



MensFitness.com

The MensFitness.com audience attracts young, active and affluent men who are passionate about peak performance in every aspect of their lives from 'carbs to khakis.' Through our health and fitness goals we help our audience play harder, work harder and look their best.

why the best man wins

Contact: Paul South, Account Executive
212-339-1909, psouth@amilink.com

MensFitness.com Categories

- Fitness
- Nutrition
- Health
- Sex
- Photo Gallery
- Fashion
- Life
- Entertainment
- Online Exclusives

Integrated Opportunities

- Home Page Roadblocks
- Category Targeting
- Banner Campaigns
- Custom Creatives/Programs
- E-Blast/E-Newsletter
- Contests/Sweepstakes
- Survey/Quiz
- Section Sponsorships
- Micro Sites
- Interstitials/Intermercials
- Video Sponsorships/Pre-Roll Advertisements

Reach

- Average page views per month: 3,126,800
- Average unique visitors per month: 456,796
- Average page views per visit: 6.85
- Average time spent on site: 4:44
- E-Newsletter subscribers: 31,000+
- Co-Branded e-blast: 14,461

Source: Google Analytics, January 2009

Audience Profile

Women	13.6%
Men	86.4%
Age 18-34	24.0%
Age 35-44	28.8%
Age 45-54	27.3%
Age 55-64	14.5%
HHI \$75+	56.5%
Presence of Children	44.9%
Marital status: 63.2% are married, 21.7% are single,	
Education: 88.2% have attended or graduated college	

Source: @plan Fall 2008

39.9% made a purchase/requested additional information for something featured on MensFitness.com

53.5% Read every issue of magazine; 46.5% are online readers only

40.5% Visit MensFitness.com several times a month; more than 10% visit daily

Main reason they visit:

- Fitness Info 75.4%
- Diet/Nutrition 13.7%
- Advice 2.5%

56.9% workout 4+ times/week

38.5% workout 2-3 times/week

73.3% Play sports at least once/week

Sports/exercises most interested in:

Weights	92.3%	Basketball	20.9%
Yoga	51.3%	Swimming	20.1%
Running	50.6%	Baseball	18.8%
Training	46.2%	Cross Training	16.3%
Football	31.1%	Tennis	10.1%
Martial Arts	25.8%	Spinning	6.6%

TV Networks like to watch:

ESPN	62.3%	USA Networks	35.9%
FOX	61.9%	CNN	32.5%
Spike TV	49.6%	MTV	24.3%

Source: MensFitness.com Reader Survey 2007

MensFitness.com

2009 Online Rate Card



UNIT	DIMENSIONS	CPM (NET)
Leaderboard	728x90	\$26.00
Wide Skyscraper	160x600	\$26.00
Large Rectangle	300x250	\$27.00
Floating DHTML	400x400	\$30.00
Pop Ups	Various	\$31.00
Pop Unders	Various	\$16.00
Sponsored By Logo	120x90	\$16.00
Interstitial	500x400	\$46.00
Roadblock/HP Takeover	—	\$30.00
Video Pre-Roll	—	\$33.00
Wall Paper	—	\$40.00
News/Tip of the Day Sponsorship	—	\$15.00

NEWSLETTERS

Quantity: 43,000

Frequency: Monthly

	DIMENSIONS	CPM (NET)
Co-Branded Email	—	\$270.00
Sponsorship of Newsletter	—	\$65.00
Leaderboard	728x90	\$25.00
Skyscraper	160x600	\$28.00
Text Ad	130 Characters	\$15.00

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

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Advertising Specifications

UNIT	DIMENSIONS	MAX FILE SIZE
Leaderboard	728x90	40K
Wide Skyscraper	160x600	40K
Large Rectangle	300x250	40K
Floating DHTML	400x400	40K
Pop Ups	Various	40K
Pop Unders	Various	40K
Sponsored By Logo	120x90	40K
Interstitial	500x400	40K

GUIDELINES

- All creative is due 5 business days prior to launch date
- MensFitness.com accepts 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: www.iab.net/standards/termsandcond2.pdf

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 Flash:
http://www.macromedia.com/resources/richmedia/tracking/ad-serving_guide/

RICH MEDIA GUIDELINES

- Flash 8 is preferred

EXPANDABLES GUIDELINES

- 728x90 – expands down to 728x390
- 160x600 – expands left to 460x600
- 300x250 – expands right to 460x250

INTERSTITIAL GUIDELINES

- 500x400, We will convert video, 15 Second Max

WALLPAPER GUIDELINES

- 500x400
- Repeating pattern
- .eps or .ai file

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

Email Specifications for Advertiser Provided Email Creative

- All email creative is due 8 business days prior to email deployment date and should be submitted to etavarez@amilink.com
- 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, AML 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 the 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.
- A 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+).