

**Fitness & Health Magazine** offers the most responsive consumer in each region at the most affordable price. Advertisers can get 4 markets resulting in multiple market saturation.

**Fitness & Health Magazine** is a FREE glossy magazine publication that is distributed monthly at Health Clubs, Sporting Goods Stores, Sports Events, Vitamin Shops, Speciality Newsstands, Gyms, etc...

**Fitness & Health Magazine** has a 57% male and 43% female readership between the ages of 18 - 45 with an average annual household income of 55K

- 93% involved in some sport activity
- 57% are homeowners
- 91% own cars
- 82% exercise daily
- 76% work out more than 3 times a week
- 55% are interested in nutrition
- 85% take suppliments
- 80% purchase fitness related products

**Fitness & Health Magazine** has a currently monthly circulation of 30,000 magazines with a readership of over 90,000 people:

- Dallas Area Fitness Events - 10,000
- Distribution Stands - 10,000
- Fitness / Health businesses - 10,000

**PLUS** over 100,000 hits to our website each month where our magazines are posted by each page.

**Fitness & Health Magazine Fact:**

"Americans spend more money on Health and Fitness Products than in all of Broadway, off Broadway, regional and nonprofit theaters, the opera, ballet, classical and jazz performances combined."

**US News and World Report.**



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Website www.FitnessTX.com

**Media and Pricing Guide**

**Fitness & Health Magazine Policies and Procedures**

- Advertisements created by **Fitness & Health Magazine** Staff **MUST** be approved by Advertiser by 5:00 p.m. of each monthly close date for the advertisement(s) to be included in the current issue. Approval can be made in written form or by email.
- Payment for all Advertisement(s) and/or service(s) are due in full by 5:00 p.m. of each monthly close date.
- All digital files sent to **Fitness & Health Magazine** must adhere to the following digital file specifications:
  - All ad designs are created in PC format.
  - We accept ads created in Quark Xpress. Submit disk(s) with hard-copy, copies of the screen and printer fonts, and any necessary resource files (JPEG, TIFF, or PDF).
  - We can accept 3.5 discs, CD-Rom, DVD and Flash or Jump Drives.
  - Ads created on other software and/or formats must be formatted in JPEG, TIFF or PDF at 600 dpi/CMYK.

**Full Page**  
Live Area  
(7.875"w x 10.375"h)  
  
Trim Size  
(8.375"w x 10.875"h)  
  
Bleed Size  
(8.575"w x 11.375"h)

**Half Page Vertical**  
(3.875"w x 10.375"h)

**Half Page Horizontal**  
(7.875"w x 5.125"h)

**Quarter Page**  
(3.875"w x 5.125"h)

**Eighth Page Horizontal**  
(3.875"h x 5.125"w)  
  
**Eighth PAGE Vertical**  
(1.875"h x 5.125"w)



**Display Advertisements: Rates per monthly insertion**

Territory included: Dallas, Grapevine, Carrollton, Addison, Irving

Display Ad Size	1 month	3 months	6 months	9 months	12 months
Back Cover	1800	1750	1700	1600	1500
IFC, IBC	1500	1450	1400	1250	1300
CenterDouble	2500	2400	2300	2200	2100
Full Page	1300	1250	1200	1150	1100
1/2 Page	800	775	750	725	700
1/4 Page	600	575	550	525	500
1/8 Page	450	425	400	375	350

**Classified Ad Rates: ONLY \$95.00 up to 25 words**  
**Directory Listings: ONLY \$75/mo. billed annually**  
Pre-payment discounts on contracts.

**Monthly Close Dates for 2015**

<b>December 05, 2014</b>	<b>June 18, 2015</b>
<b>January 14, 2015</b>	<b>July 23, 2015</b>
<b>February 19, 2015</b>	<b>August 20, 2015</b>
<b>March 19, 2015</b>	<b>September 17, 2015</b>
<b>April 23, 2015</b>	<b>October 22, 2015</b>
<b>May 21, 2015</b>	<b>November 19, 2015</b>