



A M E R I C A N
curves

MEDIA
KIT



IT'S ALL ABOUT THE GIRLS!

American Curves is one of the hottest men's titles on the planet. With some of the most stunning cover models like Aria, Lucy Pinder, Tera Patrick and Kellie Maines, *American Curves* is taking sexy to a whole new level. With stunning pictorials, captivating articles and engaging reader interaction, *American Curves* readership is over 400,000+ per issue! Because, as we like to say, "it's all about the girls!"

OUR READERS

97% male

57% spend 2 hours or more reading/looking at *American Curves*

74% single

56.5% aged 18-34

READERSHIP & DISTRIBUTION

CIRCULATION	98,326
READERSHIP	432,000+
FREQUENCY	13x (9 regular issues plus 4 specials)
DISTRIBUTION	90% U.S. 7% Canadian 3% Foreign
COVER PRICE	\$6.99 U.S. \$8.99 CAN

SPECIAL ISSUES

Our Special Collector's Issues are jam-packed with our readers' most requested topics. Each special issue displays on newsstands for approximately three months, giving you extra reach for your advertising budget!



americancurvesmag.com

2010 PUBLISHING SCHEDULE

COVER DATE	ON SALE	AD CLOSING	MATERIAL
MAR. '10	Feb. 2 '10	Dec. 3 '09	Dec. 8 '09
APR. '10	Mar. 16 '10	Jan. 18 '10	Jan. 22 '10
MAY '10	Apr. 27 '10	Mar. 1 '10	Mar. 5 '10
JULY '10	June 8 '10	Apr. 12 '10	Apr. 16 '10
AUG. '10	July 20 '10	May 24 '10	May 28 '10
SEPT. '10	Aug. 31 '10	July 5 '10	July 9 '10
NOV. '10	Oct. 12 '10	Aug. 16 '10	Aug. 20 '10
DEC. '10	Nov. 23 '10	Sept. 27 '10	Oct. 1 '10
FEB. '11	Jan. 4 '11	Nov. 8 '10	Nov. 12 '10

AMERICAN CURVES SPECIALS

TITLE	ON SALE	AD CLOSING	MATERIAL
SWIMSUITS	Jan. 12 '10	Nov. 2 '09	Nov. 6 '09
LINGERIE	Apr. 6 '10	Feb. 8 '10	Feb. 12 '10
GLUTES	June 29 '10	May 3 '10	May 18 '10
TBD	Sept. 21 '10	July 27 '10	July 30 '10

ADVERTISING RATES

AD SIZE	1x	3x	6x
SPREAD	\$ 8,890	\$ 7,920	\$ 7,495
FULL PAGE	4,680	4,170	3,945
1/2 PAGE	2,810	2,500	2,370
1/3 PAGE	1,795	1,700	1,610
AD SIZE	9x	12x	
SPREAD	\$ 7,090	\$ 6,700	
FULL PAGE	3,735	3,530	
1/2 PAGE	2,240	2,120	
1/3 PAGE	1,520	1,440	

Please call for premium position rates.

All prices are in Net U.S. dollars and are subject to change without notice.

SPECIFICATIONS

STANDARD	NON-BLEED	BLEED
Spread	14.92" wide x 9.96" high	16" wide x 11" high
Full Page	7.04" wide x 9.96" high	8.125" wide x 11" high
1/2 Page Horizontal	7.04" wide x 4.98" high	8.125" wide x 5.5" high
1/3 Page Vertical	2.25" wide x 9.96" high	3.04" wide x 11" high
1/3 Page Square	4.63" wide x 4.98" high	5.44" wide x 5.5" high
1/6 Page Vertical	2.25" wide x 4.98" high	3.04" wide x 5.5" high

A M E R I C A N
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Magazine Trim: 7.875" x 10.75"
(7 7/8" x 10 3/4")

Binding Method: Perfect Bound
Printing Process: Web Offset



* KEEP LIVE MATTER WITHIN NON-BLEED SPECIFICATIONS
GUTTER ALLOWANCE NOT INCLUDED FOR SPREADS

FILE SUBMISSIONS

Requirements:

- Macintosh Format, High Resolution (300 dpi), CMYK (no Pantone or other spot colors), PDF (Acrobat 4.0 pdf 1.3 with all fonts embedded – use press options) and/or flattened TIFF file. Please send all 1/2 page, 1/3 page and 1/6 page ads as flattened TIFF files only. Please do not submit EPS files.

PDF/TIFF Specifications:

- Spread ads must be submitted as single-page format.
- Do not embed crop/registration marks.

Media Submission:

- CD-ROM/DVD (Do not write on disk, write on sleeve.)
We do not accept ads via email.

Electronic File Transfer:

Address: <http://adupload.rkpubs.com>

Publication: American Curves

Password: curves44

A proof is required when an ad is submitted electronically, see Accepted Proofs.

Accepted Proofs:

- Full color, 100% size, indicating bleed and proper placement. Advertiser accepts responsibility for any printing errors resulting from failure to provide proof.

Extra Care:

- All type or graphics not intended to trim should be positioned 0.4" in from all trim edges (i.e., live area of full-page bleed ad: 7.04" x 9.96").
- Be mindful of spine – give 0.5" allowance.

Quark Documents:

- Please size all Quark documents to 7.875" x 10.75".
- Font information must include manufacturer, font name and postscript version.
- Use stylized fonts and do not apply style attributes to basic fonts.

Production Questions:

Production questions should be sent to production@rkpubs.com or contact your sales rep.

Please include the magazine title, issue number and your company's name with material.