

# Promotions Rates

# Display Rates



## Men's Health

Total Sales: 228,995\*

(Print ABC: 228,995 / Digital ABC: 7,779)

Adult Readership: 1,287,000

Male: 84% Median Age: 30

ABC1 Profile: 69%

(ABC July-Dec 11, NRS Apr-Sep 11)

\*Publisher's statement combining print and digital magazine ABC figures from ABC Jul-Dec 11. This is the industry standardised way of combining print and digital magazine ABC figures.

## Promotion Rates

Pages: £10,300  
Spreads: £20,600

NB: Projects could be subject to additional production costs. Please click here to contact the team for further details

## Pages



A. Outside back cover  
Inside front cover  
Inside back cover  
1st and 2nd right hand

B. 1st 30% or  
Three of the following:  
1. Front half  
2. Right hand  
3. Fully facing matter  
4. Requested editorial

C. Two of the following:  
1. Front half  
2. Right hand  
3. Fully facing matter  
4. Requested editorial

D. One of the following:  
1. Right hand  
2. Facing matter

E. Run of magazine

## Position Pages Spreads

A	£15,385	£30,770
B	£14,362	£28,754
C	£12,310	£24,620
D	£11,285	£22,570
E	£10,255	£20,510

## Spreads



A. 1st and 2nd DPS

B. 1st 30% or  
Two of the following:  
1. Front half  
2. Requested editorial  
3. Unbanked

C. One of the following  
1. Front half  
2. Requested editorial  
3. Unbanked

D. 2nd half in  
requested editorial

E. Run of magazine,  
banked

## Men's Health Key Dates 2012

Men's Health		Display ads	Promotions	
Issue:	On Sale:	Copy Due:	Booking Deadline:	Final Sign-off:
March	30 Jan	03 Jan	30 Nov	3 Jan
April	5 March	7 Feb	17 Jan	7 Feb
May	2 April	6 March	14 Feb	6 March
June	30 April	30 March	9 March	30 March
July	4 June	8 May	17 April	8 May
August	2 July	1 June	15 May	5 June
September	30 July	3 July	12 June	2 July
October	3 Sept	6 Aug	17 July	6 Aug
November	1 Oct	4 Sept	14 Aug	4 Sept
December	29 Oct	2 Oct	11 Sept	2 Oct
Jan/Feb 2013	3 Dec	6 Nov	16 Oct	6 Nov

