

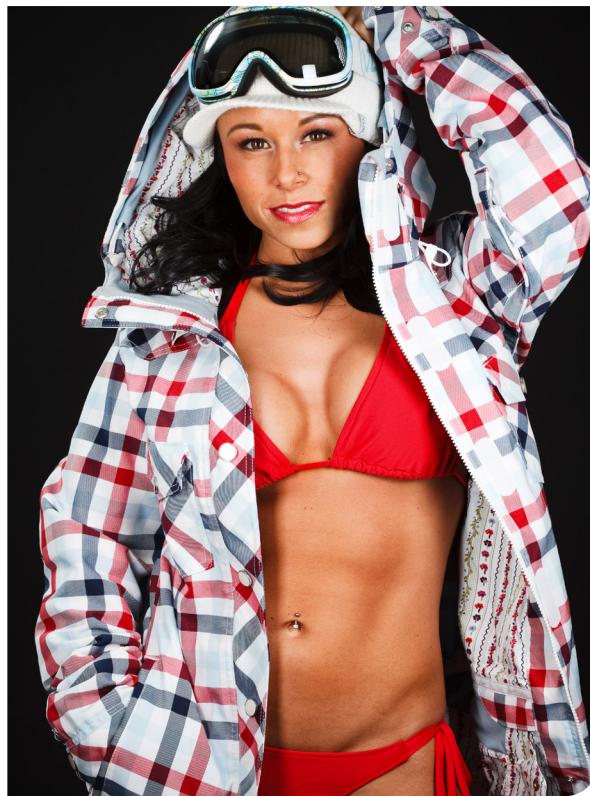
# NWFitness

## MAGAZINE



2012

{MEDIA  
KIT}



- 1.....Contact | Mission Statement | Contributors
- 2.....Magazine Content
- 3 - 4...Advertising Information
- 5 - 6...Submission of Advertising Media

# {Contact}

## Sales & Marketing

Jeremy Williams  
jwilliams@nwfitnessmag.com  
253.335.8237

## Design

Thomas Griffin  
tgriffin@nwfitnessmag.com  
206.854.8310



## MISSION STATEMENT

Many fitness publications offer only a national perspective alienating the specific needs of our region. The goal of NWFitness Magazine is to give a local perspective to our regions fitness enthusiast and associated businesses. Catering to the needs of the greater Northwest by spotlighting local business, local athletes and fitness experts, local events and exercise tips that are specific to dealing with the various conditions with being active in the Northwest.

**Northwest  
Fitness  
Magazine is the  
Regions #1 Source  
for Fitness!**

## contributors

### PHOTOGRAPHY

April Greer  
Chris Watkins  
Daniel Lupastean  
Jim Wallingford  
Mark Mason  
Rocco Cristofaro

### Fitness, Health & Equipment Experts

|                     |                |
|---------------------|----------------|
| David Patterson     | Rob Sax        |
| Tanji Johnson       | Turk Fickling  |
| Dr. Anthony Arreola | David London   |
| April Greer         | Ken Ralston    |
| Traci Perry         | Nathan DeTracy |
| Rocco Cristofaro    | Tim Leach      |
| Daniel Lupastean    | Tim Molenaar   |
| Jim Wallingford     | Brian Perry    |

# {CONTENT}

Competition & Event Coverage



Health & Wellness



Cooking | Recipes | Culinary

Outdoor Activities



Training & Sports



Reviews | Spa | Products

Regional Profiles  
Gym Spotlights  
Events Calendar  
Extreme Fitness  
Arts & Culture  
Mental Health  
Fashion



Interviews



Diet | Nutrition | Supplements



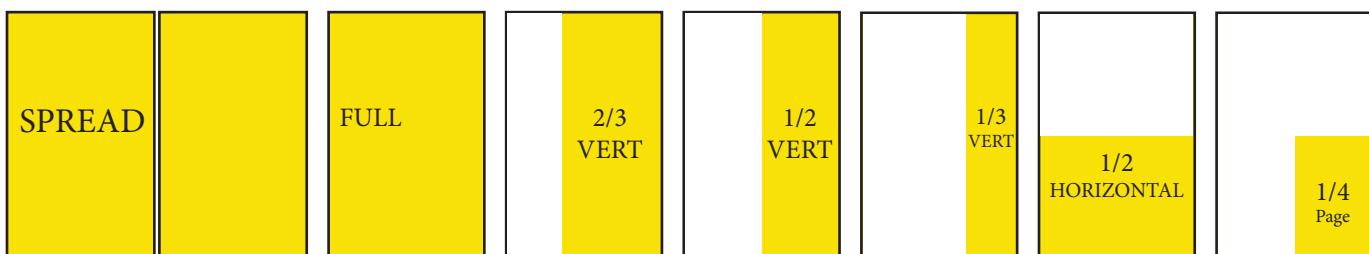
# NWFitness MAGAZINE

**Expected Year End Circulation:  
50,000+**

NWFitness Magazine is the premier fitness publication of the greater Northwest region of the United States. We are proud to cover all fitness related events and business from Vancouver BC to the farthest reaches of Oregon.

We have a rapidly growing base of paid subscribers. Viewership of our first issue has topped over 5000 with future issues expected to surpass those numbers. We offer a large and diverse distribution program for gyms, nutritional stores, hospitals and clinic waiting rooms. Our distribution program also includes the regions leading Crossfit Gyms.

## ADVERTISING SIZES



## {2012 RATES}

\*Please Contact Us Directly About Special Rates, Packages & Financing

| 4- COLOR  | 1x   | 3x (5% off) | 6x (10% off) | 8x (15% off) | 12x (20% off) |
|-----------|------|-------------|--------------|--------------|---------------|
| Spread    | 2000 | 1900        | 1800         | 1700         | 1600          |
| Full Page | 1000 | 950         | 900          | 850          | 800           |
| 2/3- Page | 667  | 634         | 600          | 567          | 534           |
| 1/2- Page | 500  | 475         | 450          | 425          | 400           |
| 1/3- Page | 333  | 316         | 300          | 283          | 266           |
| 1/4 -Page | 250  | 238         | 225          | 213          | 200           |

| COVER       | 1x   | 3x (5% off) | 6x (10% off) | 8x (15% off) | 12x (20% off) |
|-------------|------|-------------|--------------|--------------|---------------|
| Inside CV   | 1225 | 1164        | 1103         | 1041         | 980           |
| Inside CV   | 2500 | 2375        | 2250         | 2125         | 2000          |
| Spread      |      |             |              |              |               |
| Back        | 1225 | 1164        | 1103         | 1041         | 980           |
| Inside Back | 1225 | 1164        | 1103         | 1041         | 980           |

### Advertising Terms & Conditions

Orders are non-cancelable after closing date.

All content subject to publisher's approval.

Advertiser and agency assume liability for content of advertisements printed and assume responsibility for any claims made against the publisher.

Positioning of ads is at the discretion of the publisher except where requested

### 2012 Editorial Calendar

| Issue | Date         | Closing  | Theme                                  |
|-------|--------------|----------|--|
| 2     | April 15     | -----    | -----                                  |
| 3     | May 15       | 4.15.12  | The Crossfit Issue                     |
| 4     | June 15      | 5.15.12  | Northwest Fit Vacation Guide           |
| 5     | July 15      | 6.15.12  | Summer Issue                           |
| 6     | August 15    | 7.15.12  | NPC Expo Coverage                      |
| 7     | September 15 | 8.15.12  | Back To School                         |
| 8     | October 15   | 9.15.12  | The BIG issue                          |
| 9     | November 15  | 10.15.12 | Photos of the Year: Holiday Gift Guide |
| 10    | December 15  | 11.15.12 | Winter Preview:                        |
| 11    | January 15   | 12.15.12 | Winter Issue                           |
| 12    | February 15  | 01.15.12 | Ski & Snowboard Issue                  |

# NWFitness

## MAGAZINE

### Submission of Advertising Media

#### Print Copy (used for printed magazine)

| *****             | Size w x h     | bleed     | Margin (top, bottom, non-spine side) | Margin (spin side) | Resolution   | Color |
|-------------------|----------------|-----------|--------------------------------------|--------------------|--------------|-------|
| Full Page         | 8.5 x 11 inch  | .125 inch | .50 inch                             | .75 inch           | 300 dpi or > | CMYK  |
| 2/3 Page Vert     | 5.7 x 11 inch  | .125 inch | .50 inch                             | .50 inch           | 300 dpi or > | CMYK  |
| 1/2 Page Vert     | 4.25 x 11 inch | .125 inch | .50 inch                             | .50 inch           | 300 dpi or > | CMYK  |
| 1/3 Page Vert     | 2.8 x 11 inch  | .125 inch | .50 inch                             | .50 inch           | 300 dpi or > | CMYK  |
| ½ Page Horizontal | 8.5 x 5.5 inch | .125 inch | .50 inch                             | .50 inch           | 300 dpi or > | CMYK  |
| 1/4 Page          | 3.63 x 5 inch  | none      | none                                 | none               | 300 dpi or > | CMYK  |

#### Digital Copy (used for digital publishing to mobile devices)

| *****             | Size w x h     | bleed | Margin (top, bottom, non-spine side) | Margin (spin side) | Resolution   | Color |
|-------------------|----------------|-------|--------------------------------------|--------------------|--------------|-------|
| Full Page         | 8.5 x 11 inch  | none  | .50 inch                             | .50 inch           | 150 ppi or > | RGB   |
| 2/3 Page Vert     | 5.7 x 11 inch  | none  | .50 inch                             | .50 inch           | 150 ppi or > | RGB   |
| 1/2 Page Vert     | 4.25 x 11 inch | none  | .50 inch                             | .50 inch           | 150 ppi or > | RGB   |
| 1/3 Page Vert     | 2.8 x 11 inch  | none  | .50 inch                             | .50 inch           | 150 ppi or > | RGB   |
| ½ Page Horizontal | 8.5 x 5.5 inch | none  | .50 inch                             | .50 inch           | 150 ppi or > | RGB   |
| 1/4 Page          | 3.63 x 5 inch  | none  | none                                 | none               | 150 ppi or > | RGB   |

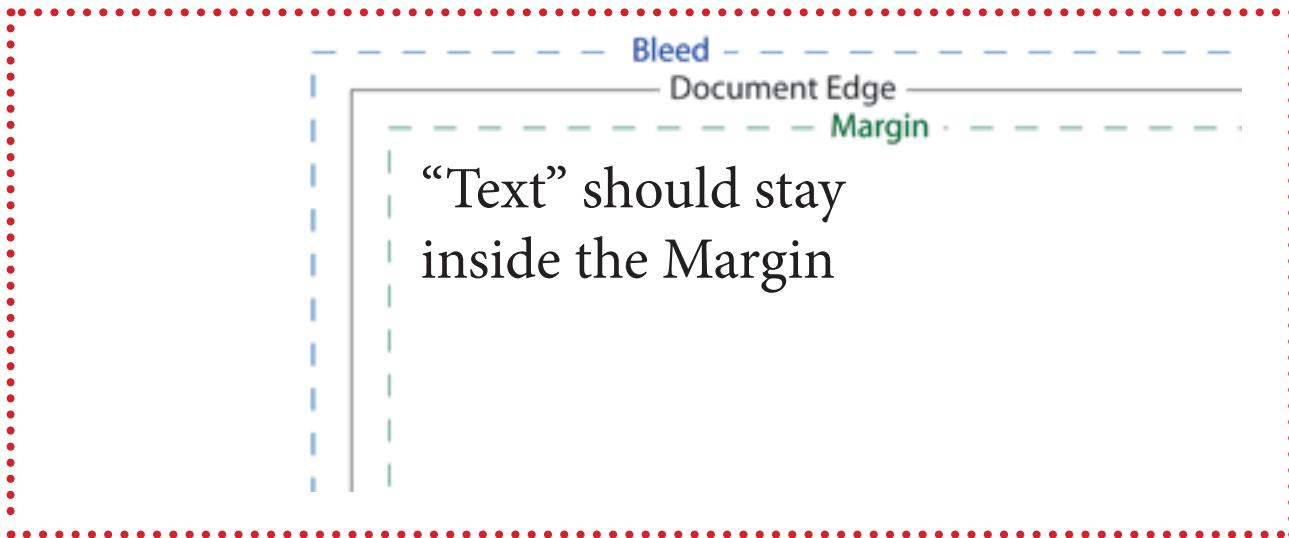
Note (Digital Copy can be used for the print version. However, images may lose color upon conversion to CMYK. Digital Copy may also be cropped or resized in order to fit proper print magazine margins and bleeds.

Recommend all files be sent as PDF or JPEG.

**Explanation of SPINE:**

Northwest Fitness uses perfect binding in its print magazines. This method gives the final product a more polished look. Because of this process margin on the spine of the page must be .75 inch to ensure text and images are not lost in the binding.

If left margin is .75 inch (spine margin) the ad will be displayed on a right side page in the magazine. If right margin is .75 inch (spine margin) the ad will be displayed on a left page in the magazine.

**Bleeds and Margin**

We recommend the ad be submitted twice, one image with a left spine and a second with a right spine margin. However, it is not required. If only one can be submitted please submit a left spine margin of .75 inch.

Submitting ad not adhering the proper margins may result in lose of text or images when magazine is printed, cropped and bound. All efforts will be made to fit the ad in properly.

Once ad is ready for submitting please contact [jwilliams@nwfitness.com](mailto:jwilliams@nwfitness.com) or [tgriffin@nwfitness.com](mailto:tgriffin@nwfitness.com). At which time you will be given a cloud storage location which files can be uploaded to. Mailing options are also available.

\*Submission of an ad gives Northwest Fitness Magazine, LLC the rights to resize and crop images as necessary. The actual content of the ad will not be edited without permission from the submitting party.