

NWFitness

MAGAZINE



2012

{MEDIA
KIT}



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{Contact}

Sales & Marketing

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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}

Outdoor Activities



Training & Sports



Competition & Event Coverage



Reviews | Spa | Products

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



Health & Wellness



Interviews



Cooking | Recipes | Culinary

Diet | Nutrition | Supplements

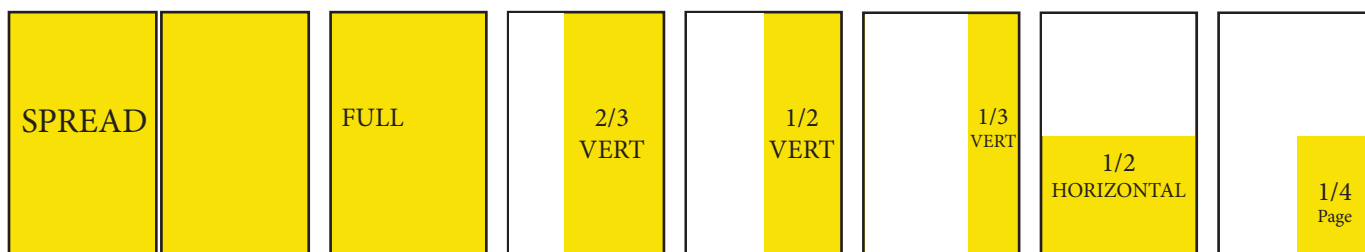


Expected Year End Circulation:
50,000+

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

NWFit**ness**

M A G A Z I N E

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
1/2 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
1/2 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

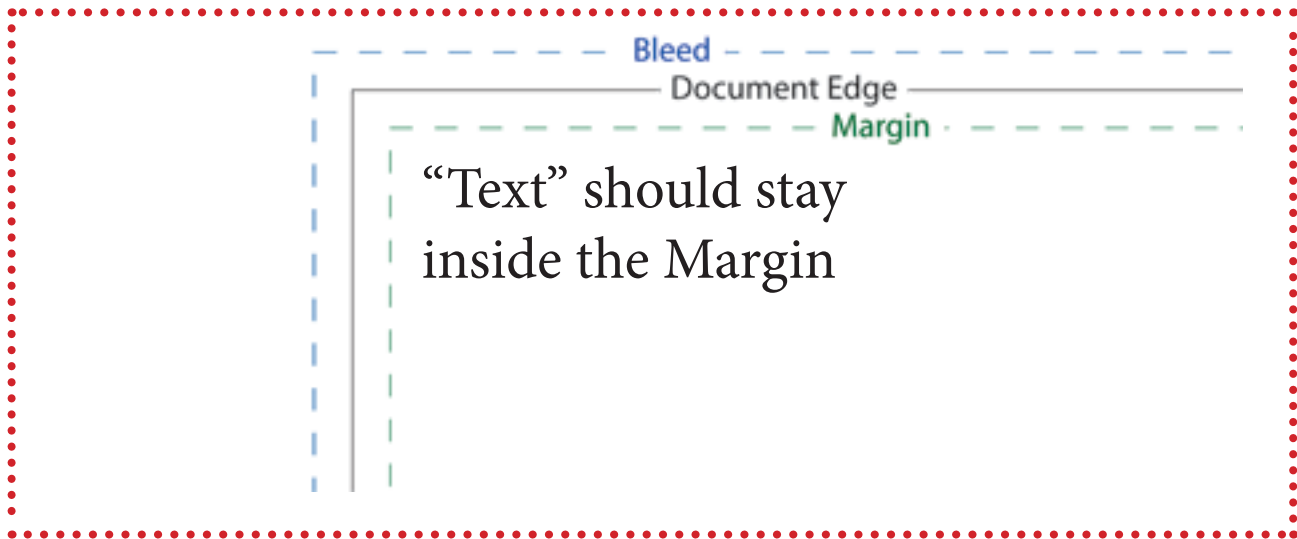
Note (Digital Copy can be used for the print version. However, images may lose color upon conversion to CMYK. Digital Copy may also be cropped or resized in order to fit proper print magazine margins and bleeds.

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 or 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.