

THE SCIENCE OF BUILDING MUSCLE

EFFORTS!

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MEDIA KIT



THE *REPS!* MISSION: GIVING YOU THE TOOLS TO BE YOUR BEST

Reps! is dedicated to helping readers who are passionate about bodybuilding and physical fitness achieve results through the regular use of progressive resistance training (free weights and machines) and cardiovascular activity. It's a personal-training manual that allows each reader to cull tips from top bodybuilders, exercise scientists and sports nutritionists to build a body that's in shape both inside and out.

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. *Reps!* instructs and motivates readers through the latest research on exercise science and sports nutrition to allow them to excel in their physical endeavors in the fastest time possible.

Reps! readers are doers; they're passionate about fitness and overwhelmingly follow a regular routine and maintain a strict, clean diet while taking in the supplements that help them achieve their goals. These individuals are leaders, not followers, for whom fitness isn't just a habit but a lifestyle, whether at the gym or at home.

Count on *Reps!* to deliver cutting-edge weight-training advice, nutritional news and effective fat-burning each issue.



THE BEST SOURCE FOR BUILDING YOUR BODY

Reps! prides itself on delivering to readers the most cutting-edge and straightforward training, supplement and nutrition information coupled with male and female models who have attainable-looking physiques that readers can strive for. By combining the most dynamic photography and graphic design in the business, *Reps!* has surged ahead of its competitors and is now one of bodybuilding's hottest publications. Every issue is loaded with insider's training advice and proven routines, detailed eating plans and supplementation programs, exclusive interviews, protein-packed recipes and fat-burning programs guaranteed to deliver fast results. *Reps!* delivers no-nonsense, unbiased advice that readers come to count on.

OVER 100,000 DEDICATED READERS PER ISSUE!

IN EVERY ISSUE

FIRST REP

FIRST REP is jam-packed full of useful information and is organized in convenient sections:

- **Training Tips & Advice**
- **Nutrition News**
- **Health Watch**
- **Better Sex**
- **Fat Fighting**
- **Supplement Reviews**

REGULARS

- **Editorial**
A word from Bob Kennedy
- **Spotlight**
Bodybuilder profile
- **Body Fuel**
Menu for muscle
- **Ask *Reps!***
Answers to your muscle questions
- **Focus on Muscle**
 - Featured Exercise
 - Target Training
 - Finishing Moves
 - Lean Machine
 - Expert Advice
 - Feed the Beast
- **Urban Muscle**
Real people. Real muscle.
- **Legends Series**
Bodybuilding icons
- **Transformed**
Reader reconstruction
- **The Heat Index**
Hard-bodied hottie
- **Liquid Muscle**
Shake your way to a hard body
- **Muscleaneous**
Gossip from the gym grapevine
- **Sexy Pictorial**
Featuring hot fitness models

2010 EDITORIAL CALENDAR

SPRING 2010

- Complete Beginner's Routine – Get started right with this comprehensive program that uses only two pieces of basic equipment: an adjustable bench and adjustable dumbbells.
- Big Pic: *Reps!* continues its series of highly successful profiles of amateur athletes and the routines, workouts and tips that helped them conquer a particular bodypart. Compare and contrast what works for these top physique stars.
- Fire Up Your Chest Training – Get out of a rut on chest day with this routine that'll fire up muscle growth as you make slight adjustments to your favorite mass-building moves.
- **Best Supplements for Mass Building** – Putting on offseason size is simplified with this guide to mass building supplements, including the 4-1-1 on what to take, how much and when.

SUMMER 2010

- Guide to Looking Bigger by Leaning Out – A comprehensive 10-week plan to get in the best shape of your life by following an approach similar to what many competitive bodybuilders do, including adjustments to your training, cardio, diet and supplements.
- **Best Get-Ripped Supplement Stacks** – When you're trying to dial in the last 5-10 pounds, here are the best stacks for getting you there faster, including dosages and timing for optimal gains.
- Muscle Up Workouts – New routines for shoulders, back and legs for building a complete physique.
- Progressive Ab Workout – Many ab routines fail because they're done for the same sets and reps combinations over time, never challenging you to work harder as you get stronger. That's where this one's different.
- 15 Secrets to a Better Workout – Get out of your comfort zone with these 15 ways to shock your body.

Editorial content subject to change without notice.

FALL 2010

- *Reps!* Guide to Strength Building – Putting your muscle-building routine in the back seat as we focus on maximizing strength in this two-month workout. All the best exercises with insider's tips, plenty of how-to, optimal splits, rest periods – everything's explained.
- **Strength-Building Supplements** – Like you cycle your training for muscle building, strength or getting ripped, here's your companion to providing muscles with the raw materials they need for optimizing strength.
- Strong Men – *Reps!* exclusive with top power bodybuilders – not guys with freaky size but *Reps!* physiques – on how they use powerlifting and strong man moves to succeed in bodybuilding. What works best for each and how you can do it, too!
- **Guide to Protein Powders** – What are whey, soy, casein and egg proteins, how do they differ, when to use each and under what circumstances.

WINTER 2010

- Plateau-Busting Techniques – When you're stuck in a rut, it's time to try something new. *Reps!* details several of the best intensity boosters, including rest-pause, negatives, partials and other techniques to keep you growing.
- Offseason Mass Training – A guide to putting on 20 solid pounds of muscle over the winter, complete with routine and training split, key exercises and how to introduce variety to ensure you don't hit a plateau.
- **Joint Juice** – Lifting big puts a toll on your joints and connective tissue, so paying attention to your support structure is critical. Here are the best supplements, what to take, how much and when.
- Bodypart Training – Solid routines, key exercises with some unusual variations for chest, triceps, biceps and legs.

PUBLISHING SCHEDULE

COVER DATE	ON SALE	AD CLOSING	MATERIAL
SPRING '10	Jan. 12 '10	Nov. 18 '09	Nov. 23 '09
SUMMER '10	Apr. 20 '10	Feb. 24 '10	Mar. 1 '10
FALL '10	July 13 '10	May 19 '10	May 24 '10
WINTER '10	Oct. 12 '10	Aug. 18 '10	Aug. 23 '10

AD RATES

AD SIZE	1x	2x	4x	8x
SPREAD	\$9,425	\$8,900	\$7,575	\$7,025
FULL PAGE	4,850	4,325	3,900	3,375
1/2 PAGE	2,800	2,500	2,075	1,825
1/3 PAGE	1,800	1,575	1,300	1,075
1/6 PAGE	1,125	875	700	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



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: Reps

Password: reps22

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.