

NATURAL MUSCLE MAGAZINE

FREE
Pick one up!
SEPTEMBER 2007

**BIKINI UNIVERSE
CHAMPIONSHIPS**

TRICKS OF THE TRADE

WHAT IS MOTIVATION?

MS. BIKINI TRAINING ROUTINE

**FULL BODY BOOT CAMP
TRAINING**

**THE COST OF
COMPETING**

**SKIN CANCER
THE NEW SILENT KILLER**



MEDIA KIT 2008

PUBLICATION INFO

Editorial
50%

Advertising
50%

Our advertisers most appreciate the fact we remain to be independently owned and provide a platform to reach a very important niche of the industry.

First published in November 1996, **Natural Muscle Magazine** is a family owned and operated health & fitness magazine published monthly and is free of charge to consumers. The magazine is delivered directly to health & fitness enthusiasts every month at their favorite gyms, health food stores and related businesses throughout four target markets of the USA.

Natural Muscle Magazine is designed to keep readers on the cutting edge of a variety health related areas, news and research. In each issue you will find a refreshing variety of editorial on natural health, nutrition, weight loss, motivation, weight-training, nontraditional remedies, recipes, contest coverage, industry news as well as reader profiles.

Natural Muscle Magazine is consistently working to provide to our readers what they would like to learn, practice or improve upon, while at the same time, providing advertisers the

platform to reach these consumers with related products or services. Twice yearly reader surveys are conducted to keep our editorial focus in line with what our readers would like to read and to encourage ad support for those products which support the editorial



focus.

Natural Muscle Magazine is independent; not owned nor financed by a specific nutritional supplement company and/or product, professional federation or specific organization. You

can rest assured your advertising dollars will promote your own products and services, not ours.

We pride our magazine on averaging 50% editorial to 50% advertisements while maintaining a modest page count attractive to a core group of advertisers. We commit to building long term relationships with our advertisers, contributing writers and readers by encouraging constructive input on a regular basis. **Unlike many other publications, Natural Muscle Magazine has an astonishing 98% pickup.** A loyal following of readers grab at the chance to get an issue each month; depleting supplies just in time for the next month's issue to appear.

We realize that each company is different and has different needs. We personalize programs to suit your company's needs, meet your projected goals and to help you get the most return from your advertising dollars.

OVER 200,000 READERS

OVER 6000 LOCATIONS

99.9% PICK-UP RATE

HIGH QUALITY GLOSSY PAPER

LARGER THAN LIFE ADS

SEEN BY MILLIONS ON BODYBUILDING.COM

FREE PRESS RELEASES

POINT OF PURCHASE STORE PLACEMENT

WE'RE FREE!

WE CARE AND IT SHOWS



In each issue you will find a refreshing variety of editorial on natural health, nutrition, weight loss, motivation, weight-training, nontraditional remedies, recipes, contest coverage, industry news as well as reader profiles.

QUICK FACTS

BEGAN	November 1996-celebrating 11 years!
MEDIA TYPE	Consumer publication Free of charge
FREQUENCY	Eleven times a year
CIRCULATION	65,000- with 99.9% pick up rate
WHERE	Florida, California, and select cities 62% Gyms / 33% Health Related / 5% Other
CONSISTENT	We've been on the press <i>consistently</i> every month at the same time since inception and distributed during the middle to end of each month.
EDITORIAL FOCUS	5 key segments to each issue include: Weight-Training, Nutrition, Motivation, Supplementation and NOW: The Natural Foods and Products Industry
CURRENT	Turnaround is 2 to 4 weeks. When you've got a hot new product or service, be first to get it out! No waiting or anticipating when your ad will run. With our quick turnaround your company's ad is seen here first.
TARGET MARKET	Our demographics are kept up to date through monthly surveys; reaching health & fitness conscious individuals throughout the leading regions!
COLOR	Color available on all pages
UNBIASED	Natural Muscle Magazine is not affiliated with a nutritional supplement company or product, professional federation or specific organization.
NON-COMPETITIVE	We don't use <i>your</i> ad dollars to fill the magazine with ads marketing our own products that might be your competition; we don't have a product.
QUALITY	Your ad, photographs and graphics are bold, striking and appealing.
INTEGRITY	Our content adheres to health and fitness. We do not accept sexually explicit advertising, photography or editorial.
NO PRICES	Suggested Manufacturer's Retail Prices or suggestive discounts only. Without prices, the gyms & stores who carry the magazine are not in direct competition with our advertiser's prices.
NO FALSE PROMISES	We're not cheap, and we won't make false promises. Consistency is key to advertising return.

DEMOGRAPHICS

GENERAL DEMOGRAPHICS

SEX

Male: 55% Female: 45%

AGE

28-33	19%	Married	45%
34-38	16%	Single	39%
39-43	16%	Divorced	10%
44-48	10%	Separated	4%
54+	10%	Widowed	1%
49-53	10%	No Answer	1%
23-27	10%		
18-22	7%		
< 18	0%		

MARITAL STATUS

LEVEL OF EDUCATION

College	49%
Post Graduate	27%
High School	23%
No Answer	1%

HAVE INTERNET ACCESS

Yes 77% No 23%

USE INTERNET FOR

Both Personal & Work	60%
Personal	31%
Work	9%

DO THEY SHOP ONLINE FOR ITEMS THEY COULD BUY NEARBY

Yes 43% No 57%

PREFER BUYING ON THE INTERNET BECAUSE

No traffic, lines	34%
Information	34%
Save Money	17%
All	13%
No Answer	3%

BUYING PLANS WITHIN THE NEXT 12 MONTHS:

Home Exercise Equipment	40%
Vacation Package	34%
Massage, Facial, Pedicure	34%
Personal Elec Device	26%
Home Computer	24%

SPECIAL

NATURAL FOODS AND PRODUCTS SEGMENT

SHOP FOR NATURAL/ORGANIC FOOD

More Each Month	39%
Most Times	25%
Never	22%
Always	13%
No Answer	1%

SHOP FOR NATURAL/ORGANIC PRODUCTS

Always	32%
More Each Month	28%
Most Times	25%
Never	11%
No Answer	3%

THE READERS WOULD BUY MORE NATURAL/ORGANIC FOOD AND PRODUCTS IF THEY WERE

Less Expensive	39%
More Available	37%
Safer/Healthier	16%
No Answer	4%
All	2%
Other: More Variety/Better Taste	1%

ARE THE READERS INTERESTED IN LEARNING MORE ABOUT NATURAL FOOD, PRODUCTS & NATUROPATHY:

Yes	63%
Somewhat	26%
No	9%
No Answer	1%

HOW DO OUR READERS TREAT A BAD COLD?

Drug-Store Medication	30%
Health Food Store Remedies	64%
Prescriptions	13%
None	5%
No Answer	1%

TAKE A MULTIVITAMIN

Everyday	89%
When I Think of It	3%
No Answer	3%
Never	4%

TOP 15 OTHER SUPPLEMENTS

1. Protein/MRP
2. Creatine
3. Glutamine
4. Fat-Burners
5. Glucosamine
6. Calcium
7. Vitamin C
8. Vitamin E
9. ZMA
10. BCAA's
11. Herbs
12. Magnesium
13. Zinc
14. Chromium
15. EFA's

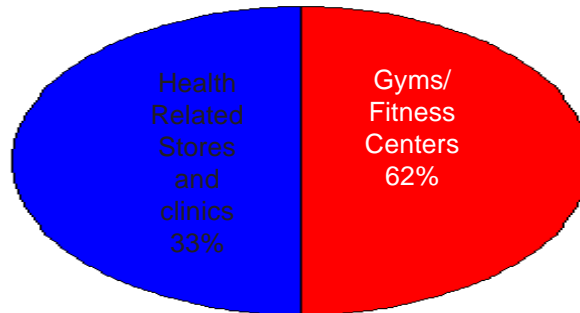
MORE THAN 20% OF OUR READERS ALSO READ:

Natural Bodybuilding & Fitness
Ironman Magazine
Muscular Development
Muscle & Fitness
Flex
Oxygen

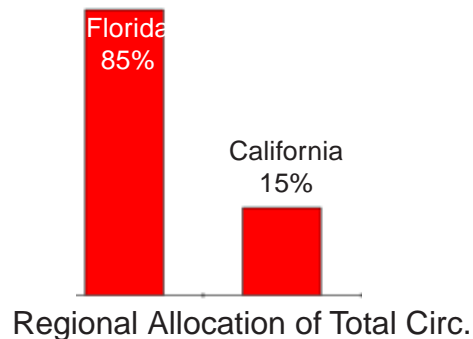
LESS THAN 5% OF OUR READERS READ:

Muscle Mag
Vegetarian Times
Muscle & Fitness Hers
Energy Times
Natural Living
Alternative Medicine
Shape
Great Life
Health
Men's Fitness

WHERE YOUR CUSTOMERS WILL PICK UP A COPY...



Distribution Diversity



Regional Allocation of Total Circ.

Natural Muscle Magazine has been on the press, on time, each month since its inception in 1996. This consistency has provided the platform to deliver a unique publication to different areas of the country. This consistency has also resulted in loyal business relationships and loyal reader following. The magazine is now delivered direct to consumers at their favorite **health clubs** and **nutrition stores** throughout **Florida and California** as well as select single locations throughout the nation.

What areas would you like to see your advertisement? Who is your targeted audience? These are questions that we have asked to accommodate our advertiser's needs and to increase our distribution effectively. We have effectively reached four key areas of the country based on feedback provided by our advertisers over the years. Throughout the year 2002, we will focus on increasing circulation to these key areas.

With a free, independently owned publication, advertising dollars are the key to effectively increasing circulation. Our vision is to continue to increase circulation while maintaining a low cost advertising rate.

While there are numerous opportunities presented every day to help increase our distribution, the bottom line remains: advertising dollars determine how many magazines are printed. We're still here for our advertisers because we've grown slow and steady; and will continue to do so.

We will continue to focus on our core business, publishing. You can count on us to do the job we promise. We'll provide a unique platform for your advertisement, month after month.

NATURAL MUSCLE M A G A Z I N E

2008 ADVERTISING SCHEDULE

By following the dates below you will help us to meet your expectations.
If you have a special circumstance that falls outside these dates, we will work with you to accommodate.

ISSUE /NUMBER	COVER	SPACE CLOSE	MATERIALS	AVAILABLE STARTING
V13N1	January 08	11/25/07	12/02/07	12/15/07
V13N2	February 08	12/23/07	01/08/08	01/25/08
V13N3	March 08	01/25/08	02/04/08	02/22/08
V13N4	April 08	02/24/08	03/07/08	03/21/08
V13N6	May 08	04/04/08	04/04/08	04/18/08
V13N6	June 08	04/20/08	05/02/08	05/16/08
V13N7	July 08	05/26/08	06/06/08	06/20/08
V13N7	Aug 08	06/25/08	07/03/08	07/18/08
V13N9	Sept 08	07/25/08	08/08/08	08/22/08
V13N10	Oct 08	08/25/08	09/05/08	09/19/08
V13N11	Nov 08	09/22/08	10/03/08	10/17/08
V13N12	Dec 08	10/27/08	11/02/08	11/19/08

*these dates are subject to change.

*We may run a double issue in the Summer, but will inform our customer in advance.

AD SPECS

Mail: Natural Muscle Magazine
4203 Arborwood Lane
Tampa, FL 33618

Email:totalh@aol.com

questions: 813-961-4806

AD PRICING

EFFECTIVE 11/06

All rates are per insertion

PREMIUM POSITIONS

Call for Availability

Cover 4 (Back Cover)	\$ 5300
Cover 2 or 3 (Inside Front or Back Cover)	\$ 3010
Inside Front / Back Cover DPS	\$ 5200

4 COLOR

<u>Ad Size</u>	<u>12 X *</u>	<u>6 X *</u>	<u>3 X *</u>	<u>1 X</u>
FP	\$ 2200	\$ 2320	\$ 2400	\$ 2550
1/2 Page	\$ 1160	\$ 1390	\$ 1500	\$ 1620
1/3 Page	\$ 810	\$ 990	\$ 1200	\$ 1330
1/4 Page	\$ 640	\$ 770	\$ 1000	\$ 1100
1/8 Page	\$ 350	\$ 400	\$ 460	\$ 525
1/16 Page	\$ 190	\$ 230	\$ 280	\$ 300

3 COLOR

Add 10% to B&W Rate

2 COLOR

Add 5% to B&W Rate

BLACK & WHITE

<u>Ad Size</u>	<u>12 X *</u>	<u>6 X *</u>	<u>3 X *</u>	<u>1 X</u>
FP	\$ 1900	\$ 2000	\$ 2100	\$ 2200
1/2 page	\$ 1000	\$ 1210	\$ 1310	\$ 1410
1/3 page	\$ 700	\$ 860	\$ 1060	\$ 1160
1/4 page	\$ 550	\$ 660	\$ 860	\$ 960
1/8 page	\$ 300	\$ 350	\$ 400	\$ 450
1/16 page	\$ 160	\$ 200	\$ 240	\$ 260

Value added: Link to our website Naturalmuscle.net
Bi-monthly press releases 500 words plus product photo (3 month minimum)
2 week turnaround-ad gets out FAST!
plus...a whole lot more! We love your input!

* Note: Please see spec sheet for acceptable materials.

CALL 813.961.4806 FOR SPECIAL OFFERS AND VALUE ADDED

AD SIZES & ACCEPTABLE MATERIALS

<p>full page</p> <p>w/bleed-9.75 x 11.75 include 1/4 trim allowance</p> <p>Live area 8.75" x 10.75"</p> <p><u>FP & DPS ADS SHOULD BLEED</u> Keep the live material within the dimensions above.</p> <p>2 page spread</p> <p>w/bleed- 19.5." x 11.75" live area 17.5" x 10.75" trim 11.25 x18.5</p>	<p><u>PAPER STOCK</u> 40# coated (Inside) 60# coated (Cover)</p> <p><u>TRIM SIZE</u> 9.25 x 11.25"</p> <p><u>COLOR ADS</u> File: PDF, JPG, TIFF CMYK, Min dpi 300,</p> <p><u>40# specifics</u> Dot gain - Standard 25% Separation Type - GCR Black Generation - Light Black Ink Limit - 90% Total Ink Limit - 275% UCA 30%</p> <p>PLEASE DO NOT USE CROP MARKS <u>QUESTIONS</u> 813-961-4806</p>	<p>1/4 vertical 2.063" x 10.5"</p> <p>1/3 vertical 2.806" x 10.5"</p>
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<p>1/8 4.292 x 2.479</p>	<p>1/2 Vertical 4.292 x 10.5</p>	<p>1/2 Horizontal 8.75" x 5.167</p>
<p>1/4 horizontal 4.292 x 5.167</p>	<p><u>IMPORTANT INFORMATION ABOUT COLOR ARTWORK FILES</u> The best way to send your ad is as a JPG, but we will also accept PDF. We are using computer to plate technology, and this ensures that your ad will be exactly as you send it. Please also include a color proof. We do except ads electronically for your convenience. Please do not include crop marks!</p> <p>*Do not use or include ICC profiles or postscript color management in your PDF files or graphic images</p>	

ADVERTISING I.O.

CUSTOMER INFORMATION

Company Name: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ email: _____

Website link to address: _____

____ When our advertisement runs, please send (quantity) _____ magazine(s) to the address above.

Begin Date: _____ for _____ 3 issue(s)

_____ 6 issue(s)

_____ 12 issue(s)

ARTWORK DETAILS

Ad Size: _____

Price per insertion: \$ _____

_____ :

No. of Insertions: x _____

* All multiple insertions run consecutively, 3 issue min..

Total: \$ =====

Materials/Misc.: _____

PAYMENT METHOD

____ Company Check

____ Authorize our Credit Card (we must have one on file, if you are running a 30 net terms)

Account No. _____ Expires: _____

Authorized Signature _____

Credit card billing address _____

SIGNATURE & DATE

Contact: _____

Signature: _____ Date: _____

FAX AGREEMENTS TO:

813-961-8736

QUESTIONS:

813-961-4806

* Signing above confirms we agree to your payment terms and if necessary, will be responsible for collection fees.