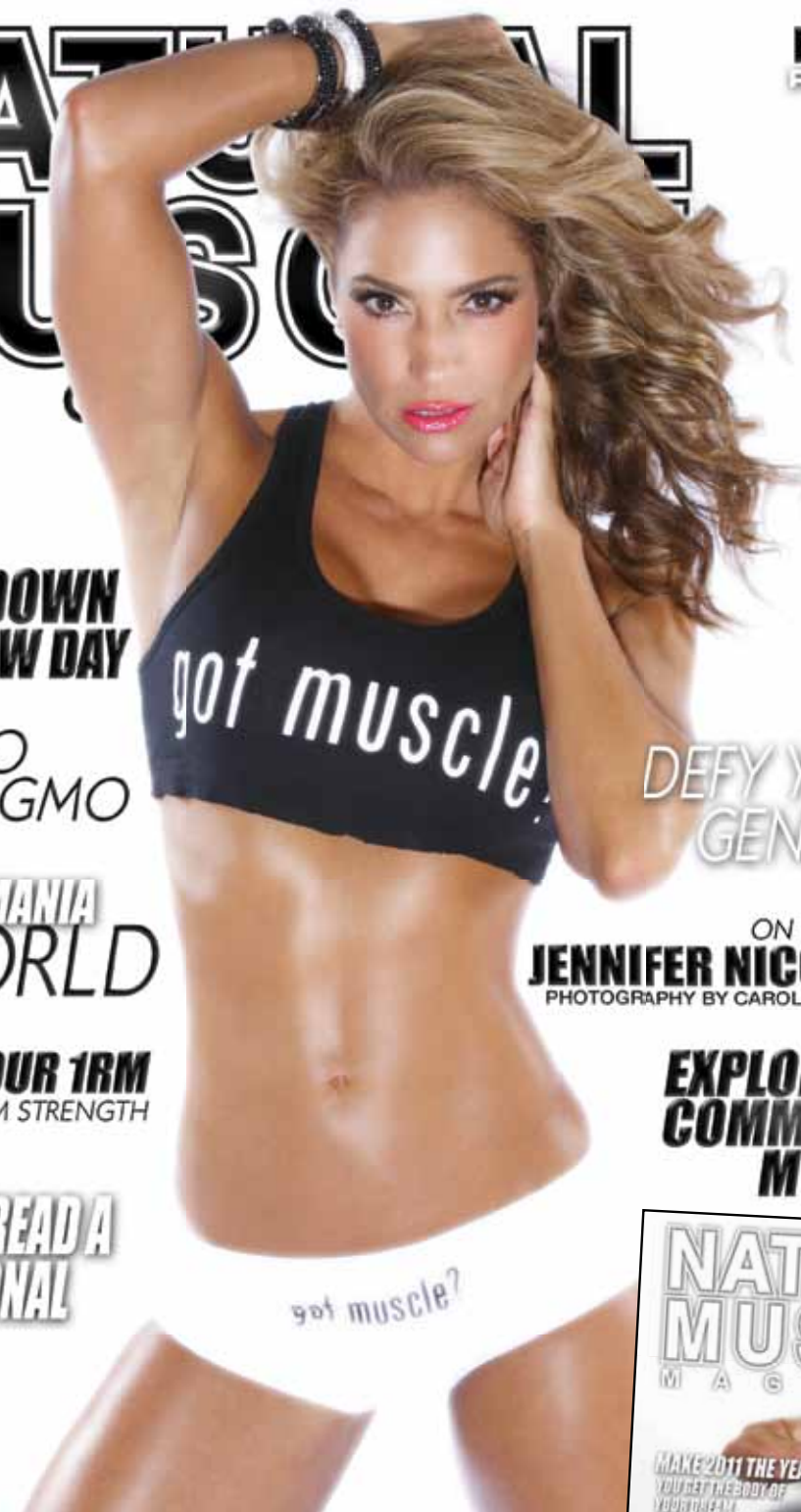


CELEBRATING 15 YEARS!



NATURAL MUSCLE
M A G A Z I N E

FREE
Pick one up!
MARCH 2011

COUNTDOWN TO SHOW DAY

Say **NO** to **GMO**

MUSCLEMANIA WORLD

KNOW YOUR 1RM
FOR MAXIMUM STRENGTH

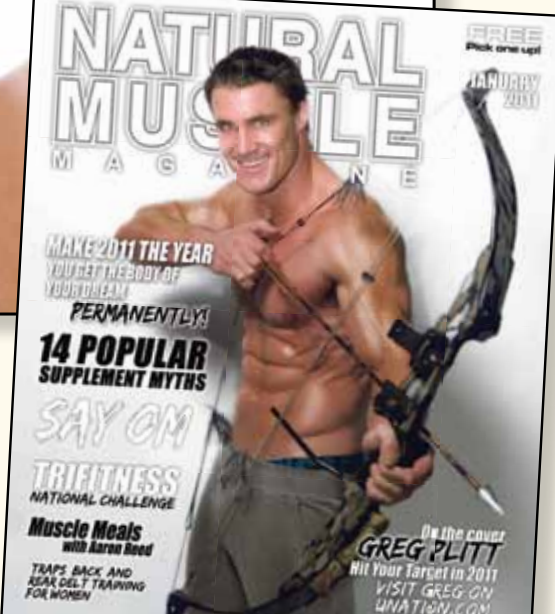
HOW TO READ A NUTRITIONAL LABEL

DEFY YOUR GENETICS

ON THE COVER:
JENNIFER NICOLE LEE
PHOTOGRAPHY BY CAROLINA GONZALEZ

EXPLORING COMMON AB MYTHS

MEDIA KIT
2011



NATURAL MUSCLE
M A G A Z I N E

FREE
Pick one up!
JANUARY 2011

MAKE 2011 THE YEAR YOU GET THE BODY OF YOUR DREAM PERMANENTLY!

14 POPULAR SUPPLEMENT MYTHS

SAY ON TRIFFITNESS
NATIONAL CHALLENGE

Muscle Meals
with Aaron Reed

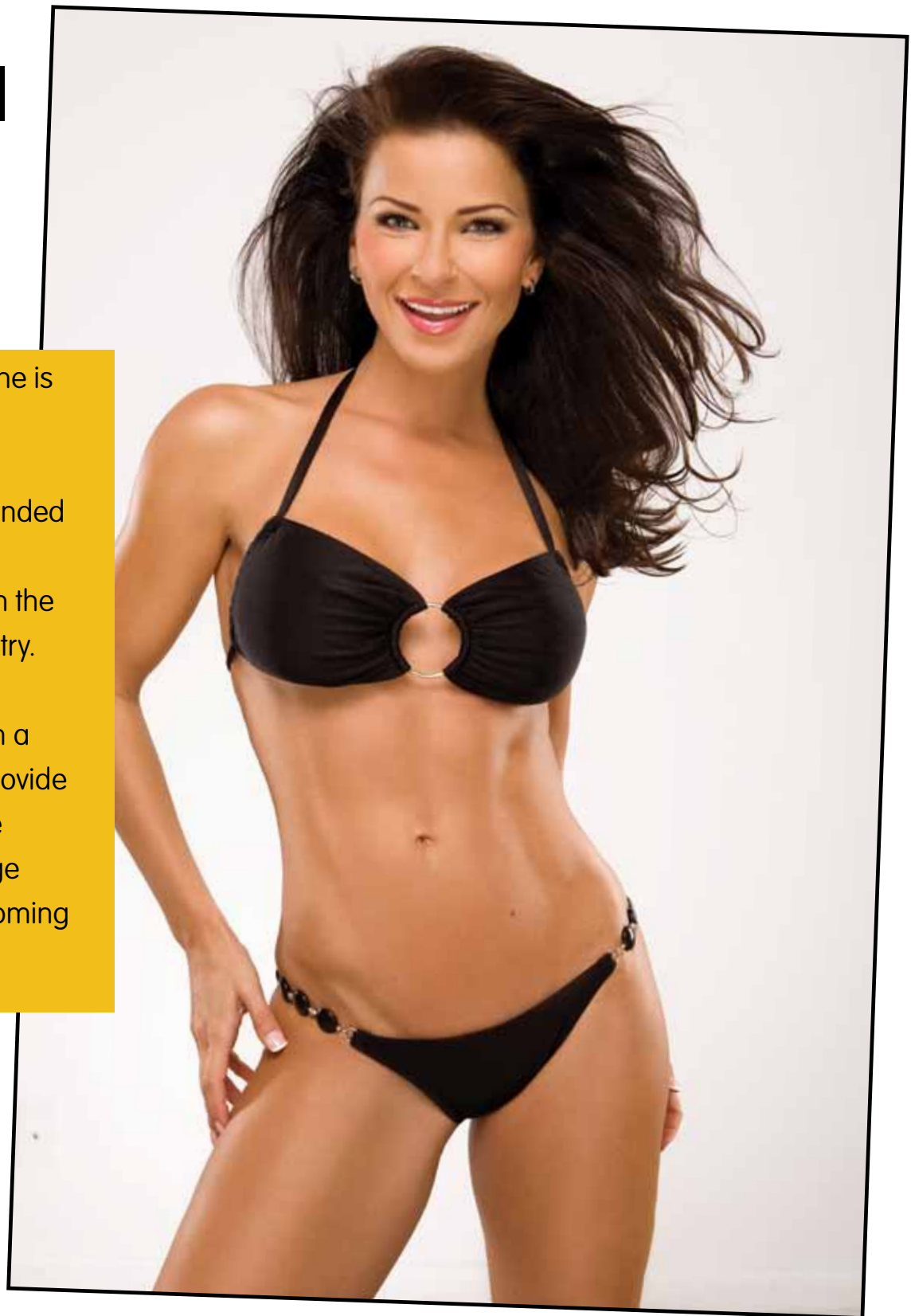
TRAPS BACK AND REAR DELT TRAINING FOR WOMEN

On the cover
GREG PLITT
Hit Your Target in 2011
VISIT GREG.ON.1UNATION.COM

MISSION

Natural Muscle Magazine is dedicated to providing valuable and timely information to health minded individuals, utilizing a culmination of experts in the health and fitness industry.

These writers along with a devoted staff strive to provide entertainment, up to the minute industry coverage and a platform for up coming talent.



PRINT AND VIRTUAL

monthly and free to consumers

WHY WE'RE DIFFERENT

- FREE to consumers
- 99.9% pick up rate
- Distributed by your distributors
- Family Owned and Operated
- Point of Purchase placement
 - 2 week turnaround
- Personal and fast attention
 - Free press releases
 - Big tabloid style
- Every page is a premium page
- 1000 magazines shipped to your location free of charge



virtual since 2008

INSIDE

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, recipes, contest coverage, industry news as well as reader profiles.

RECIPES



PROFILES



SUPPLEMENTS



NATURAL HEALTH



COVERAGE



TRAINING



PUBLISHING SCHEDULE 2011

ISSUE/#	COVER	SPACE CLOSE	MATERIALS	AVAILABLE
V16N1	Jan 11	11/25/10	12/03/10	12/17/10
V16N2	Feb 11	01/07/11	01/12/11	01/25/11
V16N3	March 11	02/04/11	02/11/11	02/23/11
V16N4	April 11	03/04/11	3/11/11	03/23/11
V16N5	May 11	04/01/11	04/08/11	04/18/11
V16N6	June 11	05/06/11	05/13/11	05/23/11
V16N7	July 11	06/03/11	06/10/11	06/21/11
V16N8	Aug 11	07/01/11	07/08/11	07/19/11
V16N9	Sept 11	08/05/11	08/12/11	08/22/11
V16N11	Oct 11	09/02/11	09/09/11	09/20/11
V16N11	Nov 11	10/07/11	10/14/11	10/24/11
V16N12	Dec 11	11/04/11	11/11/11	11/22/11

*these dates are subject to change.

*Have a press release?...please provide that with new artwork or by materials due date.

DEMOGRAPHICS

Total Men:	54%	18-34	26.3%	18-45	42.3%	25-44	32%	45-54	6.8%	55+	2.3%
Total Women:	46%		23.1%		37.1%		34%		4.3%		1.2%

MEDIAN AGE: 33

GUARANTEED CIRCULATION:

PRINT: 65,000

VIRTUAL: 250,000+

FACEBOOK FANS: 15,000+

Natural Muscle Magazine, Inc
4203 Arborwood Lane Tampa, FL 33618

Questions?
813-961-4806
totalh@aol.com



AD PRICING



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

4 COLOR				
Ad Size	12 X	6 X	3 X	1X *
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

ADVERTISER SINCE 1999



VALUE ADDED

- Link to our website Naturalmuscle.net
- Bi-monthly press releases 500 words
- 2 week turnaround-ad gets out FAST!
- free ad in our digital mag, with live link!
- 1000 Magazines shipped to your warehouse

ADVERTISER SINCE 1997



SPECIFICATIONS

813-961-4806
TOTALH@AOL.COM

UNIT	TRIM	LIVE/NON BLEED	BLEED
Full page	9.00" x 10.75"	8.50" x 10.00"	9.25" x 11.00"
Spread	18.00" x 10.75"	17.5" x 10.00"	18.25" x 11.00"
1/2 Page Horizontal	N/A	8.50" x 5.167"	N/A
1/2 Page Vertical	N/A	4.1563" x 10.00"	N/A
1/3 Page Vertical	N/A	2.7083" x 10.00"	N/A
1/4 Page	N/A	4.1563" x 4.9167"	N/A

MATERIAL REQUIREMENTS

METHOD OF PRODUCTION:

Natural Muscle is printed by high-speed web offset. As a result of this process, folding and trimming are subject to variation.

- Please adhere to the live area specifications as stated above.
- Text type should be a minimum of 8 points. Text that is less than 8 points should be 100% black. Natural Muscle is not responsible for reproduction of reverse, color or 4 color black type that is less than 8 points.

REQUIREMENTS:

- All ads must be high resolution, flattened PDF files (Acrobat 4–PDF 1.3 compatible).
- We also accept TIFF, JPEG, file formats
- Images and page content must be CMYK or greyscale (no RGB or spot colors accepted) TIFF or EPS (no JPEG) and higher than 300 dpi. Total ink density of images or page content should not exceed 275%.
- All ads with bleed must have .25" (1/4") bleed beyond trim on all four sides.

SPREADS AND MULTIPLE PAGE ADS:

- Spread ads must be submitted as spreads.
- Ads with 3 or more pages should be submitted as single pages.

AD SUBMISSIONS:

- All files must be submitted via Yousendit or our FTP site. Please contact us for the address

GENERAL INFORMATION:

- Advertiser accepts responsibility for any printing errors resulting from materials supplied other than as specified.