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 then in all of Broadway, off broadway, regional and nonprofit theaters, the opera, ballet, classical and jazz performances combined."

**US News and World Report.** 





12200 Ford Road Dallas, Texas 75234 Office 972-869-0144

Email info@FitnessTX.com 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.

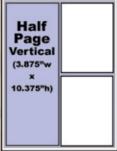
- We accept ads created in Quark Xpress. Submit disk(s) with hard-copy, copies of the screen and printer fonts, and any necessary resource files (JPEG, TIFF, or PDF).
- We can accept 3.5 discs, CD-Rom, DVD and Flash or Jump Drives.
- Ads created on other software and/or formats must be formatted in JPEG. TIFF or PDF at 600 dpi/CMYK.



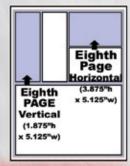
Live Area (7.875"w x 10.375"h)

Trim Size (8.375"w x 10.875"h)

**Bleed Size** (8.575"w x 11.375"h)



Half Page Horizontal (7.875"w x 5.125"h) Quarter Page (3.875"w 5.125"h)



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 ONLY \$75/mo. billed annually Directory Listings: Pre-payment discounts on contracts.

## **Monthly Close Dates for 2015**

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