

# Ms. FITNESS®

Fitness Lifestyle *For Today's Active Woman*

## Display Advertising Rates

	1 X	2 X	3 X	4 X
<b>Four-Color</b>				
FULL PAGE	\$7,200	\$7,000	\$6,800	\$6,600
2/3 PAGE	\$5,200	\$5,000	\$4,800	\$4,600
1/2 PAGE	\$4,100	\$4,000	\$3,900	\$3,800
1/3 PAGE	\$2,600	\$2,400	\$2,300	\$2,200
1/6 PAGE	\$1,800	\$1,750	\$1,700	\$1,650

### Covers (four-color required)

Inside Front	\$15,000	\$14,000	\$13,000	\$12,000
Inside Back	\$12,000	\$11,000	\$10,000	\$ 9,000
Back Cover	\$16,000	\$15,000	\$14,000	\$13,000

### Two-Color

FULL PAGE	\$6,400	\$6,200	\$6,000	\$5,800
2/3 PAGE	\$4,800	\$4,600	\$4,400	\$4,200
1/2 PAGE	\$3,800	\$3,700	\$3,600	\$3,500
1/3 PAGE	\$2,400	\$2,200	\$2,100	\$2,000
1/6 PAGE	\$1,600	\$1,550	\$1,500	\$1,450

### Black & White

FULL PAGE	\$5,600	\$5,400	\$5,200	\$5,000
2/3 PAGE	\$4,400	\$4,200	\$4,000	\$3,800
1/2 PAGE	\$3,500	\$3,400	\$3,300	\$3,200
1/3 PAGE	\$2,200	\$2,000	\$1,900	\$1,800
1/6 PAGE	\$1,400	\$1,350	\$1,300	\$1,250

### Mechanical Requirements

Full page, bleed.....	8-1/4 x 11-1/8
Full page, non-bleed.....	7 x 10
2/3 page vertical.....	4-5/8 x 10
1/2 page island.....	4-5/8 x 7-3/8
1/2 page vertical.....	3-7/16 x 10
1/2 page horizontal.....	7 x 4-15/16
1/3 page block.....	4-5/8 x 4-15/16
1/3 page vertical.....	2-1/4 x 10
1/6 page vertical.....	2-1/4 x 4-15/16
1/6 page horizontal.....	4-5/8 x 2-1/4

Live matter should be kept at least 3/8" from trim size.

**Frequency Contract Rates** must be contracted for prior to the first insertion with exact issues and sizes

of ads. Non-cancelable. Unfilled contracts will be short rated to the next higher general frequency rate.

### Circulation

150,000

### Printing Specifications

Printing Process: Heat-Web Offset

Binding: Saddle Stitch

Trim Size: 8" x 10-7/8"

Bleed Ads: 8-1/4" x 11-1/8" (includes 1/8" safety margin on all four sides)

### Mechanical Specifications

• Mac platform (PC acceptable) • Media: CD; Zip (250 MB); Floppy; or Jazz (1 GB) • Quark; Pagemaker; Illustrator; Freehand; Photoshop (Illustrator/Freehand: convert fonts to paths or outlines) • Include all links • Include all fonts (if using type 1 fonts, include printer and screen) • Create product at finished size • Include all bleeds if needed • Attach up-to-date color laser • Bitmap resolution at 600 • Continuous tone resolution at 300 • Convert all RGB files to CYMK

### General Advertising Policy

Rates subject to change without notice. Orders beyond two months accepted at rates then prevailing. Rates quoted are for complete offset negatives and proofs. If additional prep work is needed, it will be billed at cost plus a service charge. Payment is required with insertion order on all orders not approved for credit. Terms are net 30 days. 15% commission to approved advertising agencies.

### Publishing (On-Sale) Dates

are the first Tuesday of the indicated month

Spring	January
Summer	April
Fall	July
Winter	October

**Publishers**.....Wally Boyko & Meshelle Boyko  
**Editor**.....Greta Blackburn

### Wally Boyko Productions, Inc.

P.O. Box 2490, White City, OR 97503-0490

phone: (541) 830-0400 • fax: (541) 830-0410 • e-mail: msfitness@aol.com

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**See Reverse Side For Contract & Copy Regulations**

## Contact and Copy Regulations

1. All contacts, advertisements and insertion orders accepted by Publisher are subject to the terms and conditions of this rate card.

2. Publisher is bound by only those terms and conditions of this rate card.

3. Acceptance shall be deemed of all contracts, advertisements and insertion orders at time of publication. After the closing date of the issue, no advertiser or its representative may cancel any contract, advertisement or insertion order.

4. Publisher has the absolute discretion to reject any advertising at any time and said rejection shall not be a breach of contract between the Publisher and the advertiser and its agency or representative.

5. Publisher shall have the absolute discretion to impose the requirement that requested advertisement material be designated as an advertisement when published.

6. Duration of all contracts shall not exceed one year from the first date of insertion. If advertiser or its agency or representative are in default of any payment or in breach of the contract, Publisher shall have the right, upon notice to advertiser or its agency or representative, to collect payment of the entire amount of the contract price which shall become immediately due and payable, and Publisher shall have the right to recover attorney fees and costs in attempting to collect such amounts..

7. If advertiser has not earned billed rate at the end of the contract term, the short rate will be applicable. Only if the advertiser has made the required number of added insertions to earn a lower rate will said advertiser be entitled to rebates at the end of the contract term.

8. Advertiser and its agency or representative shall each be jointly and severally liable for all moneys and charges due to Publisher.

9. Advertiser and its agency or representative each represent and warrant to Publisher in placing any insertion order that they have authorization to publish the content and subject matter of the advertisement.

10. Advertiser and its agency or representative shall indemnify Publisher against any loss or expense ,including attorney fees, resulting from any demand, claim, action, or suit based on the content and/or subject matter of advertisements.

11. Location or positioning of any advertisements shall be at the absolute discretion of the Publisher.

12. Publisher has the absolute right to destroy all advertising materials of any kind after one year unless Publisher is notified to the contrary in writing. Publisher will return these materials if requested by the advertiser or its agency in writing at the

requesting party's entire expense and risk and such expense including packaging and mailing to be paid to Publisher in advance of any return to advertiser or its agency or representative.

13. Publisher shall not be liable for the following:

a. Reproduction quality of advertisement's print materials that fail to meet the mechanical requirements of the Recommended Specifications for Web Offset Publications (SWOP).

b. Any change in any advertisement requested after the applicable closing date.

c. Errors in key numbers, free information numbers, pubset type and advertisers index.

14. Advertiser and its agency or representative shall obtain all authorizations including releases necessary for the right to publish the advertisement.

15. Publisher has the absolute discretion to cancel any advertisement with the absolute discretion to either publish the advertisement in the following issue or return any amount previously paid by advertiser or its agency or representative to Publisher with respect to the canceled advertisement with no other obligation or other liability owed to advertiser or its agency or representative.

16. Without any notice, the Publisher has the absolute discretion to change rates. When a change in rate becomes effective, contracts may be canceled by the advertiser and its agency or representative without a short rate penalty charge, only if the advertising space used to the date of cancellation has been in accordance with the frequency discount rate applicable.

17. Publisher shall have no liability to advertiser or its agency or representative by not publishing and/or circulating any part or all of an issue or otherwise completing an insertion order as a result of any event beyond Publisher's sole control except to amount previously paid in respect of such advertisement, and Publisher shall not be liable for other damages of any nature.

18. Advertiser and its agency or representative represent that they are authorized and licensed to use any copyrighted or trademarked material; all pictures; and all testimonials within any advertisement submitted by the advertiser or its agency or representative and published in Ms. Fitness®.

19. Advertiser and its agency or representative agree to indemnify Wally Boyko Productions, Inc. against all demands, claims, actions, losses, damages, liability, and expenses, including attorney fees, arising from the printing, publishing or copying of any advertisement submitted by the advertiser or its agency or representative.

20. Venue for any action shall be Jackson County, Oregon.

# Ms. FITNESS®

Fitness Lifestyle *For Today's Active Woman*

## Reader Profile

SOURCE: Ms. Fitness Readership Survey

**AGE:** 18-34 77%  
23-34 70%  
18-49 98%

**EDUCATION:** 84% have attended some college  
18% have engaged in post graduate study +

**HOUSEHOLD INCOME:** \$20-30,000 28%  
\$30-50,000 24%  
\$50,000+ 31%

**MARITAL STATUS:** 57% single

### EXERCISE HABITS:

Ms. Fitness enthusiasts are cross trainers. In a week's time they participate in a variety of activities for fit fun and exercise.

78% work out at a gym  
39% bike for fun and fitness  
84% train with free weights  
23% are in-line skaters  
56% walk for cardiovascular health  
35% do aerobics  
27% participate in bench aerobics...  
*ON A WEEKLY BASIS!!!*

### HOME SWEET HOME GYM...

70% regularly exercise at home  
94% own at least one piece of home exercise equipment  
55% plan to buy at least one piece of equipment  
Stairclimbers, treadmills, multi-station gyms, and stationary bikes  
top their wish lists.

### HOT ITEMS ON THE MS. FITNESS GROCERY LIST

*Ms. Fitness Readers Buy These Products Monthly:*

79% Vitamins/Supplements	62% Low fat cheese
34% Sugar substitute	54% Diet foods
39% Low calorie frozen dinner	71% Yogurt
43% Meal replacement drink or bar	61% High fiber cereal
32% No cholesterol margarine	54% Diet soda

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## **DEADLINES**

<b>ISSUE</b>	<b>EDITORIAL</b>	<b>INS. ORDER</b>	<b>AD MATERIALS</b>	<b>ON SALE</b>
				1st Tuesday
Spring	Sep. 15	Nov. 1	Nov. 7	January
Summer	Dec. 15	Feb. 1	Feb. 7	April
Fall	Mar. 15	May 1	May 7	July
Winter	Jun. 15	Aug. 1	Aug. 7	October

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