

A black and white photograph of two men in business attire. The man on the left is wearing a suit and tie, holding a tablet and looking at it. The man on the right is wearing a suit and sunglasses, looking at the tablet. They are sitting on a bench or ledge in front of a glass wall. The image is overlaid with a semi-transparent orange banner at the bottom.

MEDIA KIT

Men's Health
menshealth.com

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FOR MORE INFORMATION:

Contact your sales representative or Vice President, Publisher/Managing Director
Ronan Gardiner at 212.808.1429 or Ronan.Gardiner@Rodale.com.

MISSION STATEMENT

MH



**MEN'S HEALTH IS THE
#1 SOURCE
OF INFORMATION FOR
AND ABOUT MEN.**

It's the brand for active, successful, professional men who want greater control over their physical, mental and emotional lives. We give men the tools they need to make their lives better through in-depth reporting covering everything from fashion and grooming to health and nutrition as well as cutting-edge gear, the latest entertainment, timely features and more.

With 37 editions in 60 countries, Men's Health is the world's largest men's magazine.

Men's Health
menshealth.com

Men's Health is the **#1 source of information for and about men.**

We give men the tools they need to make their lives better. With **39 editions worldwide**, **Men's Health** is the world's largest men's magazine brand.

RUN OF BOOK	
Page	\$249,880
$\frac{2}{3}$ Page	\$194,910
$\frac{1}{2}$ Page	\$154,930
$\frac{1}{3}$ Page	\$107,450
COVERS	
2nd Cover	\$299,860
3rd Cover	\$289,865
4th Cover	\$327,345

NOTE: All rates gross

BILLING INFORMATION

Bills are rendered on the on-sale date of issue, to be paid net 30 days. At the discretion of the Publisher, new advertisers may be required to provide acceptable credit references or cash with an order.

RATE BASE: **1,800,000**

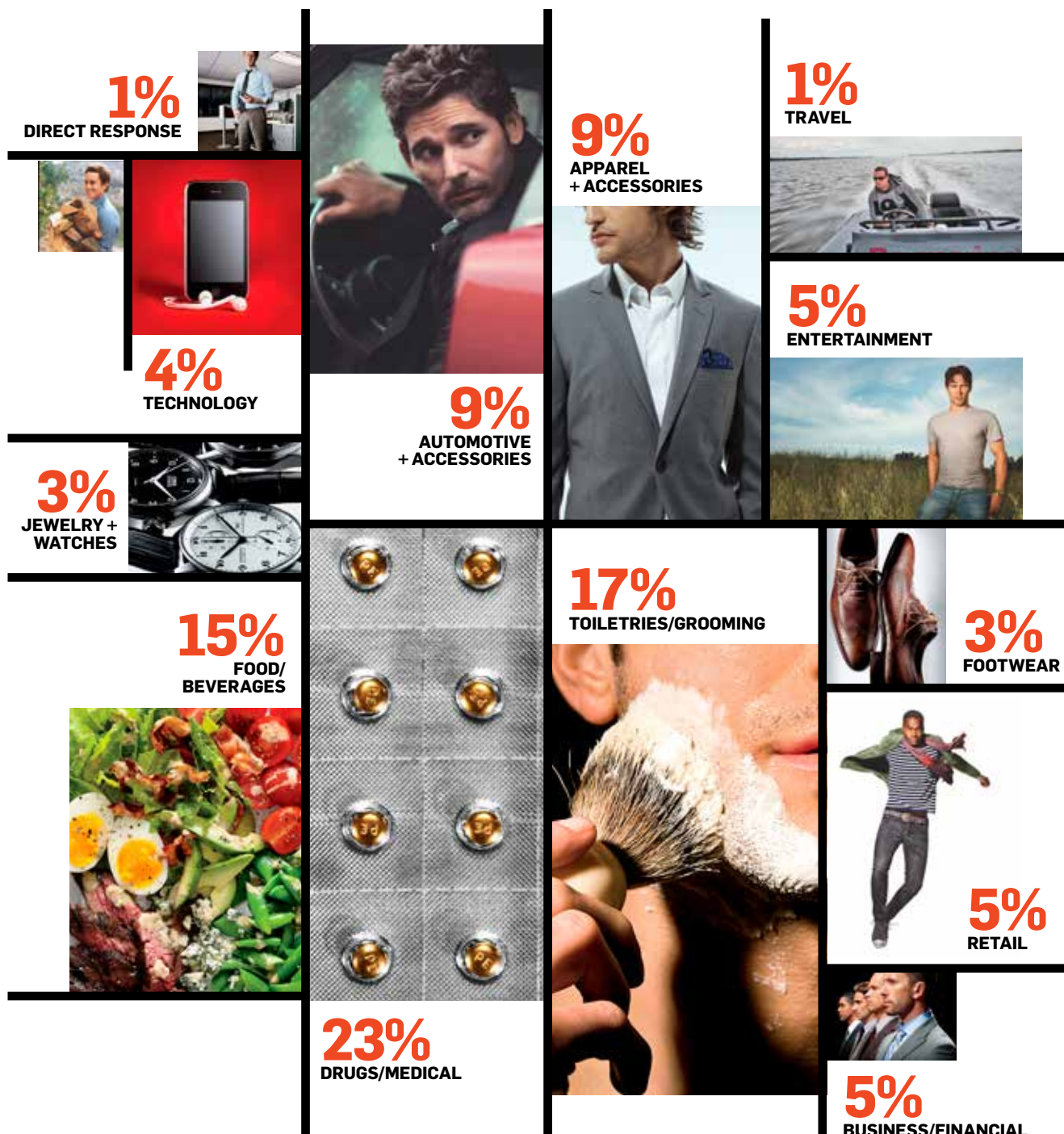
FOR MORE INFORMATION:

Contact your sales representative or Vice President, Publisher/Managing Director Ronan Gardiner at 212.808.1429 or Ronan.Gardiner@Rodale.com.

ADVERTISING ACROSS ALL CATEGORIES

MH

Advertising Category Breakdown 2016



Source: KANTAR MEDIA, 2016

Men'sHealth
menshealth.com

FOR MORE INFORMATION:

Contact your sales representative or Vice President, Publisher/Managing Director Ronan Gardiner at 212.808.1429 or Ronan.Gardiner@Rodale.com.

2017 PRODUCTION SCHEDULE

MH

ISSUE	PRINT AD CLOSE	PRINT AD MATERIALS	PRINT INSERTS DUE	ON-SALE*
JAN/FEB 2017	11/02/16	11/09/16	11/18/16	12/27/16
MAR '17	12/12/16	12/16/16	12/26/16	02/07/17
APR '17	01/18/17	01/25/17	02/03/17	03/14/17
MAY '17	02/22/17	03/01/17	03/10/17	04/18/17
JUNE '17	03/29/17	04/05/17	04/14/17	05/23/17
JUL/AUG '17	05/03/17	05/10/17	05/19/17	06/27/17
SEPT '17	06/14/17	06/21/17	06/29/17	08/08/17
OCT '17	07/19/17	07/26/17	08/04/17	09/12/17
NOV '17	08/23/17	08/30/17	09/08/17	10/17/17
DEC '17	09/27/17	10/04/17	10/13/17	11/21/17
JAN/FEB 2018	11/01/17	11/08/17	11/17/17	12/26/17

**This issue may be available in home and/or on newsstand 1-2 weeks prior to the on-sale date.*

FOR MORE INFORMATION:

Contact your sales representative or Vice President, Publisher/Managing Director
Ronan Gardiner at 212.808.1429 or Ronan.Gardiner@Rodale.com.

Magazine trim size is 8" x 10⁷/₈". Line Screen: 150. Safety: Keep live matter 1/4" from trim and gutter.

STANDARD SIZE Advertisements	LIVE AREA	TRIM	BLEED
Full Page	7.5" x 10.375"	8" x 10.875"	8.25" x 11.125"
Spread	15.5" x 10.375"	16" x 10.875"	16.5" x 11.125"
1/2 Page Horizontal Spread	15.5" x 4.75"	16" x 5.25"	16.5" x 5.5"
1/2 Page Horizontal	7.5" x 4.75"	8" x 5.25"	8.25" x 5.5"
1/2 Page Vertical	3.375" x 10.375"	3.875" x 10.875"	4.125" x 11.125"
2/3 Page Vertical	4.5" x 10.375"	5" x 10.875"	5.25" x 11.125"
1/3 Page Vertical	2.25" x 10.375"	2.75" x 10.875"	3" x 11.125"

MATERIAL REQUIREMENTS

Electronic advertising file delivery available at **www.adshuttle.com**.

Send 4/C SWOP proof directly to printer (see shipping information) or agree to waive proof in Ad Shuttle. E-mailing files is not acceptable.

DIGITAL FILE FORMATS

Accepted File Formats:

PDF/X-1a:2001, vers 1.3

General File Requirements: File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

PDF/X-1a:2001 File Requirements:

File must be PDF/X-1a:2001 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles).

HARD COPY PROOFS

All proofs must be an offset press proof made to SWOP specifications, or an off-press proof made according to the manufacturer's SWOP Application Data Sheet using a SWOP Certified Proofing System.

- All proofs must contain a color control bar in order to be considered an acceptable SWOP proof and be clearly marked with available job information and proofing system identification.
- All color proofs should be in exact register.
- All proofs must be at 100% of final size. The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

PRODUCTION COSTS

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

PRODUCTION SPECS/ DUE DATES

For all ad specifications and material due dates contact:

Cindy Wenrich

(610) 967-8214

cindy.wenrich@rodale.com

SHIPPING INFORMATION

Ship reproduction materials clearly marked with Men's Health on mailing label to:

Kurt Handeland

Quad/Graphics Imaging
Men's Health Magazine
1900 West Sumner Street
Hartford, WI 53027
(262) 673-1281

DIGITAL EDITIONS

National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files straight from print.

STANDARD SIZE Advertisements	LIVE AREA	TRIM	BLEED
Outside/Inside Cover Gate Leaf	6.875" x 10.375"	7.375" x 10.875"	7.625" x 11.125"
C2 with Gate (anchor page)	7.25" x 10.375"	7.75" x 10.875"	8" x 11.125"
Color Bar/ROB, page 1 (supplied by Publisher)	.625 before trimming	.5 after trimming	

	PAGES	FINAL TRIM
4-Page Body Gate	pages 1 & 4 (anchor)	7.75" X 10.875"
	pages 2 & 3 (gateleaf)	7.375" X 10.875"

MATERIAL REQUIREMENTS

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Send 4/C SWOP proof directly to printer (see shipping information) or agree to waive proof in Ad Shuttle. E-mailing files is not acceptable.

DIGITAL FILE FORMATS

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- All color proofs should be in exact register.
- All proofs must be at 100% of final size. The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

PRODUCTION COSTS

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

PRODUCTION SPECS/ DUE DATES

For all ad specifications and material due dates contact:

Karen Stinner
(610) 967-8009
karen.stinner@rodale.com

SHIPPING INFORMATION

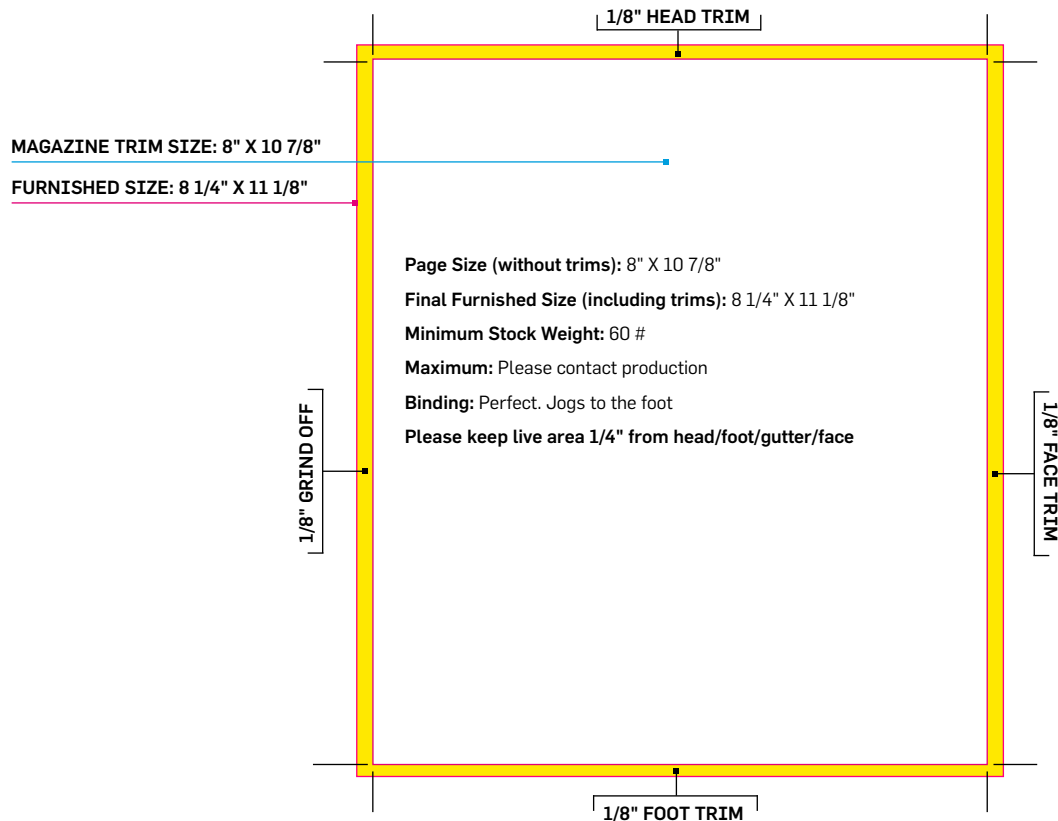
Ship reproduction materials clearly marked with Men's Health on mailing label to:

Kurt Handeland

Quad/Graphics Imaging
Men's Health Magazine
1900 West Sumner Street
Hartford, WI 53027
(262) 673-1281

SUPPLIED INSERT SPECS

MH



BLUELINES REFLECTING FINAL SPEC, CREATIVE AND INSTRUCTIONS

Karen Stinner

Rodale Inc.
400 S 10th Street
Emmaus, PA 18049
Tel (610)-967-8009
Fax (610)-967-9529
karen.stinner@rodale.com

SHIPPING INSTRUCTIONS

Bart Gende

Quad/Graphics
N61 W23044 Harry's Way
Sussex, WI 53089-2827
Tel (414) 566-2100

PACKAGING REQUIREMENTS

Skid Minimum: 46" x 36"

Maximum: 48" x 40"

Product must be secured, banded, and wrapped. All product must be accompanied by a detailed Packing List and Bill of Lading. Each skid and/or carton should be clearly marked on all four sides with the following information:

- Count per lift/carton
- Total count per skid
- Total number of pieces and the number of impressions for roll stock and/or fanfold
- Description of piece
- Key code
- Title and issue of magazine

Deliveries must be preceded by a scheduled appointment with **Quad/Graphics Inventory Department**
Tel (414) 566-2100,
and include the issue job number.

2017 Quad Job Numbers:

Jan/Feb 2017	B603A20
March	B705430
April	B705440
May	B705450
June	B705460
July/August	B705470
September	B705480
October	B705490
November	B7054A0
December	B7054C0
Jan/Feb 2018	B7054D0

DIGITAL EDITION CREATIVE

- Advertisers have the option to provide digital edition specific creative for any national inserts scheduled in print.
- Same materials due dates apply.

ORIENTATION: Portrait Only

DIMENSIONS: 768x1024 pixels (WxH, portrait only) for iPad

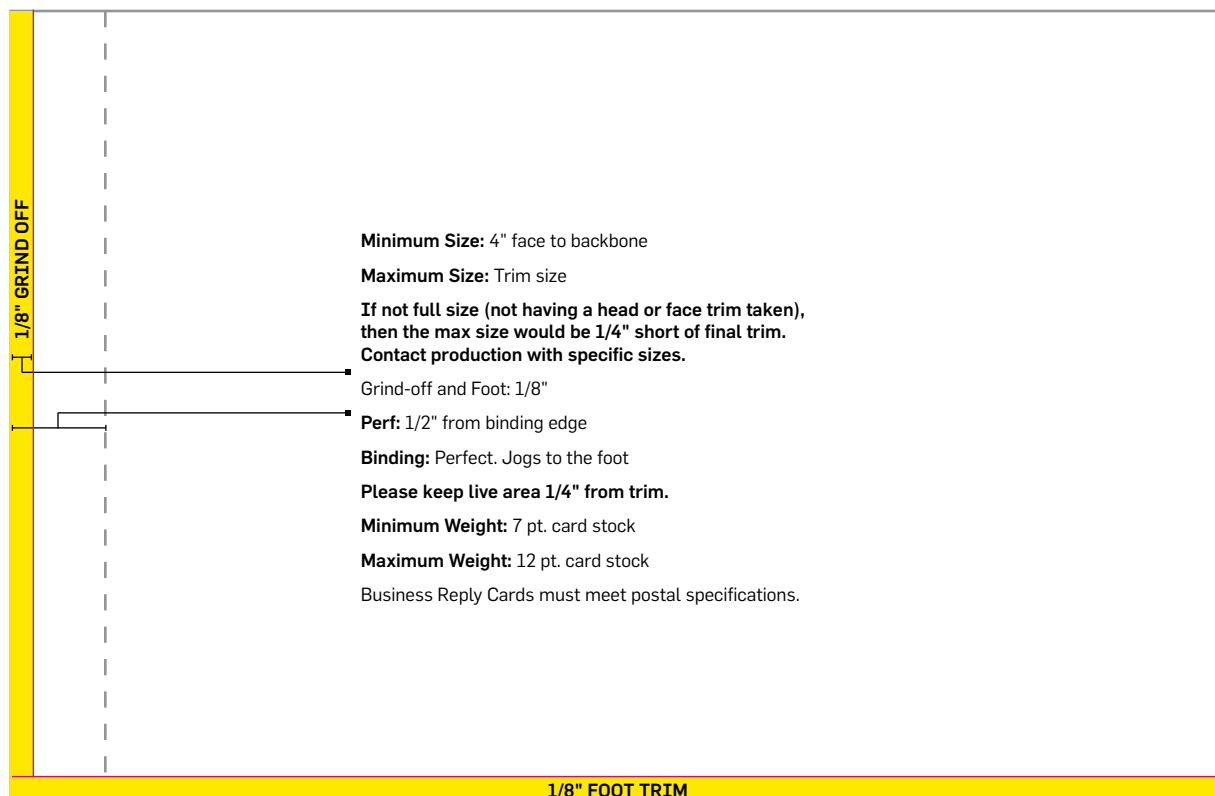
FILE FORMAT: PDF/x1-a

QUALITY: 300dpi

Men'sHealth
menshealth.com

REPLY CARD SPECS

MH



BLUELINES REFLECTING FINAL SPEC, CREATIVE AND INSTRUCTIONS

Karen Stinner

Rodale Inc.
400 S 10th Street
Emmaus, PA 18049
Tel (610)-967-8009
Fax (610)-967-9529
karen.stinner@rodale.com

SHIPPING INSTRUCTIONS

Bart Gende

Quad/Graphics
N61 W23044 Harry's Way
Sussex, WI 53089-2827
Tel (414) 566-2100

PACKAGING REQUIREMENTS

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September	B705480
October	B705490
November	B7054A0
December	B7054C0
Jan/Feb 2018	B7054D0

Men'sHealth
menshealth.com

► JANUARY/FEBRUARY 2017: NEW YEAR, NEW YOU

- **GET BACK IN SHAPE** This feature is packed with step-by-step programs that will help guys transform their minds, bodies and diets.
- **BEST FOODS FOR MEN**

► MARCH 2017: THE SPRING GUIDE TO STYLE

- **GUIDE TO STYLE REENGINEER YOUR LOOK** This season we will explore the origins of work wear and how its evolution influences the way so many guys dress today.
- **STYLE 911** Our editors address the style and grooming issues of real guys readers and explain the simple solutions.

► APRIL 2017

- **YOUR CAREER UPGRADE** Successful guys have go-to skills, tools and strategies the rest of us can steal. Here are the clothes, gadgets, gear and know-how to pave his path to the top.
- **MH GUIDE TO MARCH MADNESS**
- **HEALTH HERO/HOW I MADE IT** This month we debut a new franchise that features inspiring stories of against-all-odds recoveries.
- **MH LIVING** The popular editorial franchise returns to the magazine. From aesthetic appeal to property finance, aspirational homes to practical advice, we debunk the myths and jargon so that you can spend less time building and more time enjoying the final result.

► MAY 2017: THE STRENGTH ISSUE

- **STRENGTH TO SERVE** Men's Health talks about building strength all the time but what exactly is strength? In this feature, we'll examine and define it by profiling a half a dozen guys (EMT, smoke jumper, Coast Guard, etc.) who exhibit it in dramatically different ways.
- **AMERICA'S GREATEST GYMS**
- **THIRD ANNUAL FITNESS AWARDS** We tap the collective knowledge of our fitness advisors, the big brains in exercise science, and our superfit readers to name the very best gear, gyms, exercise trackers, protein powders, and technology in fitness.
- **CROWD-SOURCED CAMERAS** We want everyone from deployed personnel to firefighters stateside to give us a window into their lives via their photos. We want to see their gyms, their workouts, their lifestyles. How do these extraordinary men live?
- **TACTICAL FASHION** Military-inspired fashion: ballistic nylon, navy jackets, etc.
- **STRONG MOMS MAKE A STRONG MAN** Following a call out to our readers for nominations, we will celebrate the strength of our mothers with a package of mini-essays celebrating feats of incredible motherly strength by everyday women.

► JUNE 2017

- **MH DAD: FATHER AND SONS**
- **13th ANNUAL GROOMING AWARDS** This year's crop of new products is guaranteed to help men look and feel their best...overnight.
- **QUICK-FIX FITNESS**
- **EAT LIKE A MAN** Our annual celebration of guy food.

► JULY/AUGUST 2017: THE ADVENTURE ISSUE

- **YOUR SUMMER OF ADVENTURE**
- **THE ADVENTURIST** The launch of our monthly look at the most adrenaline-fueled pursuits on the planet.

► SEPTEMBER 2017: THE FALL GUIDE TO STYLE

- **A MAN'S GUIDE TO DATA**
- **FALL TV AND MOVIES** This MH guide leads guys to the manliest stuff on the big and small screens.

► OCTOBER 2017

- **10th ANNUAL DENIM GUIDE** Men's favorite individual item of clothing celebrated, selected and strategized.
- **NFL SPECIAL**
- **THE AGELESS WONDERS** We talk to the oldest active athletes in several sports to find out their secrets to longevity

► NOVEMBER 2017: THE READER ISSUE

- **THE 4TH ANNUAL ULTIMATE MEN'S HEALTH GUY SEARCH** We'll find the reader who epitomizes the Men's Health brand and make him a star.
- **THE MH GUIDE TO HOLIDAY HAPPINESS** It's the most stressful time of the year, but potentially, the best as well. Our readers will be feeling thankful for the tips in our good-time guide.

► DECEMBER 2017: THE TECH AND GEAR ISSUE

- **THE 15th ANNUAL TECH GUIDE** Just in time for the holiday season—the best, hottest, and most useful tech gear available, tested and ranked by our staff.
- **10 WATCHES OF A MAN'S LIFE**

Please note: All editorial is subject to change.



A WIDE RANGE OF TOPICS

MH

Editorial Category Breakdown 2016



2%
HOME + AUTO



20%
FITNESS



5%
SPORTS
RECREATION/HOBBY

3%
TECHNOLOGY



12%
SELF HELP/
RELATIONSHIPS

2% TRAVEL/
TRANSPORTATION



5%
ENTERTAINMENT/
CELEBRITY



22%
BEAUTY + GROOMING



5%
GENERAL INTEREST/
CULTURE

10%
FASHION



3%
BUSINESS/
PERSONAL FINANCE

11 %
FOOD + NUTRITION

Men'sHealth
menshealth.com

AAM 6/30/2016

	RATEBASE	NEWSSTAND SALES	TOTAL CIRC	BONUS CIRC	AVERAGE ANNUAL SUB PRICE	AVERAGE ANNUAL SUB PRICE PER ISSUE	# OF TIMES MISSED RATEBASE	PAID DIGITAL CIRC
Men's Health	1,800,000	190,093	1,852,715	52,715	\$22.10	\$2.21	0	137,439
Esquire	750,000	39,821	758,502	8,502	\$11.80	\$1.18	0	47,320
GQ	925,000	66,303	946,726	21,726	\$17.77	\$1.48	0	56,076
Maxim	900,000	53,708	928,753	28,753	\$17.68	\$1.77	0	244,614
Men's Fitness	700,000	72,929	700,035	35	\$21.14	\$2.11	1	39,857
Men's Journal	750,000	36,344	758,298	8,298	\$16.29	\$1.36	0	37,715

#1 PERFORMER
on the Newsstand

#1 HIGHEST PRICE
Paid by Subscribers



MEN'S Health

Annual Frequency: 10 times/year

Field Served: MEN'S HEALTH is a lifestyle magazine dedicated to showing men the practical and positive actions that make their lives better, with articles covering fitness, relationships, nutrition, careers, grooming, travel and health issues.

Published by Rodale Inc.

Publisher's Statement

6 months ended 12/31/16

Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
1,589,274	228,389	1,817,673	1,800,000	17,673

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
July/Aug	1,366,674	82,661	1,449,335	90,000	90,000	90,000	2,153,17	53,388	288,705	1,671,981	136,049	1,808,040
Sept	1,407,027	84,902	1,491,929	90,000	90,000	90,000	1,66,292	52,586	218,878	1,663,319	137,468	1,800,807
Oct	1,435,947	83,546	1,519,493	90,000	90,000	90,000	1,600,493	52,808	212,637	1,665,976	136,354	1,822,330
Nov	1,423,638	89,270	1,512,908	90,000	90,000	90,000	1,572,885	53,396	210,881	1,670,923	142,888	1,813,589
Dec	1,435,985	86,728	1,522,713	90,000	90,000	90,000	1,77,014	53,881	230,885	1,702,869	140,604	1,843,603
Average	1,413,854	85,420	1,499,274	90,000	90,000	90,000	1,75,187	53,212	228,389	1,675,041	138,632	1,817,673

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

Paid Subscriptions	Print			Digital Issue			Total	% of Circulation
	Individual Subscriptions	Partnership/Debitable Subscriptions	Sponsored Subscriptions	Individual Subscriptions	Partnership/Debitable Subscriptions	Sponsored Subscriptions		
Individual Subscriptions	1,120,447	76,655	1,197,102	65.9				
Partnership/Debitable Subscriptions	49,847		49,847	2.7				
Sponsored Subscriptions	243,590	8,765	252,325	13.9				
Total Paid Subscriptions	1,413,854	85,420	1,499,274	82.5				
Verified Subscriptions								
Public Place	90,000		90,000	5.0				
Total Verified Subscriptions	90,000		90,000	5.0				
Total Paid & Verified Subscriptions	1,503,854	85,420	1,589,274	87.4				
Single Copy Sales								
Single Issue	175,187	53,212	228,389	12.6				
Total Single Copy Sales	175,187	53,212	228,389	12.6				
Total Paid & Verified Circulation	1,679,041	138,632	1,817,673	100.0				

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2014	1,800,000	1,825,718	1,828,781	-3,063	-0.2
6/30/2013	1,800,000	1,882,629	1,882,629		
6/30/2012	1,800,000	1,886,719	1,886,719		

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

Suggested Retail Prices (1)	Average Price (2)	
	Net	Gross (Optional)
Average Single Copy	\$4.90	
Subscription	\$24.94	
Average Subscription Price Annualized (3)	\$23.37	
Average Subscription Price per Copy	\$2.34	

- (1) For statement period
 (2) Represents subscriptions for the 12 month period ended June 30, 2015
 (3) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	81,600		81,600
Education/Learning Facilities	1		1
Fitness/Recreational Facilities	2,780		2,780
Personal Care Salons	5,619		5,619
Total Public Place	90,000		90,000

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Partnership Subscriptions: Deductible: Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 52,012

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 32,227

Multi-Magazine Digital Plans

Pursuant to a review by the AAM board of directors, copies distributed through the program(s) are reported as single copy sales based on consumer payment for the program(s) and consumer's request for a specific magazine. Included in single Copy Sales Digital is the following average copies per issue from this program(s):

Program	Average Circulation
Readly	1,141
Texture	49,745

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Rodale Inc.

MEN'S HEALTH, published by Rodale Inc. • 400 South Tenth Street • Emmaus, PA 18098

JOYCEANN SHIRER

SVP - Marketing

P: 610.967.8610 • F: 610.967.8887 • URL: www.menshealth.com

Established: 1986

RONAN GARDINER

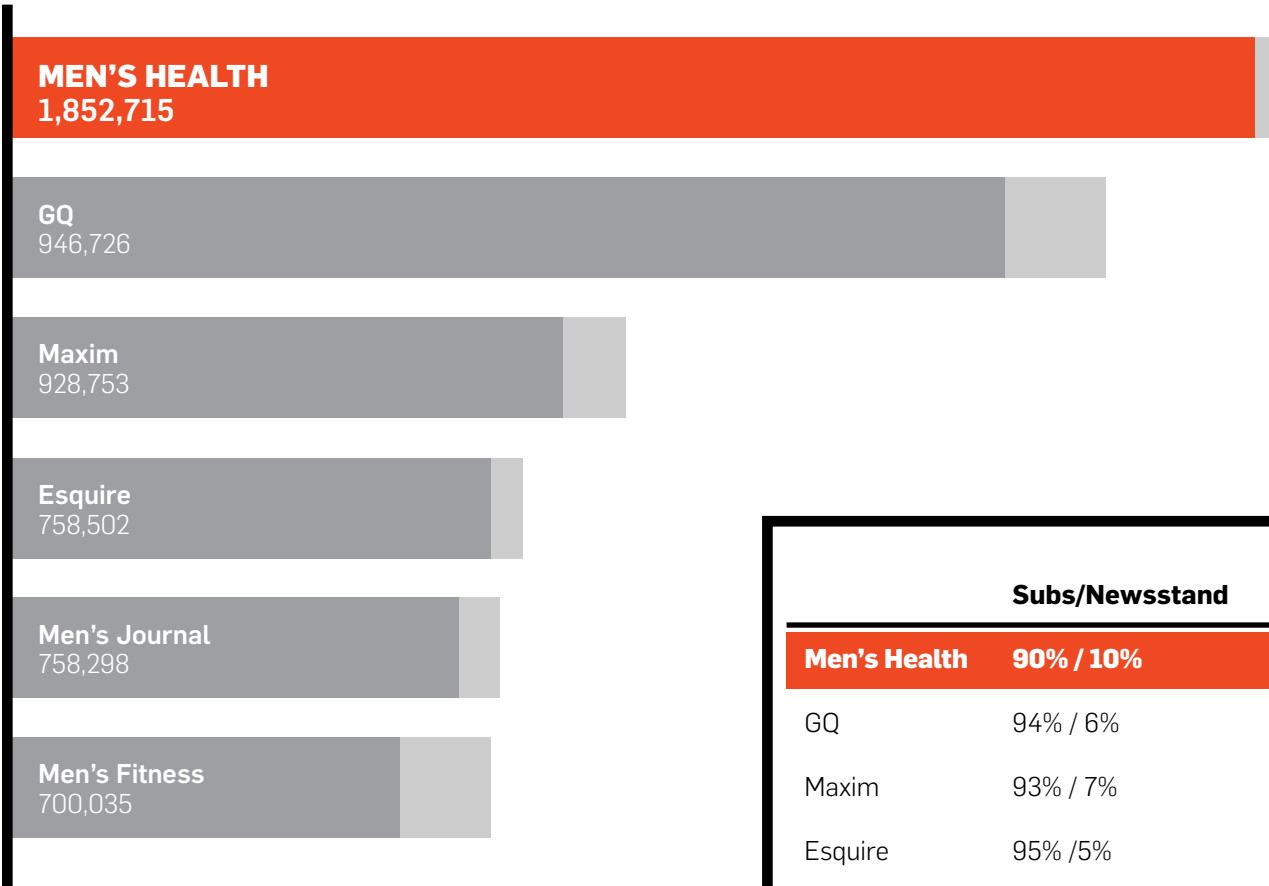
VP - Publisher/Managing Director

AAM Member since: 1991

A CIRCULATION POWERHOUSE

MH

Staying Strong in a Tough Market



Subs/Newsstand	
Men's Health	90% / 10%
GQ	94% / 6%
Maxim	93% / 7%
Esquire	95% / 5%
Men's Journal	95% / 5%
Men's Fitness	90% / 10%

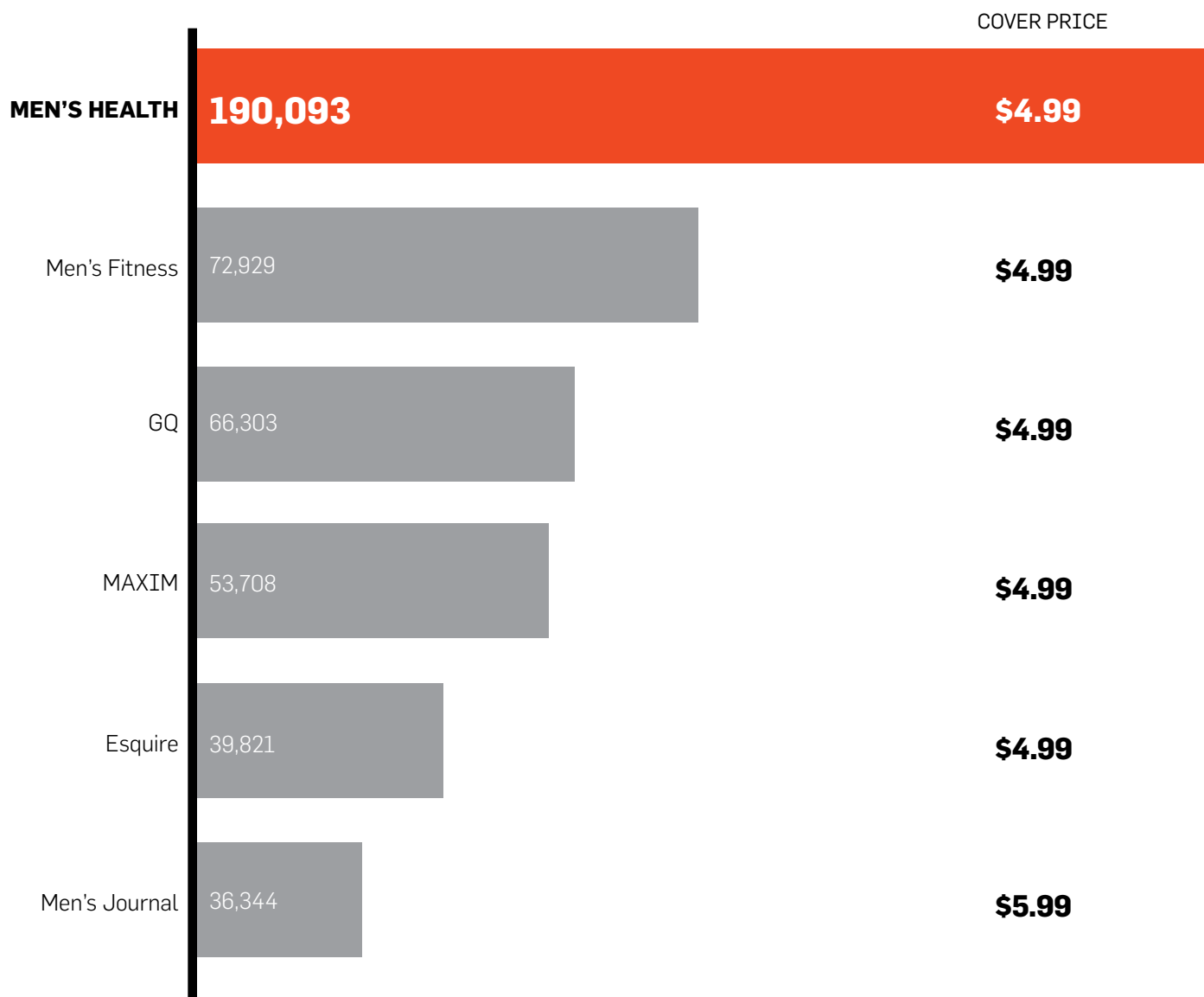
Subscription Newsstand

NOTE: Bars not to scale.

NEWSSTAND VITALITY

MH

#1 Seller on the Newsstand

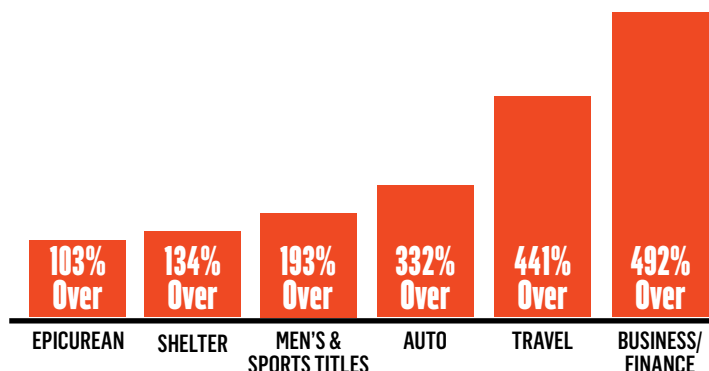


Source: AAM 6/30/16

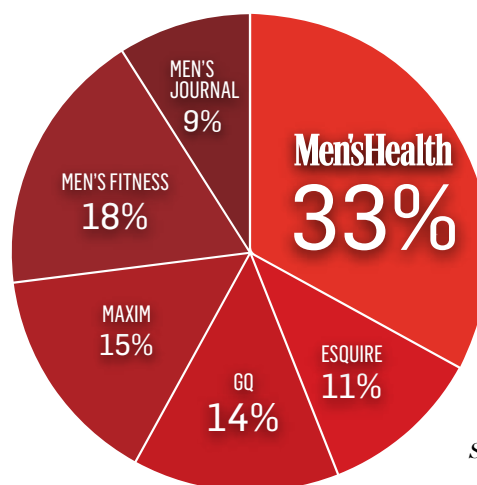
Men'sHealth
menshealth.com

In a tough newsstand environment, Men's Health sells an average of 190,093 copies on the newsstand. That is leaps and bounds over the average newsstand sales of the following categories.

SETTING THE SINGLE COPY SALES STANDARD



THE UNDISPUTED LEADER ON NEWSSTAND (Percentage Marketshare)



Source: AAM 6/30/16

SUBSCRIBERS KNOW

PREMIUM CONTENT WHEN THEY SEE IT, TOO

- #1 Highest price paid by subscribers — \$23.37 — over \$3 more than our closest competitor
- More digital subscriptions than GQ and Men's Journal combined

Sources: AAM 6/30/16

2017 MH BOOKAZINES	AD CLOSE	MATERIALS DUE	ON-SALE
BIG MUSCLE	12/13/16	12/27/16	2/14/17
NO GYM REQUIRED	2/28/17	3/14/17	5/02/17
NINJA MUSCLE	5/9/17	5/23/17	7/11/17
GUIDE TO PROTEIN & MUSCLE	5/30/17	6/13/17	8/01/17
MOST AMAZING 30 MINUTE WORKOUTS	7/25/17	8/8/17	9/26/17
2018 TRAINING GUIDE	10/10/17	10/24/17	12/12/17
LOSE YOUR BELLY	10/17/17	10/31/17	12/19/17

The following information specifies the *size and type of file formats*, *proofs and media we accept*, *general guidelines* and *contact information*:

	LIVE	TRIM	BLEED
PAGE	6.5" x 9"	7" x 10"	7.25" x 10.25"
SPREAD	13" x 9.5"	14" x 10"	14.5" x 10.25"

Note – Gutter allowance per page .5", total 1"



DETAILS:

- On-sale for 3 months
- Average distribution of 300,000
- Cover price: \$9.99

DIGITAL AD SPECIFICATIONS:

PDF/X1-a: 2001 files accepted.

Electronic file delivery available at
www.adshuttle.com

Or, send CD + proof directly to:
Pat Brown
Quad Graphics / BlueSoho
1900 W Summer St
Hartford, WI 53027
P 262-673-1284

GENERAL FILE REQUIREMENTS:

- File to contain only 1 page or 1 spread.
- The page size must be consistent from page to page.
- Pages must be created to include bleed when required.
- All required trapping should be done prior to creating the file.
- Include quality control patch (color bars) within maximum dimension of ad file.
- All marks (trim, bleed, center) should be included in all colors.

PDF/X-1A:2001 FILE REQUIREMENTS:

- File must be PDF/X-1a:2001 Compliant.
- Scanned images must be high resolution (300 dpi),
- CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format.
- All fonts must be included and be Type 1 or 3 (no TrueType).

HARD COPY PROOFS:

- Men's Health requires one (1) proof. Proofs must be an offset press proof made to SWOP specifications, or an off-press proof made according to the manufacturer's SWOP application data sheet using a SWOP certified proofing system.
- All proofs must contain a color control bar in order to be considered an acceptable SWOP proof and be clearly marked with available job information and proofing system identification.
- All color proofs should be in exact register.
- All proofs must be at 100% of final size.

The publisher cannot be held responsible for the reproduction quality if proofing requirements are not met or if materials are submitted past closing date. If the supplied proof is not SWOP compliant and/or is unacceptable for press-side color guidance, the customer will be notified and a new proof will be requested.

PRODUCTION CONTACT:

Lynn Laudenslager
(610) 967-8143
lynn.laudenslager@rodale.com

MEET THE MEN'S HEALTH GUY

MH

Wealthy & Wise Demographic Comparison

	MEN'S HEALTH
Total Audience	13,575,000
Median Age	41
Median HHI	\$84,269
Median IEI	\$46,865
Men	84.3%
Women	15.7%
Married	51.8%
Single	48.2%
Graduated College Plus	34.6%
Employed Full-Time	65.9%
Professional/Managerial	29.3%
Own Home	62.4%

MEET THE MEN'S HEALTH GUY

MH

Wealthy & Wise Demographic Comparison

	MEN'S HEALTH	Esquire	GQ	Maxim	Men's Fitness	Men's Journal
TOTAL AUDIENCE	13,575,000	3,317,000	6,417,000	4,951,000	7,683,000	2,703,000
MEDIAN AGE	41	48	39	39	39	47
MEDIAN HHI	\$84,269	\$73,432	\$80,558	\$71,121	\$76,622	\$73,220
MEDIAN IEI	\$46,865	\$46,311	\$47,189	\$44,670	\$43,930	\$53,384
MEN	84.3%	61.8%	72.8%	73.9%	87.4%	86.2%
WOMEN	15.7%	38.2%	27.2%	26.1%	12.6%	13.8%
MARRIED	51.8%	43.7%	40.1%	43.7%	44.4%	51.6%
SINGLE	48.2%	56.3%	59.9%	56.3%	55.6%	48.5%
GRADUATED COLLEGE PLUS	34.6%	36.5%	39.1%	26.8%	29.6%	35.9%
EMPLOYED FULL TIME	65.9%	51.4%	59.8%	62.3%	63.4%	63.5%
PROFESSIONAL/MANAGERIAL	29.3%	29.9%	33.3%	25.6%	24.1%	29.6%
OWN HOME	62.4%	56.9%	52.7%	57.1%	54.2%	58.3%

MEET THE MEN'S HEALTH GUY

MH

Desirable & Affluent Demographic Comparison

	MEN'S HEALTH
Total Audience	13,575,000
Median Age	41
Median HHI	\$84,269
Median IEI	\$46,865
Men	84.3%
Women	15.7%
Age 18-24	13.8%
Age 18-34	36.0%
Age 35+	64.0%
Age 18-49	67.8%
Age 25-49	54.0%
Age 25-54	64.9%
Married	51.8%
Single	48.2%
HOUSEHOLD INCOME	
\$50,000+	72.3%
\$60,000+	65.1%
\$75,000+	54.7%
\$100,000+	42.0%
INDIVIDUAL INCOME	
\$40,000+	45.6%
\$50,000+	36.5%
\$60,000+	29.9%

Men'sHealth
menshealth.com

MEET THE MEN'S HEALTH GUY

MH

Desirable & Affluent Demographic Comparison

	MEN'S HEALTH	Esquire	GQ	Maxim	Men's Fitness	Men's Journal
Total Audience	13,575,000	3,317,000	6,417,000	4,951,000	7,683,000	2,703,000
Median	41	48	39	39	39	47
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Median IEI	\$46,865	\$46,311	\$47,189	\$44,670	\$43,930	\$53,384
Men	84.3%	61.8%	72.8%	73.9%	87.4%	86.2%
Women	15.7%	38.2%	27.2%	26.1%	12.6%	13.8%
Age 18-24	13.8%	9.3%	16.1%	11.2%	17.8%	8.0%
Age 18-34	36.0%	25.7%	40.7%	35.6%	42.1%	23.9%
Age 35+	64.0%	74.3%	59.3%	64.4%	57.9%	76.1%
Age 18-49	67.8%	53.2%	73.0%	78.6%	71.8%	60.0%
Age 25-49	54.0%	43.9%	56.9%	67.4%	54.0%	52.0%
Age 25-54	64.9%	56.8%	65.2%	75.8%	63.3%	62.7%
Married	51.8%	43.7%	40.1%	43.7%	44.4%	51.6%
Single	48.2%	56.3%	59.9%	56.3%	55.6%	48.5%
HOUSEHOLD INCOME						
\$50,000+	72.3%	65.9%	68.2%	62.6%	71.7%	67.6%
\$60,000+	65.1%	58.4%	61.5%	56.0%	62.8%	61.2%
\$75,000+	54.7%	49.0%	53.8%	47.9%	50.9%	48.5%
\$100,000+	42.0%	34.4%	36.7%	34.3%	37.0%	35.7%
INDIVIDUAL INCOME						
\$40,000+	45.6%	34.4%	42.4%	39.7%	38.9%	44.3%
\$50,000+	36.5%	29.0%	33.3%	31.8%	31.5%	37.2%
\$60,000+	29.9%	23.7%	26.3%	23.2%	25.7%	33.4%

Men'sHealth
menshealth.com

OUR GUYS PAY FOR A PREMIUM PRODUCT

MH

\$1 More Than the Closest Competitor

MAGAZINE	FREQ.	NET AVG. SUB PRICE	
		PER COPY	ANNUAL
MEN'S HEALTH	10x	\$2.21	\$22.10
MEN'S FITNESS	10x	\$2.11	\$21.14
GQ	12x	\$1.48	\$17.77
MAXIM	10X	\$1.77	\$17.68
MEN'S JOURNAL	12x	\$1.36	\$16.29
ESQUIRE	10X	\$1.18	\$11.80

Who are Men's Health Readers?

MEN WHO ARE:

INDEX

TECH SAVVY - TECH MOBILE MEN

I like to connect with brands through social-networking sites	212
I am interested in watching live TV on my cell phone	212
Willing to receive advertisements on my cell phone in exchange for services, like live TV or Text Messaging	212
I think of my mobile phone as a source of entertainment	206
I give others advice when they are looking to buy technology or electronics products	203
I often take the opportunity to discuss my knowledge of technology or electronic products with others	196
My cell phone is an extension of my personality	196
I like to have a lot of gadgets	194
I want others to say 'wow' when they see my electronics	192

NATURAL LEADERS

I am among the first of my friends and colleagues to try new technology products	195
I like to lead others*	191
I like to share my opinions about products and services by posting reviews and ratings online	190
People often come to me for advice before making a purchase	187
I often find myself in a leadership position	187

ADVENTURE SEEKERS - RISK TAKERS - EXPLORERS

I am always looking for a new thrill*	244
I often crave excitement*	221
I like a lot of excitement in my life*	214
Risk-taking is exciting to me	212
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I like doing things that are new and different*	200

DRIVEN AND AMBITIOUS

Status - Achieving a higher social status	211
I strive to achieve a high social status	209
Ambition - Aspiring to get ahead	203
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TRENDSETTERS - STYLE CONSCIOUS

I dress more fashionably than most people*	245
I want to be considered fashionable*	244
I like to dress in the latest fashions*	243
I follow the latest trends and fashions*	230
I consider my fashion style to be trendy	190
I would pay extra for a product that is consistent with the image I want to convey	184
I buy new clothes at the beginning of each season	182

Readership Duplication

A LOYAL AND INVOLVED READERSHIP

MEN'S HEALTH READERS WHO DO NOT READ...

MEN'S PUBLICATIONS	%COMP	# OF READERS
ESQUIRE	92.3%	12,536,000
GQ	84.6%	11,487,000
MAXIM	88.3%	11,991,000
MEN'S JOURNAL	87.6%	11,888,000
MEN'S FITNESS	67.8%	9,200,000

AN EXCLUSIVE AUDIENCE

MH

Readership Duplication

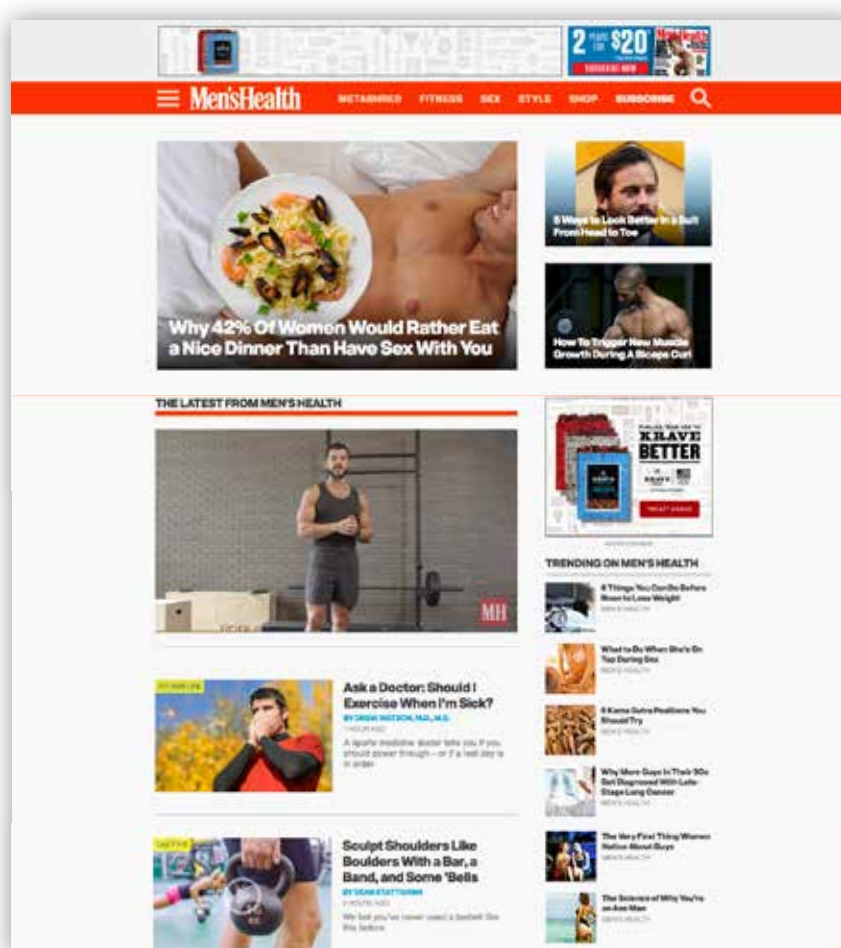
MEN'S HEALTH READERS WHO DO NOT READ...		%COMP	# OF READERS
Men's Publications	Esquire	92.3%	12,536,000
	Maxim	84.6%	11,487,000
	Men's Journal	88.3%	11,991,000
	GQ	87.6%	11,888,000
Health Publications	Health	67.8%	9,200,000
	Men's Fitness	88.6%	12,023,000
Sports Publications	Ski	97.6%	13,244,000
	Golf Digest	93.2%	12,653,000
	Golf Magazine	93.3%	12,660,000
	ESPN The Magazine	74.4%	10,102,000
	Sports Illustrated	71.9%	9,767,000
Outdoor Publications	Outside	95.3%	12,943,000
	Field & Stream	90.2%	12,250,000
	Outdoor Life	89.1%	12,089,000
Auto/Scientific Publications	Wired	95.0%	12,895,000
	Road & Track	95.3%	12,931,000
	Popular Science	90.5%	12,288,000
	Popular Mechanics	89.5%	12,147,000
	Motor Trend	87.9%	11,932,000
Business Publications/ Newsweeklies	Fortune	87.8%	11,920,000
	Money	94.9%	12,881,000
	Forbes	90.9%	12,345,000
	Time	80.2%	10,884,000
Travel Publications	Conde Nast Traveler	95.4%	12,950,000
	Travel + Leisure	90.8%	12,331,000
	National Geographic Traveler	88.0%	11,940,000

WHAT IS MENSHEALTH.COM?

MensHealth.com is the premier online destination for guys interested in living a performance-driven life. The site is an ever-developing multimedia tool guys use to plan, troubleshoot and enjoy their lives — whether at home, in the office or during their leisure time.

The centerpiece of a dynamic brand experience, **MensHealth.com** is a direct route to the hearts, souls and wallets of millions of American men. The site offers a variety of custom advertising sponsorship opportunities that link to highly engaging editorial platforms.

We have the resources and the experience to integrate your message seamlessly within our content in ways that will align your brand with our audience of active, affluent guys in every area of their digital life: mobile, video, community, downloads, photo slideshows, interactive tools, newsletters, articles, and any other format that allows them access timely and topical information — when they want it, and how they want it.



MENSHEALTH.COM OVERVIEW

MH



WHO'S THAT GUY?

- Median HHI: **\$86,084**
- Median Age: **34**
- Professional/Managerial: **48%**
- Employed Full-time: **62%**

Source: comScore Multi-platform Jan 2016 thru May 2016, 6 mos avg
Source: 2016 comScore Multi-Platform//GfK MRI Media + Fusion (04-16/Fall 16)

CORE SITE CHANNELS

- Fitness
- Health
- Style
- Guy Wisdom
- Nutrition
- Grooming
- Weight Loss

Source: Adobe Analytics May 2016

SOCIAL/MOBILE

- Facebook **8,103,671+**
- Instagram **784,000+**
- Twitter **3,680,000+**
- Google+ **120,600+**
- Pinterest **138,226**

Social followers as of 12/6/2016

MENSHEALTH.COM @ A GLANCE

- **14.4+ million** monthly uniques
- **99.3+ million** monthly page views

Source: Adobe Analytics Jan. 2016 - Oct 2016 -- avg

AWARDS & ACCOLADES

2 DIGITAL ASME (ELLIE) WINS

- Personal Service
- Interactive Tool

4 MIN AWARDS

- 2014 Intergration with Print
- Overall Digital Excellence
- Iphone - #1 Most Notable Launch of the Year
- MIN Social Media Star

Men'sHealth
menshealth.com

TRAFFIC AND DEMOGRAPHICS

Traffic at a Glance

14.4	99.3	5.2
million uniques	million page views	minutes per session

Source: Adobe Analytics Jan.-Oct. 2016 avg

Reaching Affluent, Professional Guys

Median Age	34
Median Income	\$86,084
Age 25-54	62%
College Grad+	44%
Professional/Managerial/Sales	47%

Source: comScore Multi-platform Jan-May 2016 avg
Source: 2016 comScore Multi-Platform / GfK MRI Media + Fusion (05-16 / Fall 15)

BONA-FIDE MARKET INFLUENCERS WHO DRIVE PURCHASE DECISIONS

Buying Power

(Men who Purchased Online)

INDEX

Wines/Champagnes	337
Fitness Apparel/Equipment	270
Tickets - Movies	267
TVs	268
Jewelry/watches	235
Video Games/Systems	248
Credit Cards	301
Cosmetics/toiletries	312
Sports equipment	256
DVDs/Blu-ray Discs	258
Collector's items (coins, stamps, etc.)	269
Tickets - Sports Events	222
Computers	231
Cell phones/accessories	225
Computer Software/Accessories	241
Shoes/Footwear	252
Housewares	283
Toys/Games	243
Hobby or craft supplies	263
Vitamins	182

INDEX

Food/Groceries	222
Tickets - Concerts, shows, other entertainment	194
Cooking/Kitchen accessories	177
Home furnishings	247
Cameras and equipment	301
Stereo/Audio Equipment	252
Office Supplies	202
Clothing/Apparel	205
Banking Services	210
Airline tickets	212
Household/small appliances	229
Sports apparel/memorabilia	170
Pet products/supplies	210
Hotel reservations	193
Home improvement items/tools	207
Automotive Products	200
Coffee & Tea	166
Hunting, fishing, camping equipment	204
Garden supplies	206
Prescription Drugs	166

MENSHEALTH.COM COMPETITIVE SET

MH

	MH.COM	ASKMEN.COM	ESPN.COM	ESQUIRE.COM	GQ.COM	MAXIM.COM	MENS FITNESS.COM	SI.COM	MENS JOURNAL.COM
	Comp %	Comp %	Comp %	Comp %	Comp %	Comp %	Comp %	Comp %	Comp %
Uniques (Adobe)	14,878,943								
Page Views (Adobe)	90,002,391								
% of Mobile visitors (Adobe)	73%								
Source: Adobe Analytics Jan-May 2016 avg									
Total Unique Visitors (ComScore)	6,500,338	3,756,515	60,123,207	8,853,285	7,186,273	2,895,496	4,759,195	15,396,397	1,688,404
Total Pages Viewed (ComScore)	39,744,200	30,439,000	2,201,624,200	30,406,000	26,978,800	12,020,400	30,891,400	163,012,400	7,340,400
Source: comScore Multi-platform Jan-May 2016 avg									
			updated with fusion					updated with fusion	
Average Age (ComScore)	36	35	42	43	38	35	33	44	42
Median Age (ComScore)	34	30	40	42	35	32	30	44	41
Average Income (ComScore)	\$80,502	\$75,099	\$86,758	\$79,858	\$76,891	\$73,518	\$80,475	\$89,986	\$80,248
Median Income (ComScore)	\$86,084	\$74,878	\$71,181	\$82,841	\$77,086	\$80,292	\$89,011	\$73,793	\$86,460
Source: comScore Multi-platform Jan-May 2016 avg, Source: 2016 comScore Multi-Platform//GfK MRI Media + Fusion (05-16/ F15)									
MH.com COMPETITIVE SET 05-16_F15.splat									
	%	%	%	%	%	%	%	%	%
Married	47	39	51	51	48	33	39	54	54
Not Married	53	61	49	49	52	67	61	46	46
Any Kids	46	45	44	44	49	51	50	43	42
Professional/ Managerial/Sales	47	43	44	47	45	44	46	43	51
Any College	66	63	64	69	69	69	63	63	67
Bachelor's Degree/ Post Grad Degree	34	30	35	39	35	27	30	36	33
Employed Full Time	60	53	59	57	57	55	58	59	60
Employed Full Time/ Part Time	72	69	70	68	69	75	74	69	69
Source: 2016 comScore Multi-Platform//GfK MRI Media + Fusion (05-16/ F15)									

MensHealth.com Newsletters provide timely, serviceable content on the latest fitness techniques, weight-loss ideas, relationship advice, health tips, and style news to users' inboxes 5-days-a-week.

Exercise of the Week **164,580**

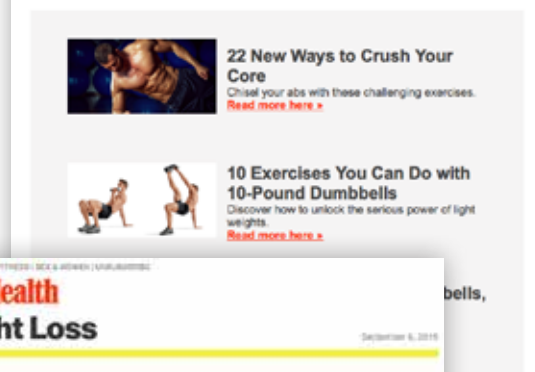
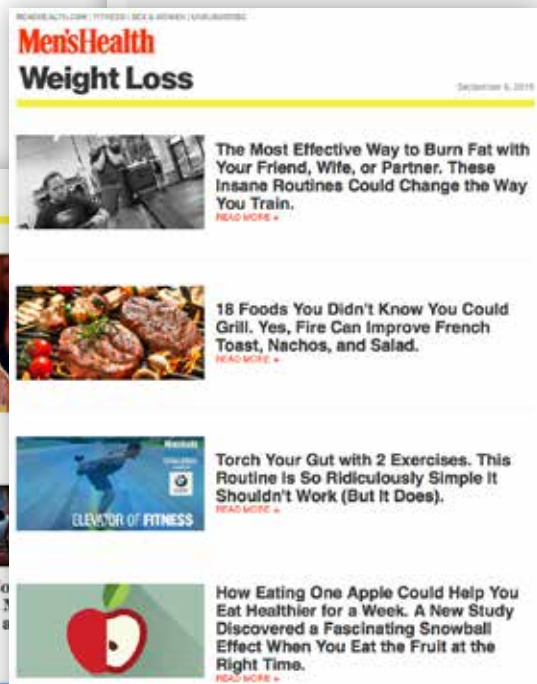
The Girl Next Door **142,800**

The Style Siren **58,047**

MH Daily Dose **522,330**

Weight Loss **241,340**

Total Newsletter Subscribers: **1,129,097**



FOLLOW US!



UNIT	DIMENSIONS	EXPANDED	INITIAL FILE SIZE	POLITE FILE LOAD	USER- INITIATED FILE LOAD	ACCEPTED FORMATS
Leaderboard	728x90	728x315	40KB	100KB	2.2MB	.gif, .jpg, .swf, .html
Medium Rectangle	300x250	600x250	40KB	100KB	2.2MB	.gif, .jpg, .swf, .html
Half Page/Filmstrip	300x600	N/A	60KB	110KB	2.2MB	.gif, .jpg, .swf, .html
Pushdown	970x90 or 970x66	970x415	60KB	110KB	2.2MB	flash or 3rd party
Interstitial	550x480	N/A	40KB	100KB	2.2MB	.gif, .jpg, .swf, .png
Portrait	300x1050	580x460	80KB	350KB	2.2MB	3rd party built and served

* All units with audio should be user-initiated only. In-Banner video may play upon user interaction or mouse-over.

** Animation: 3 loops/15 seconds

*** We accept clickable skins. Please reach out to your Men's Health Sales Representative

CREATIVE DEADLINES

- .gif, .jpg, .html – Must be submitted at least 3 business days prior to state of campaign.
- .swf/ Rich Media – Must be submitted at least 5 business days prior to state of campaign.
- Late submissions will not guarantee campaign to hit goal

3RD PARTY AD TAGS

Rodale Inc allows for third party. Ad Ops requires standard third party tags such as IFrames or JavaScript. Third Party code must include clear instructions for trafficking. For a list of approved Rodale Inc. vendors please go to the following URL. <http://rodaleinc.com/third-party-advertising>

GUIDELINES

- Click-throughs must open up in a new browser window or tab
- All expanding units must be user-initiated
- All creative will be sent back to agency/advertiser to fix, no make goods will be provided for a late start date due to creative that does not meet Rodale's specifications.
- Rodale Inc. has final approval for all ad units with respect to editorial/creative content.
- Rodale Inc. has the right to remove an advertisement from its web sites at any time for any reason

MICRO BAR (LOGO)

- No Animation, border, or white background
- Must have "Sponsored by" text embedded into creative
- Text Links: limited to 25 characters for headline, 125 characters for deck. (Homepage ONLY)
- Subject to Rodale marketing review and approval

FLASH

- ActionScript 3.0 or below accepted unless 3rd party served
- Flash must be submitted as a .swf file with an accompanying back up static .gif/.jpg for display to users who do not accept Flash.
- Click-through must be parameterized in the .swf file using click-TAG. Instructions on implementing clickTag:

AS2:

```
on (release) {
    getURL (_level0.clickTAG, "_blank");
}
```

AS3:

```
Link_1.addEventListener(MouseEvent.CLICK, clickTag);
function clickTag(event : MouseEvent) : void {
    var sURL: String;
    if ((sURL = root.loaderInfo.parameters.clickTAG)) {
        navigateToURL(new URLRequest(sURL), "_blank");
    }
}
```

- Click-through must be supplied with each .swf unit

CLICKABLE SKINS

- Accepted Files: jpeg or gif
- Size: 100K
- Site Served ONLY
- Click trackers are acceptable
- Please follow attached guide for dimensions and safe areas

INTERSTITIAL

- 550x480 sized creative, which would be placed inside a template by AdOps.
- Custom Interstitials will need to be 3rd part built and served
- Subject to Rodal marketing review and approval

SURVEYS

- Advance notification/approval is required before running a user study on Rodale Inc. sites.

VIDEO

- Format: .FLV, .MP4, VAST, VPAID
- Resolution: 640x360px (16:9) or 640x480px (4:3)
- Video Length: 15 or 30 seconds (15 recommended)
- Frame Rate: 30 FPS
- 1x1 impression tracking pixel and click tag URLs are supported

MENSHEALTH MOBILE WEB

CREATIVE UNIT	DIMENSIONS	EXPANDED	INITIAL FILE SIZE	SUBSEQUENT SIZE	USER INITIATED SIZE	ACCEPTED FORMATS
Mobile Banner	320x50	320x250	40KB	N/A	N/A	.gif, .jpg, .png, .html
Adhesion Banner	320x50	320x250	40KB	N/A	N/A	3rd party, .jpeg, .gif
Full Banner	320x50	320x480	40KB	100KB	2.2MB	3rd party
Slider Banner	320x50	320x480	40 KB	100KB	2.2MB	3rd party
Mobile Image Carousel	320x50	N/A	40KB	N/A	N/A	.jpeg, .gif
Rotatable Banner	320x50, 50x320	N/A	40KB	N/A	N/A	.jpeg, .gif
Image w/ Google+	320x50	N/A	40KB	N/A	N/A	.jpeg, .gif

*FLASH files are not accepted

- Animation is 3 loops for a total of 15 seconds
- 3rd party impression trackers and click trackers are accepted
- Expandable units must be 3rd party built and served
- Slider Banner may contain video with a max of 30 seconds**

*All IAB Rising Star units are required to be built and served through a 3rd party.

**All units with audio should be user-initiated only. In-Banner video must play upon user interaction of mouse-over

MENSHEALTH NEWSLETTER

UNIT	DIMENSIONS	SIZE	ANIMATION	FILE FORMAT
Leaderboard*	728x90	40KB	Static	.gif .jpg
Medium Rectangle	300x250	40KB	Static	.gif .jpg

*Not available on Men's Health Dad Newsletters

- All Newsletters have a 40KB creative size limit
- Due to eNewsletter delivery system, we can serve only image files no flash
- Rodale will accept click commands to track clicks ONLY
- GEO, Browser type, Age, Gender targeting is available

