

oxygen

ROBERT KENNEDY'S
WOMEN'S FITNESS



MEDIA KIT
2012

Oxygen Fitness: Our readers' number one trusted resource for vital information on training, nutrition, weight loss, health and fitness

MISSION

Oxygen is designed to inform, educate and inspire women of all ages about the joys and benefits of fitness, proper nutrition, health and resistance training.

Helping women acquire a sound body and a clear mind to achieve an energy-filled, stress-free lifestyle and empowered self-image. It's the ultimate guide to the invigorating world of fitness.



EDITORIAL CONTENT

45%

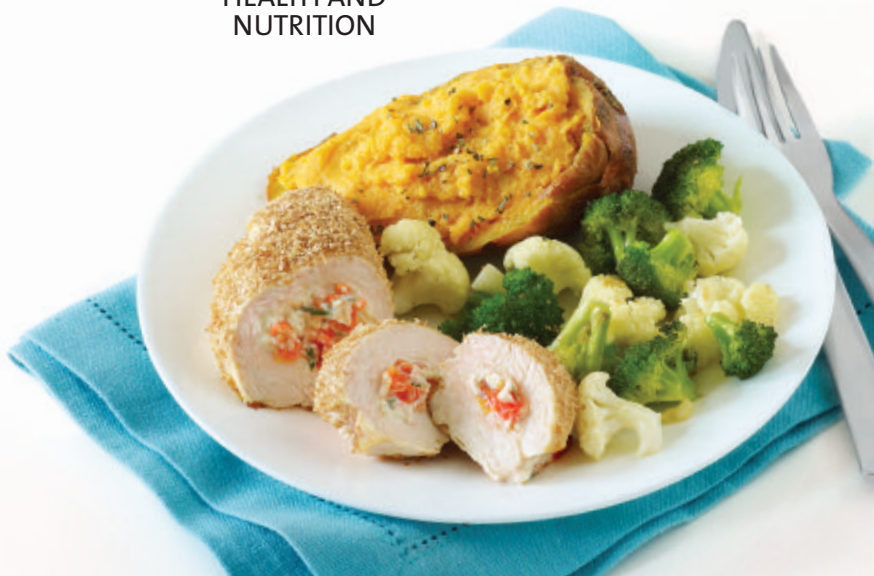
FITNESS AND TRAINING

30%

HEALTH AND NUTRITION

20%

INSPIRATION AND MOTIVATION



2012 Editorial Themes



February '12

- Your strong and sexy six pack
- Best Body 2

March '12

- Blast More Fat
- Best Body 3

April '12

- Your best glutes
- Supplement feature

May '12

- Tight, toned for spring
- Muscle-building recipes

June '12

- Get your bikini body
- Cardio plan to blast fat

July '12

- New ways to speed up your metabolism
- Instant energy boosters

August '12

- Your sexy abs
- Supplements

September '12

- Stay fit this fall
- The benefits of stretching

October '12

- Build a better butt
- Glutes-shaping meals

November '12

- Stay stress-free this season
- Burn fat

December '12

- Your supplements guide
- Get motivated, avoid winter weight gain

January '13

- Your best body in 2013!

Editorial content subject to change without notice.

2012 PUBLISHING SCHEDULE

COVER DATE	ON SALE	AD CLOSING	MATERIAL
Feb. '12	Jan. 17 '12	Nov. 15 '11	Nov. 22 '11
Mar. '12	Feb. 22 '12	Dec. 14 '11	Dec. 21 '11
Apr. '12	Mar. 20 '12	Jan. 17 '12	Jan. 24 '12
May '12	Apr. 17 '12	Feb. 14 '12	Feb. 21 '12
June '12	May 22 '12	Mar. 20 '12	Mar. 27 '12
July '12	June 22 '12	Apr. 17 '12	Apr. 25 '12
Aug. '12	July 24 '12	May 15 '12	May 22 '12
Sept. '12	Aug. 21 '12	June 18 '12	June 25 '12
Oct. '12	Sept. 18 '12	July 16 '12	July 23 '12
Nov. '12	Oct. 23 '12	Aug. 20 '12	Aug. 27 '12
Dec. '12	Nov. 20 '12	Sept. 17 '12	Sept. 24 '12
Jan. '13	Dec. 18 '12	Oct. 15 '12	Oct. 22 '12

88

PERCENT OF READERS WORK OUT 3 OR MORE TIMES PER WEEK

OXYGEN SPECIALS

SPECIAL TITLE	ON SALE	AD CLOSING	MATERIAL
<i>Fat Loss</i>	Jan. 3 '12	Nov. 2 '11	Nov. 9 '11
<i>Abs</i>	Apr. 3 '12	Feb. 1 '12	Feb. 8 '12
<i>Glutes</i>	July 3 '12	May 2 '12	May 8 '12
<i>Off the Couch</i>	Oct. 2 '12	Aug. 1 '12	Aug. 8 '12





New! Oxygen bookazine series

A limited number of premium ad positions available

76 PERCENT OF READERS SPEND THREE HOURS OR MORE LOOKING AT/READING OXYGEN

Advertising Rates

4-Color	1x	3x	6x
Full Page	\$21,125	\$20,070	\$19,065
2/3 Page	\$16,740	\$15,900	\$15,105
1/2 Page	\$13,400	\$12,730	\$12,100
1/3 Page	\$9,210	\$8,750	\$8,310
4-Color	9x	12x	
Full Page	\$17,900	\$16,850	
2/3 Page	\$14,200	\$13,345	
1/2 Page	\$11,375	\$10,690	
1/3 Page	\$7,810	\$7,340	

Covers

Cover 2	\$26,400
Cover 3	\$25,350
Cover 4	\$27,500

*Agency commission 15% to recognized advertising agencies.

All prices are in Net U.S. dollars and are subject to change.



Ad Specifications

UNIT	TRIM	LIVE/NON-BLEED	BLEED
Full Page	7.625" x 10.5"	6.75" x 9.5"	7.875" x 10.75"
Spread	15.25" x 10.5"	14.25" x 9.5"	15.5" x 10.75"
½ Page Horizontal	N/A	*6.75" x 4.25" <small>*1/2 Page Horizontal: Position live matter .4" from top and .7" from bottom</small>	7.875" x 5.5"
⅓ Page Vertical	N/A	1.9375" x 9.5"	3" x 10.75"
⅓ Page Square	N/A	4.125" x 4.25"	5.125" x 5.5"
¼ Page Vertical	N/A	1.9375" x 4.25"	3" x 5.5"

Magazine Trim: 7.625" x 10.5" (7 5/8" x 10 1/2")

Printing Process: Web Offset

Binding Method: Perfect Bound



MATERIAL REQUIREMENTS

Method of Production:

Oxygen is printed by high-speed web offset and is perfect bound. As a result of this process, folding and trimming are subject to variation.

- Please adhere to the live area specifications as stated above.
- Text type should be a minimum of 8 points. Text that is less than 8 points should be 100% black. *Oxygen* is not responsible for reproduction of reverse, color or 4 color black type that is less than 8 points.

Requirements:

- All ads must be high resolution, flattened PDF files (Acrobat 4—PDF 1.3 compatible) or saved as PDF-X1a files.
- We do not accept TIFF, JPEG, EPS, AI or other file formats.
- Images and page content must be CMYK or grayscale (no RGB or spot colors accepted), TIFF or EPS (no JPEG) and higher than 280 dpi. Total ink density of images or page content should not exceed 340%.
- All ads with bleed must have .125" (1/8") bleed beyond trim on all four sides.
- Offset crop/registration marks .167" beyond trim OR do not embed.
- More detailed instructions for proper file creation are available on our Ad Shuttle site or by contacting your sales rep.

Spreads and Multiple Page Ads:

- Spread ads must be submitted as spreads.
- Ads with 3 or more pages should be submitted as single pages.
- Gutter allowance not included for spreads. Give .5" (1/2") allowance for type running across page.

Ad Submissions:

- All files must be submitted via the Publisher Studio Ad Portal: www.adshuttle.com

Premium Ads and Marketplace:

- Gatefolds, posters, inserts and bind-in/blow in cards may be supplied on CD or DVD or sent via our FTP site. Marketplace ads may be supplied by email. Please contact your sales rep for more details.

General Information:

- Advertiser accepts responsibility for any printing errors resulting from materials supplied other than as specified.

