

ROBERT KENNEDY'S

MAXIMUM FITNESS

DEDICATED
TO THE
SURVIVAL
OF THE
FITTEST

MEDIA KIT

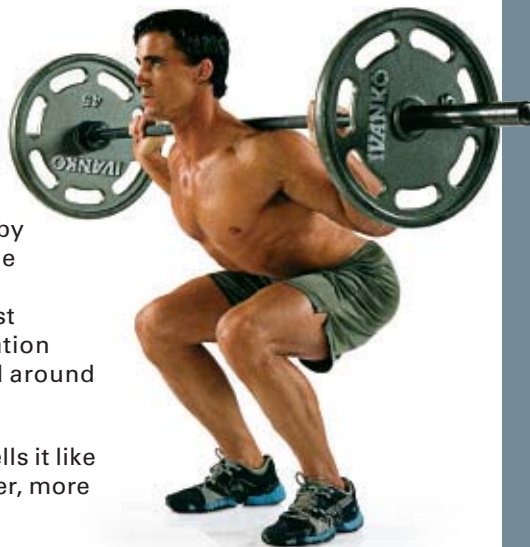


THE ESSENTIAL MAGAZINE FOR FITNESS AND HEALTH

Dedicated to the Survival of the Fittest. This is *Maximum Fitness*. The average guy wants quick results, now. When he's managing a busy professional and personal life, he just doesn't have the time to take care of himself as much as he would like to.

Maximum Fitness can change that. Put together by veterans of the men's fitness and health magazine industry, *Maximum Fitness* gets back to the basics of what guys want. *Maximum Fitness* has the best fitness, weight loss, nutrition and health information available for men who want to impress the world around them and feel great about it too.

Perfect for the man on the go, *Maximum Fitness* tells it like it is and shows guys the way to a healthier, stronger, more confident and satisfying lifestyle.



Each issue of *Maximum Fitness* will change the way any man trains to better his health and fitness and help him reach his goals!

POWER PACKED!

Each issue of *Maximum Fitness* has the best training advice in the world. We eliminate all the guesswork. Contains everything a man needs to know to be the best!

IN EVERY ISSUE – ESSENTIALS

- Health
- Arms
- Chest
- Abs
- Legs and Butt
- Back and Shoulders
- Mind
- Weight Loss
- Nutrition
- Cardio
- Sports
- Supplements
- Appearance
- Sex

DEPARTMENTS – THE FIT LIFE

- The Workout
- The Meal Planner
- Sports Performance
- Gymless Workout
- Skinny Guy
- 20-Minute Workout
- Fit Quiz
- Before and After
- Gear
- To Do
- The MaxFit Girl
- Anatomy
- No B.S.
- Last Look
- Shake of the Month

PLUS:

- Columns about sex, nutrition, training, health and much more!



2010 EDITORIAL CALENDAR

JANUARY / FEBRUARY

ON SALE DEC. 15, 2009

- Abs Plan 2010
- Lose 10 lbs in 30 Days

MARCH / APRIL

ON SALE FEB. 9, 2010

- Fat-Blasting Workout
- Best and Worst Foods

MAY / JUNE

ON SALE APR. 6, 2010

- Beach Body in 4 Weeks
- Fast Food Survival Guide

JULY / AUGUST

ON SALE JUNE 1, 2010

- All-purpose Smith Machine Workout
- Eat What You Want Without Getting Fat

SEPTEMBER / OCTOBER

ON SALE AUG. 3, 2010

- Muscle Up in 4 Weeks
- Eating Rules to Gain Muscle

NOVEMBER / DECEMBER

ON SALE OCT. 5, 2010

- Heavy-Light Muscle Building Guide
- Holiday Survival Guide

Editorial content subject to change without notice.

2010 PUBLISHING SCHEDULE

COVER DATE	ON SALE	AD CLOSING	MATERIAL
JAN/FEB	Dec. 15 '09	Oct. 20 '09	Oct. 27 '09
MAR/APR	Feb. 9 '10	Dec. 7 '09	Dec. 14 '09
MAY/JUNE	Apr. 6 '10	Feb. 9 '10	Feb. 16 '10
JULY/AUG	June 1 '10	Apr. 6 '10	Apr. 13 '10
SEPT/OCT	Aug. 3 '10	June 4 '10	June 11 '10
NOV/DEC	Oct. 5 '10	Aug. 6 '10	Aug. 13 '10

ADVERTISING RATES

AD SIZE	1x	3x	6x	12x
SPREAD	\$ 7,475	\$ 6,325	\$ 5,450	\$ 4,700
FULL PAGE	3,725	3,175	2,750	2,375
1/2 PAGE	2,025	1,675	1,450	1,275
1/3 PAGE	1,125	975	850	675
1/6 PAGE	825	675	550	475

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	15.67" wide x 10.08" high	16.75" wide x 11.125" high
Full Page	7.42" wide x 10.08" high	8.5" wide x 11.125" high
1/2 Page Horizontal	7.42" wide x 5" high	8.5" wide x 5.55" high
1/3 Page Vertical	2.29" wide x 10.08" high	3.07" wide x 11.125" high
1/3 Page Square	4.85" wide x 5" high	5.4" wide x 5.55" high
1/6 Page Vertical	2.29" wide x 5" high	3.07" wide x 5.55" high

MAXIMUM FITNESS

Magazine Trim: 8.25" x 10.875"
(8 1/4" x 10 7/8")

Binding Method: Perfect Bound

Printing Process: Web Offset

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

FILE SPECIFICATIONS

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: Maximum Fitness

Password: maxfit55

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: 7.42" x 10.08").
- Be mindful of spine – give 0.5" allowance.

Quark Documents:

- Please size all Quark documents to 8.25" x 10.875".
- 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.