

# Promotions Rates

# Display Rates



## Men's Health

Total Circulation - 240,315  
 Adult Readership - 1,081,000  
 Female - 13%  
 Male - 87%  
 ABC1 Profile - 73%  
 Median Age - 32  
 (ABC July-Dec'07, NRS July '07/Dec'07)

## Promotion Rates

Pages: £9,650  
 Spreads: £19,300

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 (not beauty)

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

E. Run of magazine

## Position Pages Spreads

A	£13,298	£26,596
B	£12,414	£24,828
C	£10,640	£21,280
D	£9,755	£19,510
E	£8,865	£17,730

## 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 (not beauty)  
 3. Unbanked

D. 2nd half in requested editorial

E. Run of magazine, banked

## Men's Health Key Dates 2008

### Men's Health

Issue:	On Sale:	Display ads	Promotions	
		Copy Due:	Booking Deadline:	Final Sign-off:
March	4th February	4th January	14th Dec	4th January
April	10th March	8th February	18th January	8th February
May	7th April	5th March	12th February	5th March
June	5th May	4th April	14th March	4th April
July	9th June	8th May	16th April	8th May
August	7th July	6th June	16th May	6th June
September	4th August	4th July	13th June	4th July
October	8th Sept	7th August	17th July	7th August
November	6th October	5th Sept	15th August	5th Sept
December	3rd Nov	3rd October	12th Sept	3rd October
Jan/Feb	8th Dec	7th Nov	17th October	7th Nov

