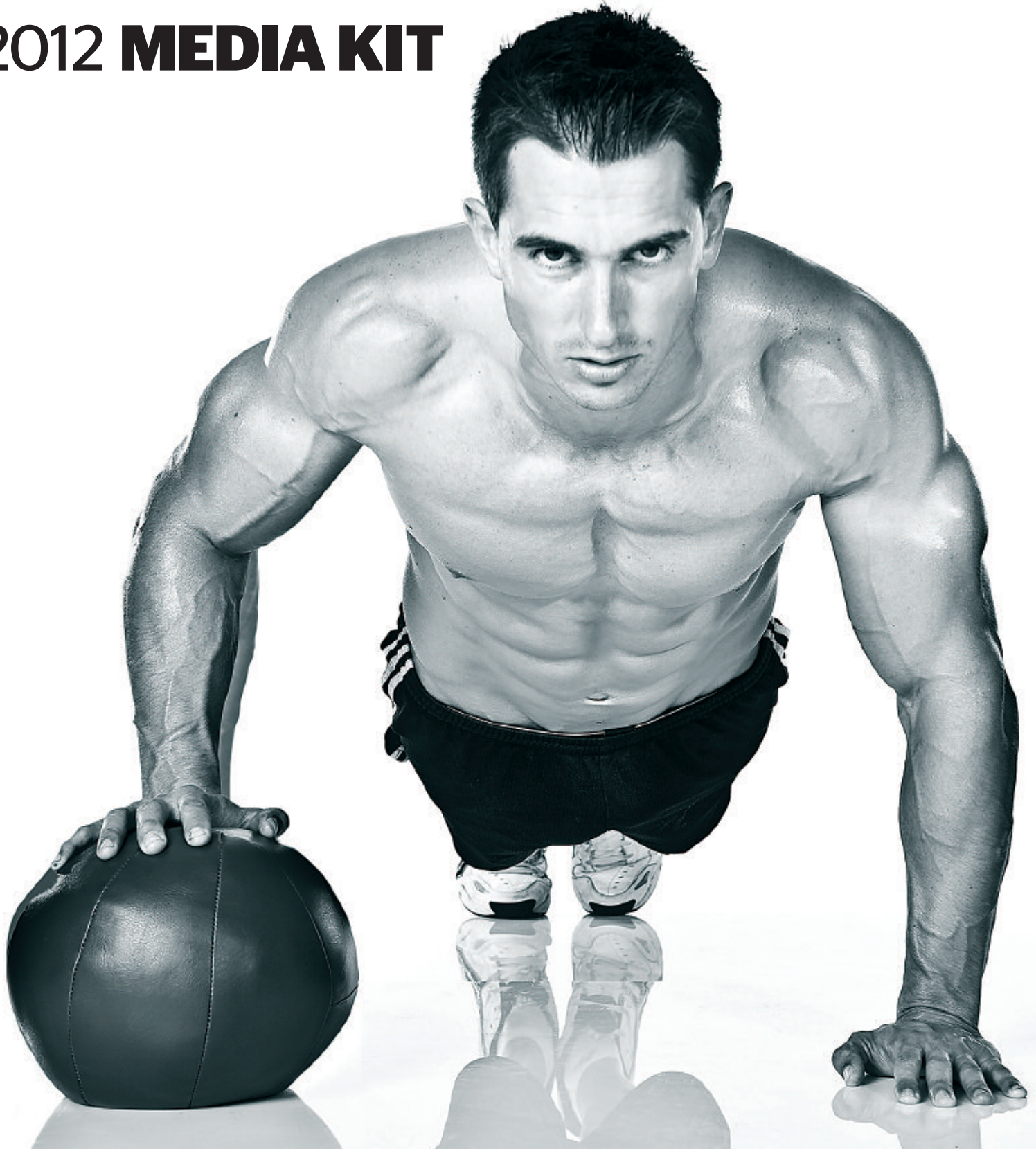


REPS!

2012 MEDIA KIT



REPS! principles are founded on building a healthy lifestyle by combining clean eating, smart supplementation and vigorous exercise to promote fitness, longevity, energy, health, mental well-being and physical excellence.



FIRST REP

Jam-packed full of useful information and organized in convenient sections including Health, Nutrition, Better Sex, Supplements and Featured Girl.



NUTRITION & SUPPLEMENT INFO

The latest health and nutrition stories plus science and supplement reports that will educate and inform.



TRAINING ZONE

State-of-the-art muscle-building programs and practical strategies designed to help you sculpt a functional and muscular body that performs like a champion.

2012 Editorial Calendar

JAN/FEB

Quick-Start New Year's Program

(Your complete training system)

Partner-Resisted Ab Training: How to turn your partner into a dumbbell

Technique Feature: Hand grip changes to build a better back

Fat Loss: Cortisol—friend or enemy of training success?

Training Health: Your REPS medical bag of instant fitness fixes

Meal Planner: High-protein pasta recipes any guy can make

New US Army Fitness Standards: Think you have what it takes to pass these basic moves?

MAR/APR

Ab Training: Resistance work, cardio, meal planner and more

Technique Feature: Priority training

New Training: Suspension

Training/Free Weights—How to incorporate suspension training into your push-pull cycle

Beyond the Gym: Five things she never wants to know about you

Health: 21 Stress Busters; 10 foods, 2 breathing techniques, 2 10-minute cardio cycles and more

Meal Planner

MAY/JUNE

Get Sliced By July 4: Plyo for fat loss and HIIT training routines

New Training: Three upper body burnouts incorporating suspension moves

Technique: Developing a mind-muscle connection

Supplements: Boosting your sex hormones with supplements

Training for Your First 5K How to finish in under 30 minutes and love it

Meal Planner

JULY/AUG

Easy Summer Training: Five 25-minute workouts (back; chest; shoulders/triceps/biceps; quads; hamstrings)

Technique: Three intensity techniques worth trying immediately

20-Minute Home/Hotel Ab Training: Increasing intensity with a resistance band

Meal Planner



SEPT/OCT

Time to Get Serious With Your Training Again (Back to gym, post-summer training)

Perfecting Your Push-Up: The ultimate guide when you can't find a gym

Fitness Health: Roller pads—as good as massage (8 crucial exercises to prevent injury and sustain growth)

Meal Planner

NOV/DEC

Winter Training: What you need to know to avoid injury from the cold

Five Exercises You Must Do

Meal Planner

Editorial content subject to change without notice.

2012 PUBLISHING SCHEDULE

COVER DATE	ON SALE	AD CLOSING	MATERIAL
Jan/Feb	Jan. 3 '12	Oct. 31 '11	Nov. 7 '11
Mar/Apr	Feb. 28 '12	Dec. 16 '11	Jan. 2 '12
May/June	Apr. 24 '12	Feb. 20 '12	Feb. 27 '12
July/Aug	June 26 '12	Apr. 23 '12	Apr. 30 '12
Sept/Oct	Aug. 28 '12	June 22 '12	June 29 '12
Nov/Dec	Oct. 30 '12	Aug. 27 '12	Sept. 4 '12

ADVERTISING RATES

4-COLOR	1 x	3 x	6 x	12 x
Full Page	\$7,475	\$7,100	\$6,745	\$6,070
½ Page	\$3,925	\$3,728	\$3,505	\$3,155
¼ Page	\$2,625	\$2,495	\$2,370	\$2,130
Cover 2	\$9,350	Agency commission 15% to recognized advertising agencies. <i>All prices are in Net U.S. dollars and are subject to change.</i>		
Cover 3	\$8,970			
Cover 4	\$9,700			



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"	7.875" x 5.5"
<small>*1/2 Page Horizontal: Position live matter .4" from top and .7" from bottom</small>			
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"
⅙ 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:

REPS 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. REPS 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.