

# Promotions Rates



## Men's Health

Total Circulation - 250,094  
 Adult Readership - 1,151,000  
 Female - 12%  
 Male - 88%  
 ABC1 Profile - 75%  
 Median Age - 32  
 (ABC July-Dec'08, NRS June-Dec'08)

## Promotion Rates

Pages: £9,845  
 Spreads: £19,690

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

# Display Rates

Position	Pages	Spreads
A	£14,295	£28,590
B	£13,345	£26,690
C	£11,438	£22,876
D	£10,486	£20,972
E	£9,529	£19,058

## 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

## 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 2009

Men's Health		Display ads	Promotions	
Issue:	On Sale:	Copy Due:	Booking Deadline:	Final Sign-off:
March	2nd February	24th Dec	2nd Dec	23rd Dec
April	9th March	2nd February	13th January	3rd February
May	6th April	2nd March	10th February	3rd March
June	4th May	26th March	10th March	27th March
July	8th June	20th April	13th April	5th May
August	6th July	1st June	12th May	2nd June
September	3rd August	29th June	10th June	1st July
October	7th Sept	31st July	14th July	4th August
November	5th October	28th August	12th August	2nd Sept
December	2nd Nov	28th Sept	9th Sept	30th Sept
Jan/Feb	7th Dec	2nd Nov	14th October	4th Nov

