

Men's Fitness



2012 MEDIA PACK



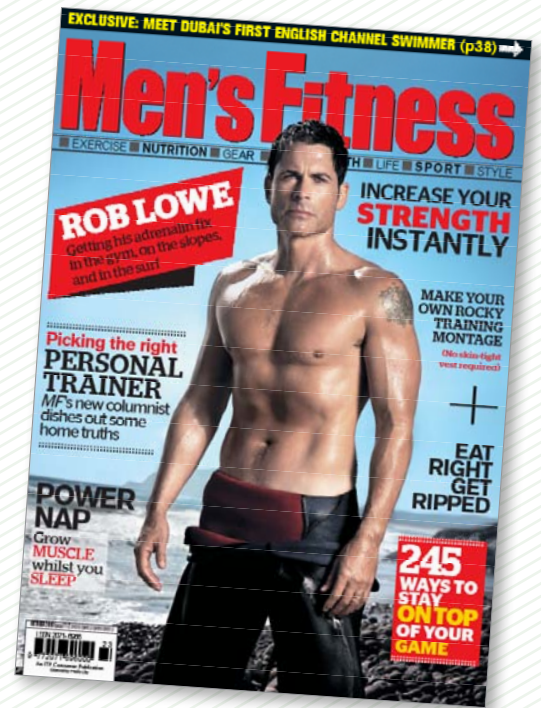
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Men's Fitness

2012

THE MAGAZINE

Men's Fitness aims to act as a first port of call, not only to men wishing to lead a healthier lifestyle, but to those wishing to lead a better life altogether. It is much more than just a fitness magazine, and incorporates lifestyle features, celebrity interviews, fashion and grooming. Providing a punchy and authoritative mix that truly encourages the reader to fulfill his life aims, the magazine reflects the lifestyle of Dubai's urban male population in both content and design. Carrying detailed workout plans, revealing nutritional information, the latest fashion must-haves and interviews with top athletes and celebrities alike, Men's Fitness is quite simply a must-read publication tailor-made to the region's male population.



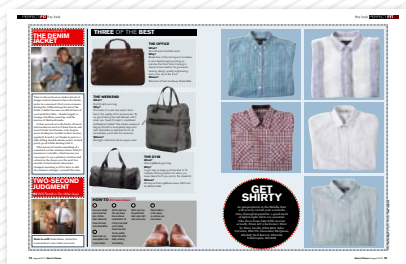
REPORT

Men's Fitness isn't just about getting in shape, and whether it's an interview with a Hollywood A-lister, advice on how to make it down from K2 in one piece, or a peek at the world's hottest female tennis players, it's all here.



TRAINING

Our dedicated gym notes offers workout options across the board. From full-body plans to bulk up, to 30 minute circuits you can do in your living room to stay in shape. Add to this advice on fat loss and month-long eating plans and your exercise regime is covered.



RE:STYLE

Check out what to wear post-gym in a section that covers design classics, the latest must-have clothing, advice on how to achieve the look of the moment and the last word on grooming options. A round-up of the latest gadgets completes the section.



REVIEW

Because we think knowledge is power. Lead a healthier, fitter and more exciting life by numbers in our bite-sized opening section to the magazine.



EXPERTS

We trawl the globe in search of answers and information to the questions men are asking today. Not simply about fitness, our experts tackle adventure, office life and a multitude of other areas head-on.

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THE READER

Men's Fitness is an established international brand with a discerning readership. Comprising mainly urban professionals aged 20+ with a high level of disposable income; our readers represent an affluent male target market that can be difficult to reach through other means.

Men's Fitness readers want to workout, eat healthily and look good. However, that philosophy doesn't simply begin and end at the gym. Their wardrobe is filled with designer labels, and up-market high street brands. They have the latest smartphone, the most advanced lap top and a pretty cool car to match. It's this overall lifestyle that Men's Fitness represents through 80 pages of health, fitness and fashion, offering advertisers a unique way to target a lucrative market.

DISTRIBUTION

Published monthly Men's Fitness Middle East in the UAE, with a huge subscription drive from launch. The magazine is on sale with a cover price of AED 15 (or equivalent) at all major purchasing outlets, including book shops, salons, fitness clubs, hotels, sports stores and at supermarkets across the UAE, Oman, Bahrain, Qatar, Kuwait and the Kingdom of Saudi Arabia.

CIRCULATION

BPA of
Men's Fitness Middle East

BPA (current) 6,664
Frequency 12 p/a
Coverprice 15 AED

CIRCULATION
PERCENTAGE

Qualified Paid (subscriptions and
newsstand) 50%
Subscriptions 14%
Controlled circulation (free) 36%

THE RATES

IFC gatefold spread	110,000 AED
Reverse gatefold DPS	95,000 AED
Outside back cover - OBC	75,000 AED
Inside back Cover - IBC	41,400 AED
Inside front cover - DPS	85,000 AED
1st DPS	75,000 AED
2nd DPS	70,000 AED
3rd DPS	65,000 AED
4th DPS	60,000 AED
5th DPS	55,000 AED
Single page	25,000 AED
DPS	50,000 AED

SPECIFICATION

PAGE Bleed: 220mm x 307mm Trim: 210mm x 297mm Type: 200mm x 287mm

DPS Please supply two pages to the full page spec.

FILE REQUIREMENTS: Quark Xpress, Illustrator CS, InDesign CS. All files should be packaged with required elements. Fonts should be supplied or outlines. All images must be CMYK, high resolution (300dpi) format.

PDF FORMAT: PDF version 1.3 or higher. All files must be high resolution, CMYK with embedded fonts. The document must be set at the bleed size with no crop marks.

For information visit www.itp.com/magazines/mediapacks/ITP-digital-guidelines.pdf



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