

**MATERIALS**

Vendor prepared PDF X1A only with a contract proof. It is the policy of Weider Publications not to accept native application files such as Quark, Photoshop or Illustrator. We also do not accept film. Information should be supplied on a Macintosh formatted CD-ROM. Materials should include three files: final page, (FP) continuous tone (CT) and line work (LW). The CT file should comply with the SWOP standards between 200 and 400 dpi. The total density should not exceed SWOP, which is 300%. All required trapping must be included in the file. The black text should be merged with the LW: right read portrait mode only, 100% size, no rotations, standard trim and bleed marks in all separations. Use only postscript fonts. Truetype fonts are unacceptable. Avoid using Multiple Master fonts. Images for 4/C ads must be submitted as final, high resolution, CMYK files.

**GENERAL ADVERTISING POLICY**

Rates are based on receipt by Publisher of complete file and proofs in conformance with Men's Fitness mechanical specifications. Materials are to be supplied by due dates shown on the rate card, or by extended dates officially granted by Production Coordinator. Publisher retains right to reject artwork if there is insufficient time to submit proof for advertiser's approval before materials are required. Beer, liquor and wine advertising is acceptable, but Men's Fitness does not accept advertising for tobacco products. Past due accounts are subject to 1.5% monthly service charge. We accept checks, money orders, wire transfers, American Express, Visa, and Master Card.

**ADVERTISING OFFICES****NEW YORK**

One Park Avenue  
10th Floor  
New York, NY 10016  
Phone (212) 545-4800  
Fax (212) 447-0402

**LOS ANGELES**

6420 Wilshire Blvd.  
15th Floor  
Los Angeles, CA 90048  
Phone (323) 658-2041  
Fax (323) 651-1767

**CHICAGO**

444 North Michigan Avenue  
Suite 400  
Chicago, IL 60611  
Phone (312) 396-8000  
Fax (312) 396-1998

**DETROIT**

296 Town Center Drive  
Troy, MI 48084  
Phone (248) 588-1720  
Fax (248) 589-9363

**LATE ADVERTISING**

Publisher may be able to accept full-page or spread advertisements after closing dates on a "space available" basis, with the understanding that such advertisements will be positioned in the magazine solely at Publisher's discretion.

**MECHANICAL REQUIREMENTS**

Printing Process: Web Offset. Binding: Perfect. Regionals, Full A/B Splits AND Half Run A/B Splits: Available. Please speak to your Men's Fitness sales representative.

Inserts: Full-size supplied inserts are charged at black and white open rate per side, e.g. a single-sheet is charged as two black and white pages. Magna-strip binding extra. Card inserts measuring smaller than a half page are charged at one-half the open rate per side, e.g. a Business Reply Card measuring 4" x 6" is charged as one black and white page. Inserts smaller than a full-page are acceptable only with a full page backup ad. Specifications, quantities, shipping information, etc., for all inserts will be supplied by Production Coordinator after space is scheduled. All supplied inserts must be reviewed by the Production Department to determine bindery charges and whether the inserts meet our manufacturing specifications. Rates and production charges for booklets and other special formats available upon request from the V.P. of Sales Operations.

**ALL MATERIALS FOR ADVERTISEMENTS SHOULD BE SENT TO:**

**Men's Fitness Magazine**  
**Melanie Kolbasowski, Production Manager**  
**Men's Fitness Production Department**  
**One Park Avenue, 3rd Floor**  
**New York, NY 10016**  
**P: (212) 743-6635 F: (212) 743-6610**  
**Email: [mkolbasowski@amilink.com](mailto:mkolbasowski@amilink.com)**