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 14 editions worldwide, Men’s Health is the world’s largest men’s magazine.
Men's Health

AUDIENCE PROFILE

EDUCATED MEN WITH FAMILIES

- 87% 2+ people in the household
- 67% married, engaged or partnered
- 66% college educated
- 39% children in the household

WHO SPEND BIG

- $20.1B on travel
- $8.8B on style
- $6.3B on sports & fitness equipment
- $4.2B on personal grooming

LIVE AN ACTIVE + ADVENTUROUS LIFE

- 17.2M strive to live healthily
- 16.6M travel to learn about other cultures
- 15.2M play sports
- 14.6M are into the latest technology
- 14M enjoy being creative in the kitchen
- 12.7M are adventure/thrill seekers

SOURCE: 2021 COMSCORE MULTI-PLATFORM © MRI-SIMMONS (04-21/521)
14.8M UNIQUE VISITORS

9.5M PRINT AUDIENCE

16.4M SOCIAL FOLLOWERS

14.8M UNIQUE VISITORS

SOURCE: MRI-SIMMONS DOUBLEBASE 2021, AUGUST 2021 COMSCORE MULTI-PLATFORM, OCTOBER 2021 SOCIAL COMP REPORT
Men's Health
2022 Open Rates

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$205,065</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$159,955</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$127,145</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$88,150</td>
</tr>
<tr>
<td>Second Cover</td>
<td>$246,080</td>
</tr>
<tr>
<td>Third Cover</td>
<td>$237,880</td>
</tr>
<tr>
<td>Fourth Cover</td>
<td>$268,640</td>
</tr>
</tbody>
</table>

All rates are gross.

For more information, please contact your sales representative.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB '22</td>
<td>Big Change Starts Now</td>
<td>11/03/21</td>
<td>12/28/21</td>
</tr>
<tr>
<td>MARCH</td>
<td>The New Rules of Full Body Fitness</td>
<td>12/08/21</td>
<td>02/08/22</td>
</tr>
<tr>
<td>APRIL</td>
<td>Fit At Every Age</td>
<td>02/02/22</td>
<td>03/29/22</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>Mental Strength</td>
<td>03/30/22</td>
<td>05/24/22</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>The Wild Issue</td>
<td>05/09/22</td>
<td>07/05/22</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>The Fittest Men in America</td>
<td>06/15/22</td>
<td>08/09/22</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>The Giants Issue</td>
<td>07/20/22</td>
<td>09/13/22</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>The Upgrades Issue</td>
<td>08/24/22</td>
<td>10/18/22</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Heroes of the Year</td>
<td>09/28/22</td>
<td>11/22/22</td>
</tr>
</tbody>
</table>
Magazine trim size is 8” x 10 7/8”

Line Screen: 150. Safety: Keep live matter 1/4” from trim and gutter

<table>
<thead>
<tr>
<th>STANDARD SIZE ADVERTISEMENTS</th>
<th>LIVE AREA</th>
<th>TRIM</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7.5” x 10.375”</td>
<td>8” x 10.875”</td>
<td>8.25” x 11.125”</td>
</tr>
<tr>
<td>SPREAD</td>
<td>15.5” x 10.375”</td>
<td>16” x 10.875”</td>
<td>16.5” x 11.125”</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL SPREAD</td>
<td>15.5” x 4.75”</td>
<td>16” x 5.25”</td>
<td>16.5” x 5.5”</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>7.5” x 4.75”</td>
<td>8” x 5.25”</td>
<td>8.25” x 5.5”</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>3.375” x 10.375”</td>
<td>3.875” x 10.875”</td>
<td>4.125” x 11.125”</td>
</tr>
<tr>
<td>2/3 PAGE VERTICAL</td>
<td>4.5” x 10.375”</td>
<td>5” x 10.875”</td>
<td>5.25” x 11.125”</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2.25” x 10.375”</td>
<td>2.75” x 10.875”</td>
<td>3” x 11.125”</td>
</tr>
</tbody>
</table>

MATERIAL REQUIREMENTS
Electronic advertising file delivery available at www.adshuttle.com/hearst. Emailing files is not acceptable.

DIGITAL FILE FORMATS
Accepted File Formats: PDF/X-1a:2001, version 1.3
General File Requirements: Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB or ICC color profiles). 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 bar) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

PROOF INFO
Men’s Health utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof, for your own internal purposes, please call QuadArm at 1-866-276-2368.

PRODUCTION SPECS/DUE DATES
For all ad specifications and material due dates contact:
Job Tobit Hernandez Galindo
(414) 622-2815
jtherandezg@quad.com

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

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.

FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.
# Men's Health 2022 Production Specs/Gatefolds

## Material Requirements
- Emailing files is not acceptable.

## Digital File Formats
- Accepted File Formats: PDF/X-1a:2001, version 1.3.
- General File Requirements:
  - Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB or ICC color profiles).
  - 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.

## Proof Info
- Men’s Health utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof, for your own internal purposes, please call QuadArm at 1-866-276-2368.

## 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 insert ad specifications and material due dates contact:
  - Chris Hertwig
  - Senior Magazine Production Manager
  - Pubworx
  - 8240 N W 52nd Terrace, Suite 505
  - Doral, FL 33166
  - (305) 859-0088
  - chris.hertwig@pwxsolutions.com

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<table>
<thead>
<tr>
<th>STANDARD SIZE ADVERTISEMENTS</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside/Inside Cover Gate Leaf</td>
<td>6.875&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>C2 with Gate (anchor page)</td>
<td>7.25&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>Color Bar/ROB, page 1 (supplied by Publisher)</td>
<td>.625 before trimming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PAGES</th>
<th>FINAL TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages 1 &amp; 4 (anchor) Pages 2 &amp; 3 (gate leaf)</td>
<td>7.75&quot; x 10.875&quot; 7.375&quot; x 10.875&quot;</td>
</tr>
</tbody>
</table>
BLUENLINES REFLECTING FINAL SPEC, CREATIVE AND INSTRUCTIONS
Chris Hertwig
Senior Magazine Production Manager
Pubworx
8240 N W 52nd Terrace,
Suite 505, Doral, FL 33166
(305) 859-0088
chris.hertwig@pwxsolutions.com

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.
• Digital files should be setup to trim size
of 8" x 10 7/8"
• Upload at www.adshuttle.com/hearst
and choose digital issue.
ORIENTATION: Portrait Only
FILE FORMAT: PDF/x1-a
QUALITY: 300 dpi

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

2022 QUAD JOB NUMBERS
MARCH C20F7N0
APRIL C20F7U0
MAY C20F7M0
JUNE C20F7R0
JULY/AUG C20F7P0
SEPTEMBER C20F7T0
OCTOBER C20F7V0
NOVEMBER C20F7W0
DECEMBER C20F7X0
JAN/FEB ’23 C20F7Y0

SHIPPING INSTRUCTIONS
Bart Gende
Quad/Graphics
N 11896 Hwy 175
Lomira, WI 53048
(414) 566-2100

Packaging Requirements
Skid Minimum: 46" x 36"
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FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.
BLUEDINES REFLECTING FINAL SPEC, CREATIVE AND INSTRUCTIONS

Chris Hertwig
Senior Magazine
Production Manager
Pubworx
8240 N W 52nd Terrace,
Suite 505, Doral, FL 33166
(305) 859-0088
chris.hertwig@pwxsolutions.com

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- Description of piece
- Key code
- Title and issue of magazine

SHIPPING INSTRUCTIONS

Bart Gende
Quad/Graphics
N 11896 Hwy 175
Lomira, WI 53048
Tel (414) 566-2100

Deliveries must be preceded by a scheduled appointment with Quad/Graphics Inventory Department, and include the issue job number.

2022 QUAD JOB NUMBERS

<table>
<thead>
<tr>
<th>MONTH</th>
<th>JOB NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>C20F7N0</td>
</tr>
<tr>
<td>APRIL</td>
<td>C20F7U0</td>
</tr>
<tr>
<td>MAY</td>
<td>C20F7M0</td>
</tr>
<tr>
<td>JUNE</td>
<td>C20F7R0</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>C20F7P0</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>C20F7T0</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>C20F7V0</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>C20F7W0</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>C20F7X0</td>
</tr>
<tr>
<td>JAN/FEB '23</td>
<td>C20F7Y0</td>
</tr>
</tbody>
</table>

Minimum Size: 4” face to backbone
Maximum Size: Trim Size
If not full size (not having a head or face trim taken), then the max size would be 1/4” short of final trim.
Contact production with specific sizes.

Grind-off and Foot: 1/8”
Perf: 1/2” from binding edge
Please keep live area 1/4” from trim.
Minimum Weight: 7pt. card stock
Maximum Size: 12pt. card stock
Business Reply Cards must meet postal specifications.

FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.
BOOKAZINES focus on topics like fitness, training, and nutrition, to help men on the path to achieving the most successful life ever!

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOSE YOUR BELLY</td>
<td>12/21/21</td>
<td>02/15/22</td>
</tr>
<tr>
<td>EAT FOR MORE MUSCLE</td>
<td>02/08/22</td>
<td>04/05/22</td>
</tr>
<tr>
<td>NO GYM REQUIRED</td>
<td>03/22/22</td>
<td>05/17/22</td>
</tr>
<tr>
<td>15-MINUTE MUSCLE GUIDE</td>
<td>06/21/22</td>
<td>08/16/22</td>
</tr>
<tr>
<td>STAY IN THE GAME</td>
<td>09/20/22</td>
<td>11/15/22</td>
</tr>
<tr>
<td>2023 TRAINING GUIDE</td>
<td>11/01/22</td>
<td>12/27/22</td>
</tr>
</tbody>
</table>

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.

PROOF INFO
Men’s Health Bookazines utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof, for your own internal purposes, please call QuadArm at 1-866-276-2368.
INSIDEOUT is our in-book promotional page that reaches millions of performance-driven guys. This highly visible media space can be used to showcase new products, promote a special event, or invite our affluent, active readers to participate in surveys and sweepstakes.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIALS DUE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB '22</td>
<td>11/03/21</td>
<td>12/28/21</td>
</tr>
<tr>
<td>MARCH</td>
<td>12/08/21</td>
<td>02/08/22</td>
</tr>
<tr>
<td>APRIL</td>
<td>02/02/22</td>
<td>03/29/22</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>03/30/22</td>
<td>05/24/22</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>05/09/22</td>
<td>07/05/22</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>06/15/22</td>
<td>08/09/22</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>07/20/22</td>
<td>09/13/22</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>08/24/22</td>
<td>10/18/22</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>09/28/22</td>
<td>11/22/22</td>
</tr>
</tbody>
</table>

TOTAL MEDIA VALUE: $56,135

MATERIALS REQUIRED

- **Headline:** 10 words max.
- **Copy:** 40–60 words max. Please include a call to action with the appropriate website address.
- **Image:** Hi-resolution (300 DPI .jpg/.psd/.tif/.eps file of product) If applicable, please silhouette your image. Men’s Health is not responsible for altering any images.

FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE. MEN’S HEALTH CANNOT PROMISE ADVERTISER OR CATEGORY EXCLUSIVITY ON THIS PAGE. WE WILL DO OUR BEST TO MAINTAIN COMPETITIVE SEPARATION. ALL INSIDEOUT LISTINGS ARE AT THE DISCRETION OF THE PUBLISHER, AND ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.
1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2022. Publisher will not be bound by any condition appearing on order blank or copy instructions submitted by or on behalf of the advertiser unless such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion.

5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct Advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher’s approval.

10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.

13. Reproduction quality is at the advertiser’s risk if Publisher’s specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.

15. No rebate will be allowed for insertion of wrong key numbers.

16. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher’s liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

17. The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party’s rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").

18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").
19. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.

20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher’s control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines.

21. All Advertisements must be clearly identified by the trademark or signature of the advertiser.

22. Words such as "advertisement" will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

25. The Advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

27. Should Hearst Publisher acquire any new magazines beyond the current list of publications, the Advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).

29. The Advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.