

A full-page photograph of a man with a mustache and dark hair, shirtless and wearing black swim trunks with white stripes, jumping into a swimming pool. He is captured mid-air with his mouth open in a shout and his legs spread wide. The background is a dense green hedge, and the pool's edge and water are visible in the foreground.

MEDIA KIT // 2024

Men's Health

A man with dark, wavy hair and a light beard is shown from the chest up, aiming a bow. He is wearing a dark blue tank top. The background is a blurred forest scene with sunlight filtering through the trees. The text 'STRONGER, FASTER, BETTER' is overlaid on the right side of the image in a large, bold, orange font with a white outline.

STRONGER, FASTER, BETTER

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.

Men'sHealth

2024 PRINT AUDIENCE PROFILE

AUDIENCE

AGE

18-24	971K
25-34	1.5M
35-44	2M
45-54	1.8M
Median	44.9

HHI

\$50K+	6.3M
\$75K+	5M
Median	\$88,140

EDUCATION

Any College	5.4M
Graduated College	2.9M

EMPLOYMENT

Total Employed	6.2M
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MARITAL STATUS

Single	3M
Married	4.4M

OTHER

Any Kids	3.7M
Spanish/Hispanic	2.1M
Black/African-American	2M

COUNTY

A/B	6.7M
C/D	2M

TOTAL
ADULTS
9M

TOTAL
MEN
7.2M



Men'sHealth

2024 DIGITAL AUDIENCE PROFILE

AUDIENCE

Total Unique Visitors	13M
Male/Female	57%/43%
Age 18-34	4.2M
Age 18-49	8.3M
Age 25-54	7M
Age 21+	11.1M
Median Age	44.4
HHI \$60K+	10.1M
HHI \$75K+	9.3M
HHI \$100K+	7.4M
Median HHI	\$102,247
Children in HH	5.2M
Black/African-American	1.1M
Race Other	9.5M
Hispanic All	865K

TOTAL
ADULTS
12M

TOTAL
MEN
7M

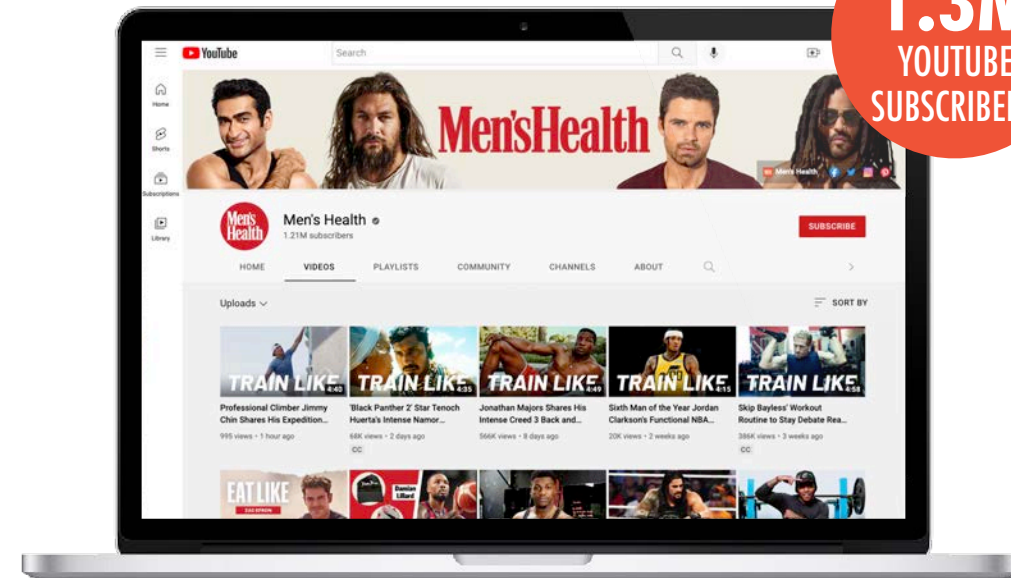


2024

39M
TOTAL AUDIENCE



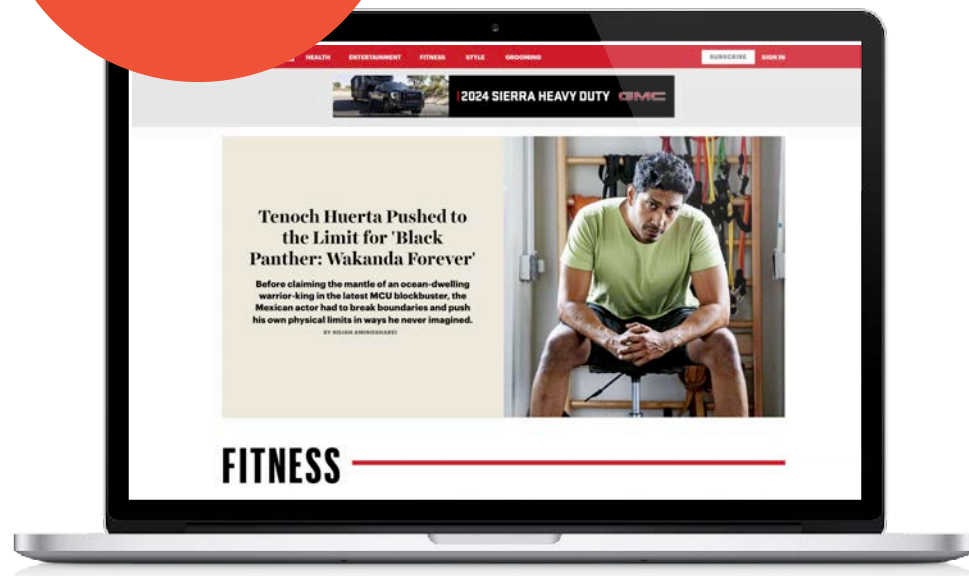
9M
PRINT
AUDIENCE



1.3M
YOUTUBE
SUBSCRIBERS

Men's Health®

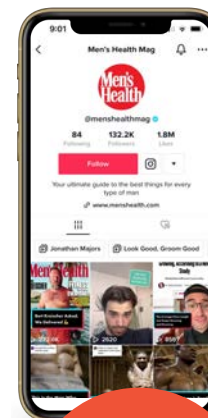
13M
UNIQUE VISITORS



4.5M
TWITTER
FOLLOWERS

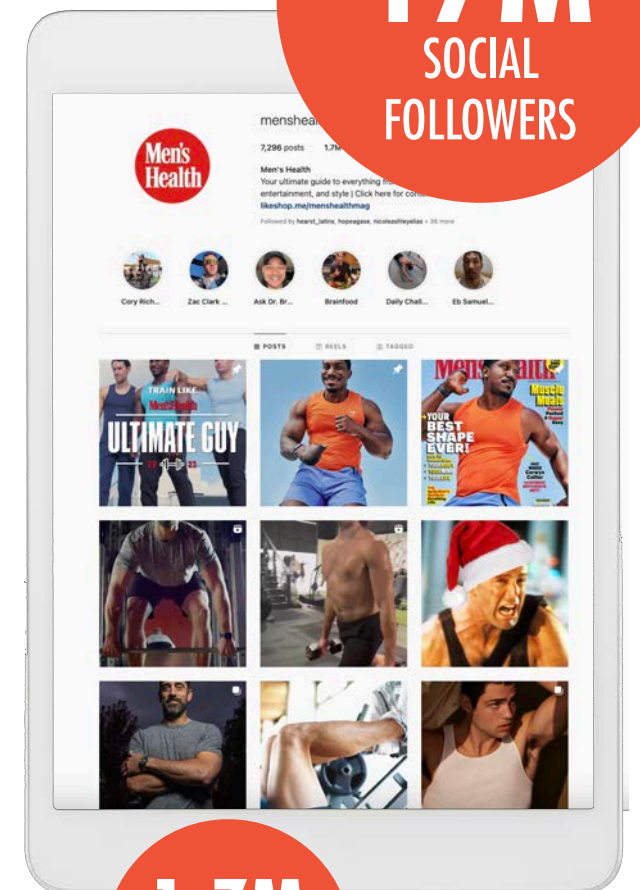
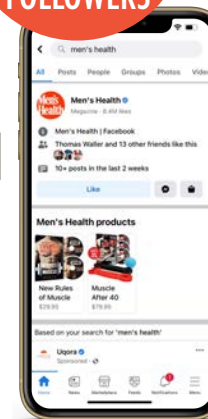


307K
PINTEREST
FOLLOWERS



363K
TIKTOK
FOLLOWERS

8.9M
FACEBOOK
FOLLOWERS



17M
SOCIAL
FOLLOWERS

1.7M
INSTAGRAM
FOLLOWERS

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2024 ADVERTISING RATE CARD

FULL PAGE	\$72,100
2/3 PAGE	\$56,700
1/2 PAGE	\$44,800
1/3 PAGE	\$31,500
SECOND COVER	\$86,800
THIRD COVER	\$84,000
FOURTH COVER	\$94,500

Effective January 2024. All Rates Are Gross.



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2024 PRODUCTION CALENDAR

ISSUE	THEME	CLOSE	ON-SALE
JAN/FEB	The Body Bible	11/01/23	01/02/24
MAR/APR	Fit At Any Age	01/03/24	03/05/24
MAY/JUN	The Food Issue	03/13/24	05/07/23
JUL/AUG	Action + Adventure	05/08/24	07/02/24
SEP/OCT	The Future You	07/10/24	09/03/24
NOV/DEC	The Strength Issue	09/11/24	11/05/24



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2024 EDITORIAL CALENDAR

Note: All of the below will appear in both print and digital, unless otherwise noted.

January/February

The Body Bible

Issue Close: 11/01/23

On-Sale: 01/02/24

Highlights:

- Healthiest. Year. Ever.
- The Whole Planet Diet
- The Everything Guide To Therapy
- Beyond Obesity
- First Steps **digital only*
- Black in Fitness **digital only*
- Awards: Home Fitness Awards **digital only*

March/April

Fit At Any Age

Issue Close: 01/03/24

On-Sale: 03/05/24

Highlights:

- Special Report: Short Boys and The Long Shadow of GHG
- Retirement 2.0
- Anti-Aging at Any Budget
- Optimal Workouts For Every Age
- This is 50 **digital only*
- The 50 Over 50 **digital only*
- Annual Denim Guide
- Awards: Best Foods for Men

May/June

The Food Issue

Issue Close: 03/13/24

On-Sale: 05/07/24

Highlights:

- The Protein Blowout
- The Encyclopedia of Supplements
- Breakfast Time!
- Cool Dad 2024
- Mental Health Month **digital only*
- 30 Day Summer Body Challenges
- Pride 2024 **digital only*
- AAPI in Fitness **digital only*
- Awards: MH Grooming Awards
- Awards: Dad Gear Awards **digital only*

July/August

Action + Adventure!

Issue Close: 05/08/24

On-Sale: 07/02/24

Highlights:

- Train Like/Eat Like/Live Like An Olympian
- The Action Awards
- MH Guy Trips
- A Man, A Van, A Plan
- Camp MH
- The Cure for Everything **digital only*
- Awards: MH Travel Awards **digital only*
- Awards: Outdoor Awards **digital only*

September/October

The Future You

Issue Close: 07/10/24

On-Sale: 09/03/24

Highlights:

- Every Body Is Perfect
- The Present and Future of Wearable Tech
- The Best New Gyms in America
- The Extremely Necessary Guide to Chilling the F**k Out **digital only*
- Latinx in Fitness **digital only*
- Awards: Sleep Awards **digital only*
- Awards: Sneaker Awards

November/December

The Strength Issue

Issue Close: 09/11/24

On-Sale: 11/05/24

Highlights:

- The Strength Awards
- Ultimate Men's Health Guy 2024
- Strength in Diversity 2024
- The Winter Adventure Guides
- Indigenous in Fitness **digital only*
- Awards: MH Tech Awards **digital only*



Men's Health

2024 PRODUCTION SPECS

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/hearst. E-mailing 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 ad specifications and material due dates contact:

Valentina Cabello
vcabelloibar@quad.com

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.



Men's Health

2024 PRODUCTION SPECS/GATEFOLDS

STANDARD SIZE ADVERTISEMENTS

LIVE AREA

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) Pages 2 & 3 (gate leaf)	7.75" x 10.875" 7.375" x 10.875"
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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 bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

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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:

Mandy Wynne

Pubworx
135 West 50th Street, 20th Floor
New York, NY 10020
O 305-859-0131
M 561-699-0980

mandy.wynne@pwxolutions.com



Men'sHealth

2024 SUPPLIED INSERTS

BLUELINES REFLECTING FINAL SPEC, CREATIVE AND INSTRUCTIONS

Mandy Wynne

Pubworx
135 West 50th Street, 20th Floor
New York, NY 10020
O 305-859-0131
M 561-699-0980
mandy.wynne@pwxolutions.com

SHIPPING INSTRUCTIONS

Bart Gende

Quad/Graphics
N 11896 Hwy 175
Lomira, WI 53048
(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

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

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

2024 QUAD JOB NUMBERS

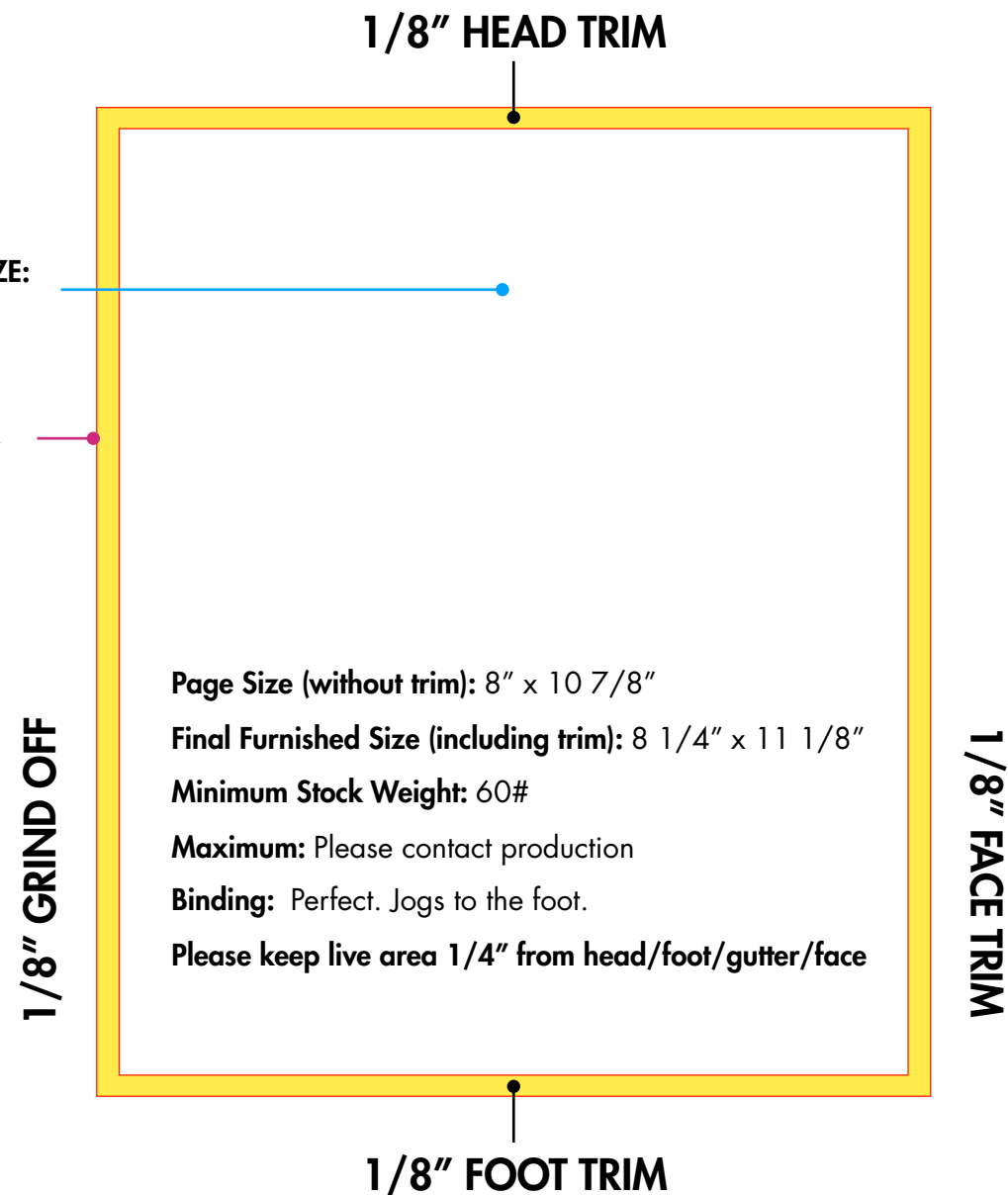
JAN/FEB	C40R8A0
MAR/APR	C40R880
MAY/JUN	C40R890
JUL/AUG	C40R8E0
SEP/OCT	C40R8C0
NOV/DEC	C40R8D0

MAGAZINE TRIM SIZE:

8" x 10 7/8"

FURNISHED SIZE:

8 1/4" x 11 1/8"



Men'sHealth

2024 TERMS & CONDITIONS

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2024. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when 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 (and 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 any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any Claims.

Men's Health

2024 TERMS & CONDITIONS

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.



Men'sHealth

CONTACTS

For inquiries on rates, closing dates,
specs and editorial calendars, please contact:

KAREN FERBER
Advertising Services & Business Manager
karen.ferber@hearst.com

For inquiries regarding pitching your
product or service to a relevant category
editor, please contact:

Men's Health Editorial Department
mheditorial@hearst.com

