

## MAKING YOUR BEST EVEN BETTER

### Mission Statement

Men's Fitness is for men who want to get more out of their lives and celebrates an upbeat, optimistic, pro-active lifestyle. It recognises that every man carries the key to living more successfully, enjoyably and completely and as such carries an editorial agenda in which gym fitness represents only a fraction of its compelling content. Men's Fitness recognises that mental and emotional fitness is vital to balanced living and aims to offer active and aspirational men – entertainment, information and inspiration.

### The Market

Men's Fitness has been one of the greatest success stories in the men's magazine market over the last 5 years and competes on the newsstand with the premium male consumer titles. Men's Fitness delivers an edgy, witty editorial stance on health and fitness that perfectly encapsulates the attitude of older, open-minded, health aware, affluent male consumers. The demographic offers the greatest growth potential for the men's magazine market and the male consumer lifestyle sector in general.

- Affluent, energetic 30-somethings who want to keep the body they had in their 20s without giving up any of the benefits that come with age and wealth
- They see health and fitness as part of a successful lifestyle
- Whatever their chosen activity, they want the best kit and the best advice from a trusted source
- Discerning males with a keen interest in quality fashion, grooming and technology

### The Magazine

Acquired by Dennis Publishing in 2001, Men's Fitness has grown in readership numbers every period since. The editorial is highly informative – often taking tips and training plans from top industry professionals and sports stars – while always being accessible and entertaining. As well as the monthly magazine, Men's Fitness also has a number of exciting brand extensions.

### The Reader

- Average 33 yrs\*
- 26% AB readership\*
- 63% ABC1 male\*
- 83% of readers believe it's worth paying more for quality goods\*\*
- 58% of readers have made a purchase as a result of advertising in Men's Fitness\*\*

\* NRS July 06- June 07

\*\* Reader Survey 2006

### A Unique Advertising Opportunity

Over the last 5 years Men's Fitness has seen continual growth, despite a declining men's magazine market. The most recent ABC figure of 65,504 and a readership approaching 500,000 shows that Men's Fitness has managed to out perform many of its competitors. The magazine has a premium readership, with the majority being single, successful, affluent AB readers with high disposable income.

#### The Product

- A4, glossy, perfect bound
- £3.60 cover price
- Monthly frequency
- ABC 65,504 Jul-Dec '07
- Established since 1999



## LOOSE INSERTS

|                 |         |
|-----------------|---------|
| PRINT RUN       | 120,000 |
| SUBS            | 17,000  |
| COST PER '000   | £35     |
| MINIMUM VOLUME  | 40,000  |
| AGENCY DISCOUNT | 15%     |

## LIST RENTAL

|                 |                   |
|-----------------|-------------------|
| POSTAL VOLUMES  | 8,000 active subs |
| COST PER '000   | £180              |
| DELIVERY        | £40               |
| RUN ON          | £10 per '000      |
| EMAIL VOLUMES   | 5,000 UK          |
| COST PER '000   | £250              |
| BROKER DISCOUNT | 20%               |

## INSERT SPEC

|                      |  |
|----------------------|--|
| MAXIMUM SIZE         | 278mm head to foot x 193mm spine to fore-edge                  |
| MINIMUM SIZE         | 148mm head to foot x 105mm spine to fore-edge                  |
| MAXIMUM NO. OF PAGES | 32 pages<br>loose inserts over 10 pages, a sample is essential |
| MAXIMUM WEIGHT       | 32 pages on 45gm <sup>2</sup> stock                            |
| MINIMUM WEIGHT       | 2 pages on 100gm <sup>2</sup> stock                            |

## RESEARCH

|  |               |
|--|---------------|
| QUESTIONNAIRE DESIGN<br>(INCLUDING BRIEFING MEETING)   | £2,250        |
| UPLOADING THE SURVEY ONLINE  | £250          |
| MARKETING THE SURVEY (VIA SOLUS<br>EMAIL, NEWSLETTER OR WEBSITE)   | £500          |
| DATA ANALYSIS, CROSS TABULATION<br>(INCLUDES FULL ACCESS TO DATA TABULATIONS AND OPEN<br>ENDED COMMENTS) | £2,000        |
| TOTAL COST OF RESEARCH   | £5,000        |
| LIST RENTAL  | £250 per '000 |
| FURTHER ANALYSIS AND REPORTING<br>(POWERPOINT)   | £1,000        |
| <b>Costs do not include:<br/>Respondent incentives, personal details of the respondents and/or VAT</b>   |               |

## CONTACTS

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