

MEN'S JOURNAL



**RUGGED
AND
REFINED**

Reaching New Heights

Beginning with the November 2017 issue, Men's Journal has significantly increased circulation from **750,000 to 1.25MM** upscale, active and accomplished men

- ◆ That's a phenomenal **66% upsurge** in reach
- ◆ Featuring an **additional 35 pages** of edit in every issue
- ◆ **Larger** magazine trim size and **heavier** paper stock
- ◆ Increased frequency from 10x per year to **12x in 2018**



MEN'S JOURNAL

Readership

	▼ ADULTS			▼ MEN		
Total Audience	6,900,000			6,083,000		
Male/Female Ratio	88/12			—		
Median Age	44			44		
Median HHI	\$80,463			\$83,295		
Median IEI	\$49,375			\$50,450		
Median Home Value	\$264,014			\$270,288		
	▼ ADULTS			▼ MEN		
	AUD (000)	% COMP	INDEX	AUD (000)	% COMP	INDEX
Age 18 to 34	2016	30	97	1830	27	176
Age 25 to 44	2748	40	116	2435	35	209
Age 35-49	2323	33	135	2119	31	252
Age 21+	6636	97	101	5833	85	184
HHI \$150,000+	1353	20	132	1174	17	227
HHI \$100,000+	2920	43	135	2639	39	237
HHI \$75,000+	3598	52	116	3241	47	205
HHI \$60,000+	4521	66	119	4050	59	210
HHI \$50,000+	4625	71	115	4437	64	203
Employed	2058	74.5	123	1814	75.4	112
Professional/Managerial	1913	28	115	1638	24	201
Any College	4365	64	108	3840	56	203
Grad College+	2173	32	104	1919	28	194
Single	3346	48	103	3061	44	202
Married	3554	52	98	3022	44	167

Publishing Schedule



NOVEMBER 2017	
AD AND MATERIALS CLOSE:	9/5/17
ON SALE	10/16/17

DECEMBER 2017	
AD AND MATERIALS CLOSE:	10/3/17
ON SALE	11/20/17

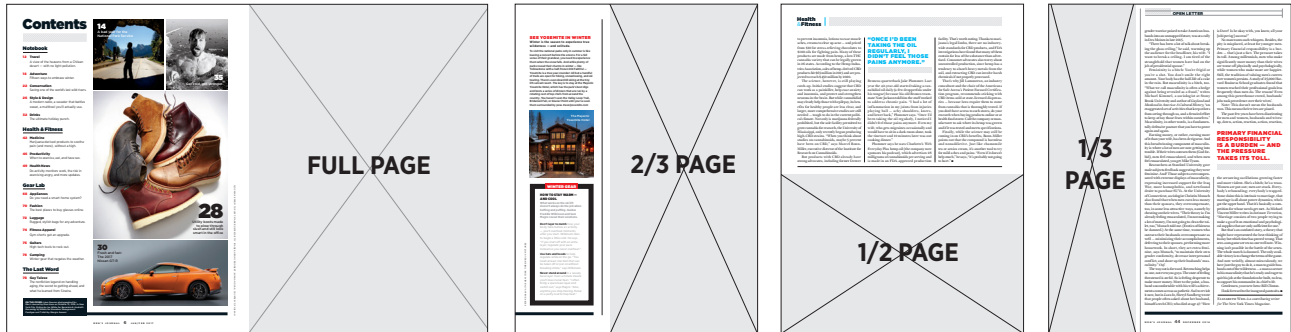
JANUARY 2018	
AD AND MATERIALS CLOSE:	10/25/17
ON SALE	12/18/17

FEBRUARY 2018	
AD AND MATERIALS CLOSE:	11/22/17
ON SALE	1/15/18

MARCH 2018	
AD AND MATERIALS CLOSE:	12/27/17
ON SALE	2/19/18

APRIL 2018	
AD AND MATERIALS CLOSE:	1/24/18
ON SALE	3/19/18

General Rate Card



RATE BASE: 1,250,000

4C	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	COVER 2	COVER 4
OPEN	248,400	197,930	148,450	98,970	272,150	309,270
3X	242,470	194,000	145,500	97,000	↑ 10% premium	↑ 25% premium
6X	237,500	190,000	142,500	95,000	—	—
9X	232,550	186,000	140,000	93,000	—	—
12X	227,600	182,100	136,600	91,000	—	—
15X	225,150	180,100	135,100	90,050	—	—
18X	222,600	178,100	133,600	89,000	—	—
21X	220,200	176,100	132,120	88,080	—	—
24X	217,700	174,200	130,600	87,100	—	—

B & W	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	COVER 2	COVER 4
OPEN	222,650	178,100	133,600	89,070	—	—
3X	218,220	174,500	130,950	87,300	—	—
6X	213,700	171,000	128,260	85,500	—	—
9X	209,300	167,450	125,600	83,700	—	—
12X	204,850	163,880	122,900	81,950	—	—
15X	202,600	162,100	121,580	81,060	—	—
18X	200,400	160,300	120,250	80,170	—	—
21X	198,130	158,500	118,900	79,280	—	—
24X	195,950	156,750	117,570	78,380	—	—

Fractional Premium = 20%

Mechanical Requirements



BINDING METHOD:

Perfect Bound

TRIM SIZE:

8.25" x 10.875"

LIVE AREA:

All type or graphics not intended to trim should be positioned $\frac{3}{8}$ " in from all bleed edges

GUTTER SAFETY:

Headlines: $\frac{1}{4}$ " each side of the gutter
Body Text: $\frac{1}{4}$ " each side of the gutter

LINE SCREEN:

150 line screen for covers
133 line screen for body

ACCEPTED DIGITAL FILES:

- PDF-X1a, no native files accepted
- One ad per file only
- Files must be composite (all colors on one page)
- Ad orientation: right reading, portrait mode (no rotations), 100% (actual size)
- Standard trim and bleed marks must be included in all separations with 12 pt offset from the trim
- All trapping and overprints must be included in file

PROOF GUIDELINES:

SWOP standard proof

ALL FILES SHOULD BE LABELED WITH:

1. Advertiser/Client
2. Production contact (name & phone number)
3. Ad Agency contact (name & phone number)
4. Vendor contact
5. Return address
6. List of contents
7. Issue printing

ADVERTISERS MUST UPLOAD ADS THROUGH THE AMI AD PORTAL:

<https://americanmediainc.sendmyad.com>

Please sign up to create your account and make sure to check FAQs and view video tutorials

	▼ BLEED	▼ TRIM	▼ NON-BLEED
FULL PAGE	8.5" x 11.125"	8.25" x 10.875"	7.75" x 10.375"
TWO PAGE SPREAD	16.75" x 11.125"	16.5" x 10.875"	16" x 10.375"
1/2 PAGE HORIZONTAL	8.5" x 5.687"	8.25" x 5.437"	7.75" x 5.125"
1/2 PAGE HORIZONTAL SPREAD	16.75" x 5.687"	16.5" x 5.437"	16" x 5.125"
1/2 PAGE VERTICAL	4.25" x 11.125"	4" x 10.875"	3.625" x 10.375"
2/3 PAGE VERTICAL	5.75" x 11.125"	5.5" x 10.875"	4.75" x 10.125"
1/3 PAGE VERTICAL	3" x 11.125"	2.75" x 10.875"	2.5" x 10.625"

PLEASE SHIP ALL MATERIALS TO:

Tisha Paul, Senior Production Manager
Men's Journal Production Department
4 New York Plaza, 2nd Floor New York, NY 10004
P: 646.521.2808 F: 212.743.6610 E: tpaul@amilink.com
Please note: High-resolution PDF only

FOR ALL OTHER QUESTIONS PLEASE CONTACT:

Robert Fenikowski
Vice President, Production and Publishing Technologies
4 New York Plaza, New York, NY 10004
Office: 212.545.4875
Email: rfenikowski@amilink.com

Advertising Terms & Conditions

The following are terms and conditions governing advertising published in Men's Journal (the "Magazine") published by Men's Journal LLC ("Publisher").

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2013. Rate base guarantees are made on an annual (twelve-month) average of total audited circulation.
2. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.
3. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported in Publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified.
4. Orders for standard inside advertising units close and become non-cancellable by the advertiser at 5:00 P.M. (EST) on the advertising close date of the issue of the Magazine. All orders for cover positions and special units (e.g., gatefolds, inserts, scent strips, center spread) are non-cancellable and close 30 days prior to the advertising close date for regular issues, and 60 days prior to the advertising close date for awards issues and special-themed issues. If orders are not received by 5:00 P.M. (EST) on the specified dates, position reservations shall expire. If Publisher agrees to cancel an existing order for a special unit, the advertiser and/or agency shall be responsible for the cost of any work performed or materials purchased on behalf of advertiser and/or agency, including the cost of services, paper and/or printing. All cancellations must be done in writing, with a confirmed written acceptance.
5. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelve-month period. If the advertiser or agency cancels any portion of any order or fails to publish the specified number, Publisher reserves the right to adjust the rates accordingly, including nullifying the discount for previously published advertisements. In such event, the advertiser and/or agency must reimburse Publisher for any short-rates. Any merchandising program or activities executed by Publisher in reliance on advertising that is cancelled shall be paid for by advertiser and/or agency at the fair market rate for such program or activities. Any merchandising program offered to advertiser and/or agency in reliance on advertising must be utilized in the same calendar year that the advertising runs.
6. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or agency (including errors in key codes/ coupon codes).
7. Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
8. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and ipad and smart phone applications) and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold Publisher harmless from and against any and all losses and expenses (including without limitation attorney's fees) (collectively "Losses") arising out of the publication of such advertisements in the Magazine, including without limitation those arising from third party claims or suits for defamation, copyright, or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims not now known or hereafter devised or created (collectively "Claims"). In the event Publisher has agreed to provide contest or sweepstakes management services, advertorials or custom advertisements, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold harmless Publisher from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including without limitation prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including without limitation those arising from any Claims.
9. In consideration of Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of Publisher in each instance.
10. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement featuring editorial copy) will be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
11. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Publisher.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 30 days from the billing date. Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
14. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they are earned. Unused rebates will expire six months after the end of the period in which they were earned.
15. Special advertising promotion premiums do not earn any discounts or agency commissions.
16. You agree that all advertising rates and related information provided by Publisher to you with respect to an account are confidential information of Publisher. You shall keep all such information confidential and shall not disclose the information to any other account or to any third party.
17. All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be entirely performed therein. Any action brought by advertiser or agency against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.
18. The foregoing terms and conditions shall govern the relationship between Publisher and advertiser and/or agency. Unless expressly agreed to in writing and signed by an authorized representative of Publisher, no terms or conditions, printed or otherwise, appearing on contracts, orders or copy instructions will be binding on Publisher. Failure of Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

Digital

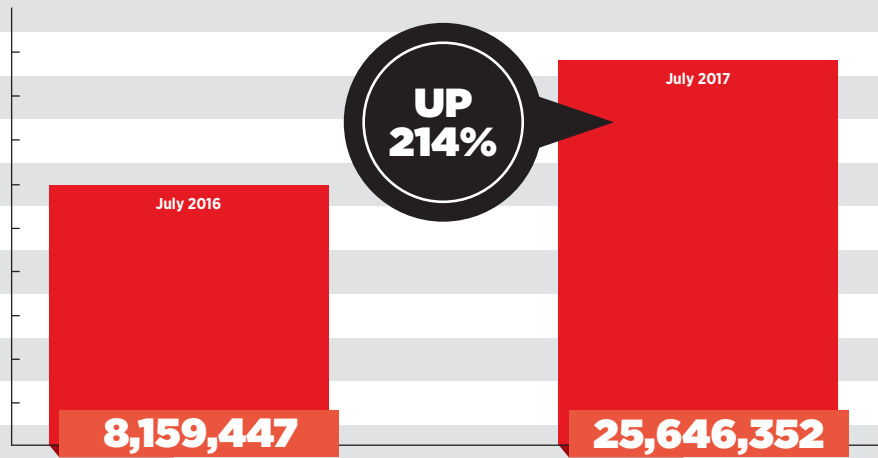
INTRODUCING THE ALL NEW MENSJOURNAL.COM



A Fresh Look.
A Responsive Design.
An Actively Engaged User.



PAGE VIEWS



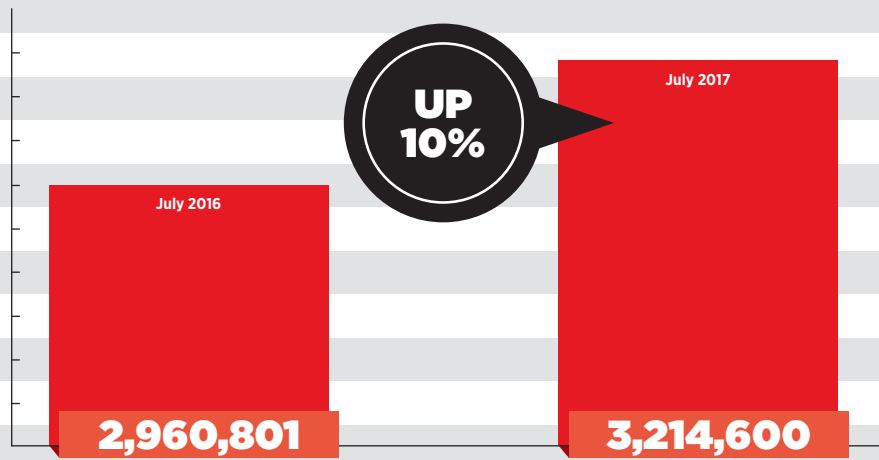
Source: Google Analytics July 2016 through July 2017



MEN'S JOURNAL.COM

Digital

TOTAL VISITS



Source: Google Analytics July 2016 through July 2017



AUDIENCE & TRAFFIC

CURRENT TRAFFIC

Unique Visitors / Month	2,568,220
Total Visits	3,214,600
Total Pages Viewed / Month	25,646,352

DEMOGRAPHICS

Male	64%
Median Age	38
Median Household Income	\$93,715

Source: Google Analytics January 2017
comScore Media Metrix May-July 2017 Average



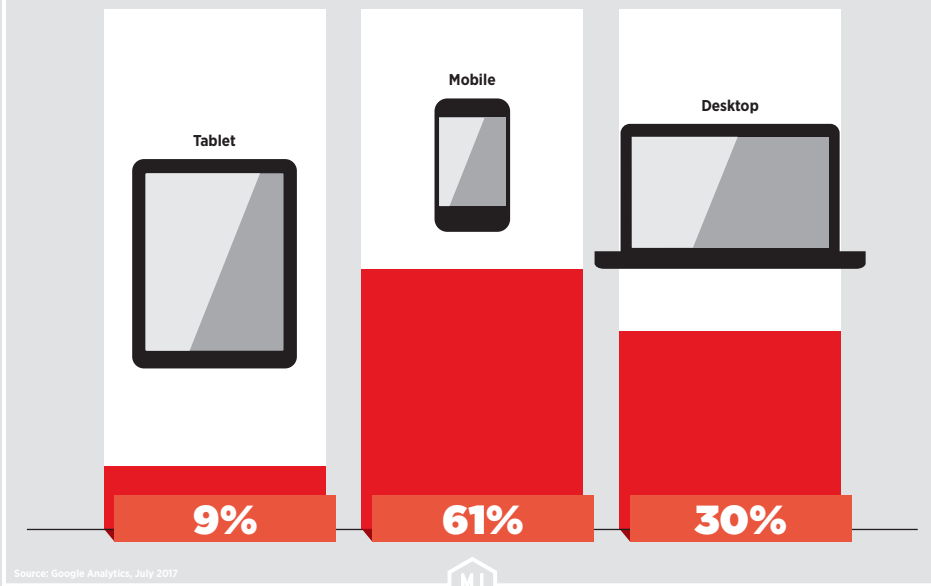
Digital

MEN'S JOURNAL ADVENTURE TEAM

Men's Journal will scale our premium branded content across the social landscape through the Men's Journal Adventure Team — A network of social influencers who live and share the Men's Journal lifestyle with their followers. Gear, Fitness, Travel and Adventure will serve as the channels that organize the Adventure Team. These influencers will organically promote our partner's content to active and engaged men across the world.



VISITS BY DEVICE



Online Editorial Calendar

JANUARY

Health + Fitness

Cold Weather Adventures

- Backcountry Skiing
- Home Theater Must-Haves
- Top Tech from CES Trade show
- Ski Getaways
- Olympic Workout



FEBRUARY

Winter Escapes

The Most Remote— But Accessible—Beach Towns

- Fitness Overhaul
- Midlife Crisis Package
- Fun To Drive Autos



MARCH

Gear Essentials

Breakthrough Essentials Every Man Should Own

- Wardrobe Must-Haves
- Training For Extreme Games
- New California Wines



APRIL

Group Travel

The Best Destinations On The Planet

- How To Choose
The Right Dog
- Canadian National Parks
- Lawn & Garden Tools



MAY

25th Anniversary

25 Years Of Rugged And Refined Content

- 25 Most Adventurous Men
- Scandinavian Travel
- Adventure Essentials



JUNE

Summer Adventure

Adventure Travel For Beginners To The Seasoned Pro

- Father's Day Gift Guide
- Backyard Essentials
- Fitness/Watch Trackers



JULY

Summer Grilling

The Ultimate Grilling Guide For Adventurous Men

- 25 Best Beers In The World
- Weekend Getaways
- Bbq Essentials



AUGUST

Fall Preview

An Indispensable Guide To The Season's Highlights

- Labor Day Destinations
- Hiking Trails
- Running & Fitness Gear



SEPTEMBER

Style & Design

A Portfolio Of The Latest Objects Of Desire

- Fall Wardrobe
- Tailgate Grilling Tools
- Late Summer Adventures



OCTOBER

NFL Preview

From The New Class Of Super- Stars To Next Level Training

- Home Cooking Recipes
- Home And Indoor Tech
- Oktoberfest Tips



NOVEMBER

100 Best Beers

2017'S Best Beers And Most Important Brewers

- Best Ski And Snow Gear
- Thanksgiving Tips From
Top Chefs
- Great Winter Escapes



DECEMBER

Gear Of The Year

Our Annual List Celebrates The Best As Selected By The Men's Journal Gear Lab

- Holiday Gift Guide
- Winter Style
- Holiday Cocktails That Impress



Editorial themes subject to change

FOR ADVERTISING SOLUTIONS, CONTACT YOUR MJ SALES REPRESENTATIVE OR CHIEF REVENUE OFFICER,
JAY GALLAGHER AT 212.484.1799 | Visit our media kit at: srd.com/mediakits/mens_journal

Marketing Capabilities

Men's Journal provides custom integrated marketing strategies for partners that address their specific priorities and are designed to:

▼ **Maximize awareness, excitement and trial among target consumers**

▼ **Leverage the unique editorial perspective of Men's Journal in supporting our partners goals and objectives**

▼ **Provide tangible, measurable results with creativity, originality and efficiency.**

CAPABILITIES INCLUDE:

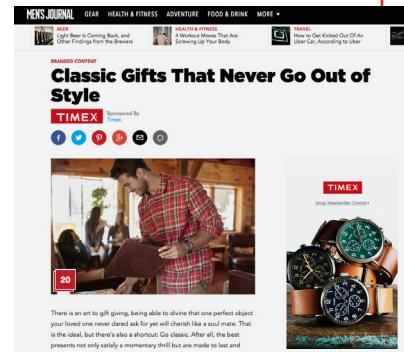
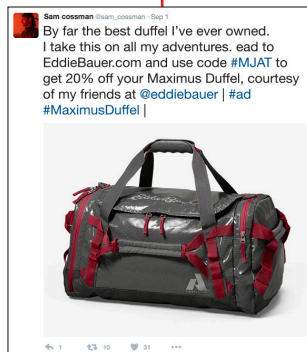
VIDEO PRODUCTION

EVENTS

INFLUENCER TALENT

NATIVE AND BRANDED CONTENT

CUSTOM PRINT



MEN'S JOURNAL

Contacts

▼
Jay Gallagher

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 212-484-1799

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SOUTHEAST

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