
  - 1,000,000
- M&F 300x250
  - 1,500,000
- M&F Mobile 320x50
  - 2,300,000
- M&F Mobile 300x250
  - 2,000,000
HIGH IMPACT DIGITAL OPPORTUNITIES

Homepage Takeover
Own premium website real estate via an exclusive takeover of the homepage of the Muscle & Fitness.

- Exclusive 100% share of voice
- Geo-targeted Ad units: 300x250, 728x90, Wallpaper, mobile 320x50
- Ads will appear on the homepage for one (1) week

Workout Channel Sponsorship
Dominate the most trafficked section of Muscle & Fitness via ownership of the entire workout channel. Your brand ads will be on every page when fans search for the latest workouts and training articles.

Ownership Duration:
One (1) full week
Three (3) days per week for one (1) month

- Exclusive 100% share of voice
- Geo-targeted Ad units: 300x250, 728x90, Wallpaper, mobile 320x50

Run of Site Placements
Your brand ads can appear throughout the entire Muscle & Fitness website – providing an efficient way to interact with your desired audience.

- Geo-targeted Ad units: 300x250, 728x90, mobile 320x50
- Duration: Weekly or monthly

For more information contact: Samantha Lund
Tel: 01423 550848   E: slund@weideruk.com

www.muscleandfitness.com
HIGH IMPACT DIGITAL OPPORTUNITIES

GEO-TARGETED MEDIA PLACEMENTS

- Rich Media Units available upon request
- Video Pre Roll available upon request
- Content targeted to relevant editorial sections
- Banners can click to brand website or key retailer

For more information contact: Samantha Lund
Tel: 01423 550848   E: slund@weideruk.com

www.muscleandfitness.com
CUSTOM INTEGRATED SPONSORSHIP

Muscle & Fitness can offer a customized program that will put your brand front and centre with fitness enthusiasts both in the magazine and online.

“ONLINE NOW” SPONSORSHIP

Each month, the editors of Muscle & Fitness feature a special page promoting the top articles readers must read.

Your brand can “OWN” this page through exclusive sponsorship of each article feature on the What’s Online page.

COMPONENTS:

PRINT:
Ad adjacent to the What’s Online page (front of book)

DIGITAL:
Exclusive sponsorship of each digital article from the magazine page (4-6 articles per month)

Articles will be promoted on the homepage and workout sections

SOCIAL:
Each article will be promoted on Facebook for greater engagement and awareness (one (1) post per article)

The will be a great way for YOUR BRAND to reach readers seeking more advice online from Muscle & Fitness on the latest training tips, exercises, and news.

TIMING:
Four (4) weeks per sponsorship
RATES AND DEADLINES

NET ADVERTISING RATES
Advertising agencies must add 15% commission to these net rates - see specifications page for more information. Prices are exclusive of VAT. Prepayment is required for all orders not approved for credit.

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Printed Edition Schedule

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<th>ALL OTHER ADVERTISEMENTS DUE</th>
<th>ON SALE</th>
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</table>
PRINT SPECIFICATIONS

ADVERTISING SIZES

Live page elements (logos, text etc.) should be at least 5mm from the trim.

*Double page spreads should be supplied as one single PDF.

Allow 6mm gutter (for text running across the spine).

All sizes in millimetres (Width x Height)

<table>
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<tr>
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<tr>
<td>1/4 Page Vertical</td>
<td>83 x 116.5</td>
<td>n/a</td>
<td></td>
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</tbody>
</table>

MAGAZINE TRIM SIZE: 197 x 267mm
MAGAZINE FINISH: Perfect bound with UV Varnished Cover
ACCEPTABLE DIGITAL MEDIA Email: adfiles@weideruk.com

TECHNICAL SPECIFICATIONS FOR PDF (File format for print)

- High resolution PDF X/1a 1.3 or 1.4 compliant
- Files must contain any non-flattened transparent elements
- Registration and trim marks must be offset 4 mm from trim
- Files must contain crop marks
- Files must be CMYK
- Files must be composite
- All images contained in the PDF must be high resolution (300dpi min – 450dpi max, recommended).
- All fonts must be embedded and all embedded fonts must be subsetted.

Trapping is the responsibility of the advertiser. Single colour black may overprint and for true black representation we recommend (20% Cyan, 20% Magenta, 20% Yellow and 100% Black). Combined colour ink density should not exceed 300 per cent.

Weider Publishing Ltd reserve the right to apply a correctional charge of £50 per hour to any files that are not supplied to exact specification or that require modification at the request of the client. (£50 minimum fee).

ADDITIONAL INFORMATION FOR DIGITAL FORMAT*

Text will not be searchable in our digital issues if it has been turned to outlines before PDF creation or rasterised in any way. Text not searchable in your PDF will not be searchable in the digital issue.

All ads are automatically placed in the digital editions and can be made ‘live’ with an additional £10 charge.

Additional links can be added to an advertisement for a charge of £5 per link and videos added for £25 each.

1 Any files supplied in RGB will automatically be converted to CMYK. Weider Publishing Ltd will not be responsible for any change in colour.

2 The Print Ready PDF will be used for the digital issues. A separate PDF is not required.
A. Definitions:

In these Terms, the following expressions shall have the following meanings: “Advert” means the material that the Advertiser requests is placed in a Magazine. “Advertiser” means the advertiser of the products or services referred to in the proposed Advert. “Buyer” means the person placing the order for the insertion of an Advert with the Publisher whether the Advertiser or the Advertiser’s advertising agency or media buyer or other third party. “Confirmation” means the confirmation of the order for insertion of an Advert supplied by Publisher in writing. “Magazine” means the magazine/website set out in the Confirmation (eg Flex and/or Muscle & Fitness) (whether in print, digital, or online form). “Publisher” means Weider Publishing Limited of 10 Windsor Court, Clarence Drive, Harrogate, North Yorkshire, HG1 2PE or any company within its group of companies. “Rate Card” means the Publisher’s then current rate card.

B. Placing an Order/submitting an Advert

1. All orders, whether by telephone or otherwise, must be signed for and confirmed in writing by the Buyer who is bound by these Terms. The detail of the order shall be as set out in the Confirmation. The placing of an order for the insertion of an Advert in the Magazine shall amount to the acceptance by the Buyer of these Terms and the provisions of the Rate Card. Only these Terms are binding upon the Publisher and any terms or conditions, printed or otherwise appearing on contracts, orders or copy instructions, which conflict with the provisions of these Terms shall not be binding upon the Publisher, unless agreed in writing by an authorised representative of the Publisher. The Buyer shall submit the Advert in accordance with any agreed specifications/requirements/timelines of the Publisher (including those set out in the Rate Card). If materials or discs are not received by the date(s) shown on the Rate Card, no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy. If it is intended to include a special offer within an Advert, a supplement, card or loose/bound-in insert, full details of such must be submitted at the time of booking. It is the responsibility of the Buyer to check the Advert is correct and the Publisher accepts no liability for any error in an Advert (save where due directly to its negligence and/or acts or omissions).

2. The Buyer may cancel an order at any time before the closing (booking) date of the relevant issue of the Magazine (set out on Rate Card) provided always that the Buyer has given the Publisher at least [10] days notice in writing before such date. No order may be cancelled on less than [10] days notice or after the closing (booking) date of the issue of the Magazine (set out on Rate Card). If an order forming part of a series is cancelled, the Buyer relinquishes any right in any series discount to which it may have been entitled and all Adverts will be charged at the appropriate earned frequency rate.

C. Rates

1. Rates are as set out in the Rate Card and are subject to change without notice unless and until confirmed in the relevant Confirmation. The Rate Card is based on receipt by the Publisher of complete digitally supplied Adverts and proofs in conformance with the specifications/requirements/timelines of the Publisher.

The Buyer will pay all Value Added Tax (VAT) applicable to services provided by the Publisher and all prices quoted by the Publisher are exclusive of VAT unless clearly expressed to the contrary in a tax invoice or adjustment note (as applicable) provided by the Publisher in a compliant form for VAT purposes.

2. Pre-payment is required on all orders not approved for credit by the Publisher. Payment terms are net 30 days from date of invoice submitted by the Publisher.

3. Advertising Agency Commission: Please note, our rate card shows NET prices. We pay 15% Commission to recognised Advertising Agencies, but it must be added to our published rates. Agencies agree not to recharge a client for space at an increased rate, without the Publisher’s written consent.

D. Buyer/Advertiser obligations

1. Where the Buyer is not the Advertiser, the Buyer warrants that it is authorised to place the Advert and agree to these Terms on its behalf and on behalf of the Advertiser who it shall ensure are bound by these Terms also. On request, the Buyer must disclose the identity of its client and reveal the nature of the product/service to be advertised. In the event the Buyer fails to comply with such a request, the Publisher reserves the right to cancel/withdraw the Advert.

2. The Buyer/Advertiser agrees to comply with any reasonable request made by the Publisher in connection with the publication of any Advert that it submits to the Publisher (including but not limited to format/copy changes).

3. The Buyer hereby grants to the Publisher a perpetual, transferable, royalty free, sublicensable worldwide right and licence to amend the Advert in accordance with these Terms and reproduce, display and transmit the Advert in the Magazine and in electronic form on any associated websites/online advertising and to permit readers of the Magazine to view/access the Advert. The Buyer also licences the Publisher to use screen grabs of the Advert in order to enable the Publisher to market and advertise itself and the services which it provides. The copyright in all artwork, copy and other material which the Publisher or its employees or contractors has originated or reworked shall vest in the Publisher. The Buyer/Advertiser’s property and artwork etc. are held at their own risk and should be insured by the Buyer/Advertiser against loss or damage from whatever cause. All advertising materials will be destroyed after one year unless the Publisher is notified to the contrary in writing. If the Advertiser or its Buyer request in writing that materials be held, returned or shipped to a third party the Publisher will hold, return or ship materials at the requesting party’s sole liability, expense and risk.

CONTINUED
4. The Buyer/Advertiser acknowledges and undertakes that it has read and understood the British Code of Advertising, Sales Promotion and Direct Marketing and all related guidance (the “Codes”) and warrants that any Advert that it submits for publication complies with the Codes and/or any other codes or guidance issued by the Committee of Advertising Practice (“CAP”) and/or other relevant regulator(s). The Buyer/Advertiser agrees that on request, it shall promptly provide the Publisher, CAP and/or the relevant regulator(s) with such substantiation documentation and other materials as they may require in respect of the Adverts. For the avoidance of doubt, the Buyer/Advertiser acknowledges that the Publisher is not in a position to, and will not, approve any Advert from a compliance perspective under the Codes or other industry codes or guidelines.

5. The Buyer/Advertiser warrants that (i) the Advert complies with the Codes and all laws, statutes, regulations, codes of practice and standards applicable to the publication of the Advert and that all necessary approvals for the publication of the Advert have been obtained from the relevant authorities, bodies or organisations; (ii) the Advert is not false or misleading and is true in substance and in fact; (iii) all necessary consents and permissions have been secured for the use in the Advert of a pictorial representation of or words attributable to a person; (iv) the Advert does not infringe copyright, trade mark or other intellectual property rights and/or legal rights of any person; (v) the Advert does not contain any contaminated file, virus, worm or Trojan horse or similar which may damage, interfere with or detrimentally affect the Publisher and/or the readers of the Magazine; (vi) the Advert does not contain anything that may give rise to any cause of action by a third party including without limitation material that is defamatory, obscene or which otherwise causes injury or damage to any person; and (vii) it shall deal fairly and equitably with any customers who are referred to the Advertiser (whether directly or indirectly) by virtue of the Advert and shall in all its dealing with such customers, comply with all applicable law.

6. The Buyer/Advertiser will on demand indemnify, and keep indemnified, the Publisher, its employees, agents and/or affiliates against any action, claim, proceeding, liability, loss, damage or expense suffered or incurred by the Publisher, its employees, agents and/or affiliates arising (directly or indirectly) from the publication of an Advert and/or any breach by the Advertiser/Buyer of these Terms or any agreement between the Publisher and the Advertiser/Buyer.

E. Publisher rights

1. The Publisher reserves the right to refuse any Advert submitted for publication. The Publisher reserves the right to suspend the publication of an Advert in its reasonable discretion.

2. The Publisher reserves the right to amend any order and/or Advert where reasonably necessary, including if the Publisher considers it necessary to modify the space, alter the date or position of Advert. The Buyer will have the right to cancel if such modified arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher’s control. Where the Advert forms part of a series, the liability of the Advertiser shall be limited to the pro-rata cost of those Adverts already published.

3. The Publisher reserves the right to require any Advert to be marked as an Advert if it deems it advisable.

F. General

1. The Publisher shall have the right to hold the Advertiser and/or its Buyer jointly and severally liable for such monies as are due and payable to the Publisher for Advertising that Advertiser or its Buyer orders and that was published in the Magazine.

2. The Publisher does not accept liability for any errors due to inaccurate instructions. The Publisher shall charge the Buyer for any work owing to acts or defaults of the Advertiser or the Buyer on a cost plus service charges basis.

3. In the event of any error, misprint or omission in the printing of an Advert (or part thereof (except where attributable to an act or default by the Advertiser/Buyer)), the Publisher will either reinsert the Advert, issue a refund, or make an adjustment to the costs. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the Advert. Any complaint concerning the reproduction of an Advert must be lodged in writing within two weeks of the publication date.

4. The Publisher shall have no liability to the Advertiser or its Buyer as a result of any failure to publish or circulate all or any part of a Magazine or otherwise fulfil an order as a result of any event beyond the Publisher’s control, except to publish the Advert in a subsequent issue or repay any amount previously paid in respect of such Advert.

5. All conditions or warranties implied by statute, common law or otherwise are excluded to the extent permitted by law.

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