

mf

2009 dads & grads Gift Guide

BOOST REVENUE THIS JUNE AND BEYOND!

SPOTLIGHT YOUR PRODUCT AS THE PERFECT GIFT THIS SPRING IN THE MEN'S FITNESS Dads & Grads Gift Guide. Here's your chance to offer 7.9 million readers superior gift choices for Father's Day and graduation.

ADVERTISEMENT
A PERFECT GIFT FOR
DADS&GRADS

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>DAVIDOFF <i>Cool Water</i></p> <p>DAVIDOFF COOL WATER FATHER'S DAY SET</p> <p>Surprise him with all his classic Davidoff Cool Water favorites. For \$82.00, this gift set features an Eau de Toilette Spray, and as your BONUS, receive the After Shave Balm, Shower Gel and a Deodorant Stick.</p> <p>A \$128.00 value.</p> <p>Available at macys.com.</p>  | <p>Zappos POWERED BY SERVICE</p> <p>SHAPE UP YOUR SHOE RACK AT ZAPPOS.COM</p> <p>Browse millions of shoes, tons of color and style, and a lot more—all with free shipping both ways. Style shown: The North Face Hedgehog 80R1, \$109.95.</p> <p>Zappos.com</p>  | <p>MOVADO SERIES 800</p> <p>MOVADO SERIES 800™ CHRONOGRAPH</p> <p>Introducing Movado Series 800™ Chronograph—the art of performance. Watches with bold, beautifully sculpted contours and the rugged character and performance features of a true sports watch. Water resistant to 200m.</p> <p>Visit series800.com or call 1-888-4M-DV8700.</p>  |
| <p>adidas</p> <p>ADISTAR CONTROL WITH FORMOTION</p> <p>Adapts to each individual footstrike to provide a smooth landing and transition. Reduces forces on knees and ankles, preventing overuse injury and further protecting against inefficient biomechanics.</p> <p>MSRP \$130.00</p> <p>Visit adidas.com/running for your nearest retailer.</p>  | <p>KENNETH COLE REACTION</p> <p>KENNETH COLE REACTION</p> <p>Want a Reaction? Check out the Dynamic Trio Gift Set, featuring two full-size fragrances: most have: Eau de Toilette Spray and After Shave Splash. And in a travel-sized Eau de Toilette and the Trio is complete.</p> <p>This gift set, a \$128.00 value, is yours for only \$60.00.</p> <p>Available at macys.com.</p>  | <p>asics</p> <p>ASICS GEL-NIMBUS 9</p> <p>ASICS' premier cushioning shoe, the GEL-Nimbus 9, features a supportive platform and an upper construction that provides an exceptional fit leading to an amazingly cushioned ride.</p> <p>MSRP \$190.00</p> <p>Visit asics.com to learn more about the ASICS GEL-Nimbus available June 1.</p>  |

Listings could include:

- ▶ Newest gear, gadgets and grooming aids
- ▶ Best in fashion, footwear and performance apparel
- ▶ Exciting outdoor adventures
- ▶ Finest fitness programs and products

Timing is everything.

- ▶ Your 1/6 page ad will run in the June/July issue, on sale May 19, giving readers plenty of time to buy your product for Father's Day and graduation.

Extend your reach online.

- ▶ The Dads & Grads Gift Guide will also be featured on MensFitness.com. MensFitness.com receives 3.4 million page views per month.

The price is right.

- ▶ Reach 7.9 million active Men's Fitness readers for just \$4,700 net—unbeatable CPM!

You provide:

- ▶ Hi-res product shot and logo (EPS or TIFF file)
- ▶ Approximately 25-50 words of copy
- ▶ Your website address and/or 800 number

June/July Issue:

- ▶ Closing Date: March 31
- ▶ Material Due: April 7
- ▶ On-sale Date: May 19

Materials:

Anna Ballard
One Park Avenue 10th Floor
New York, NY 10016
212-743-6583
aballard@amilink.com

Source: MRI Fall 2008

Contact: Your Men's Fitness representative or Marc Richards,
Vice President, Publisher, at 917-256-5404 or mrichards@amilink.com.

Men's Fitness