

MUSCLE & FITNESS Hers

For Women Who Want
More Out Of Fitness

At a Glance

Sources: July 2002 ABC statement, Fall 2002 MRI, *Muscle & Fitness Hers* 2003 rate card.

Rate Base: 250,000
(ABC Audited)

Total Audience: 1,109,000

Total Women: 962,000

Median Age: 34

Median HHI: \$58,142

Single: 35%

College Educated: 65%

Employed: 78%

4C Page Rate: \$16,850

B&W Page Rate: \$13,830



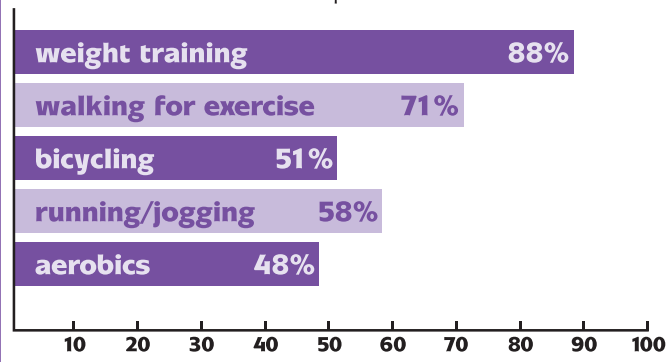
A UNIQUE FITNESS PUBLICATION FOR WOMEN

Muscle & Fitness Hers was designed for the ever-expanding audience of active women who demand more out of fitness. They're taking it more seriously than ever before, comprising a powerful new marketplace segment that's both lucrative and growing. *Muscle & Fitness Hers* was on target — publication increased from quarterly to bimonthly before its first year was complete, and circulation has been skyrocketing. The goal of *Muscle & Fitness Hers* is to give all women at every fitness level the motivation and information they need to perform their very best.

PROFILE: THE MUSCLE & FITNESS HERS READER

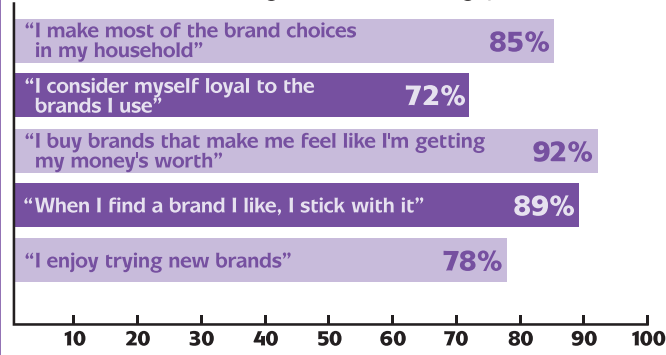
Our Readers are Sports and Fitness Enthusiasts*

% of readers who participated in the following sports/fitness activities in the past 12 months



Our Readers Make Their Household Purchasing Decisions*

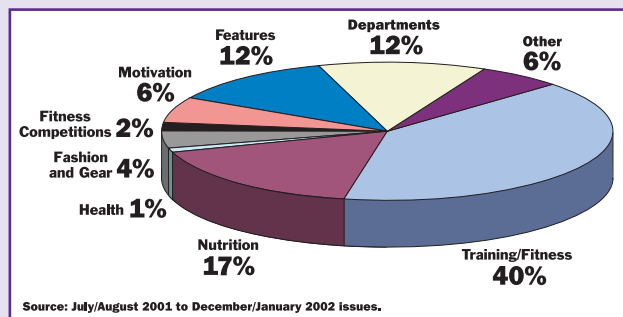
% of readers who agreed to the following questions



*Source: 2001 Reader Survey.

THE PERFECT EDITORIAL MIX

The editors of *Muscle & Fitness Hers* know their audience well, and give their readers the perfect blend of features and information month after month:



Source: July/August 2001 to December/January 2002 issues.

THE IDEAL ADVERTISER MARKETPLACE

With its perfect blend of fitness and fashion, *Muscle & Fitness Hers* has proven to be an excellent marketplace for such national advertisers as Sears, U.S. Army, Rogaine for Women, Avia, Rexall and Carushka.



EXCLUSIVE FEATURES AND INSERTS

As a bonus throughout the year, readers enjoy special features exclusive to *Muscle & Fitness Hers*, including exercise logs, nutrition charts and workout posters.

