Rugged Lifestyle, Refined Tastes

Everyday, affluent and adventure seeking consumers turn to Men’s Journal for informative content on the newest travel trends, gear and aspirational stories. These consumers set themselves apart from other media consumers with enthusiast foundations in the outdoor world that are coupled with refined lifestyle tastes.

Purchase Intent Driven by

- Having stimulating experiences, very important
  Index 178
- Always the first of my peers to try new products
  Index 187
- Sharing my opinion about products and services by posting reviews and ratings online
  Index 189
- Always looking for ways to live a healthier life
  Index 206

Source: 2020 comScore Multi-Platform/GfK MRI Media + Fusion (02-20/F19); base of total adults with men appended. MJ total brand
Rugged and Refined On Every Platform

MONTHLY REACH: 13.2 MILLION
Marketing Capabilities

Men’s Journal provides custom integrated marketing strategies for partners that address their specific priorities and are designed to:

- Maximize awareness, excitement and trial among target consumers
- Leverage the unique editorial perspective of Men’s Journal in supporting our partners’ goals and objectives
- Provide tangible, measurable results with creativity, originality and efficiency.

CAPABILITIES INCLUDE:

- VIDEO PRODUCTION
- EVENTS
- INFLUENCER TALENT
- NATIVE & BRANDED CONTENT
- CUSTOM PRINT
Rate Base
1,000,000

Audience
3,070,000

M/F %
90/10

Median Age
43.8

Median HHI
$93,285

Time Spent - minutes
33

Source: MRI Spring 2020.

Print Snapshot
Adventurous. Active. Affluent.
Digital Snapshot
A powerhouse of influential consumers

Unique Visitors
4,330,686

PVs
75,819,818

M/F %
63/37

Median Age
37.5

Median HHI
$111,754

Avg. Min Per Visit
2.1

Sources: Google Analytics and comScore 6 month average (Apr-Sept 2020)
Men’s Journal 2021 Editorial Calendar

JANUARY/FEBRUARY
Renewal
Begin 2021 with a commitment to health, wellness, and well-being for yourself, your community, and the planet.
AD AND MATERIALS CLOSE: 11/27/20
ON-SALE: 1/22/21

MARCH/APRIL
The Spring Gear Issue
Everything you need for a year of adventure, whether you’re headed to the coast, the mountains, or a bucket list city.
AD AND MATERIALS CLOSE: 1/29/21
ON-SALE: 3/26/21

JULY/AUGUST
The Perfect Summer
A guide to living your best Summer ever from A to Z.
AD AND MATERIALS CLOSE: 5/21/21
ON-SALE: 7/16/21

MAY/JUNE
The New World of Adventure
True exploration and bucket list experiences, both near and far.
AD AND MATERIALS CLOSE: 3/19/21
ON-SALE: 5/14/21

SEPTEMBER/OCTOBER
Style & Design
A deep dive into gear pushing the boundaries of style, design, performance, and function in sport, technology, automotive, home, and more.
AD AND MATERIALS CLOSE: 7/23/21
ON-SALE: 9/17/21

NOVEMBER/DECEMBER
The Winter Preview Issue
As a year unlike any other comes to a close, meet the men and women redefining food and drink in America and learn how to throw a feast worthy of the times.
AD AND MATERIALS CLOSE: 9/24/21
ON-SALE: 11/19/21
| Rate Base: 1,000,000 |

### General Rate Card | 2021

#### 4C

| Rate Base: 1,000,000 |

<table>
<thead>
<tr>
<th>4C</th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
<th>COVER 2</th>
<th>COVER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>210,830</td>
<td>168,000</td>
<td>126,000</td>
<td>84,005</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>3X</td>
<td>205,800</td>
<td>164,660</td>
<td>123,495</td>
<td>82,330</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>6X</td>
<td>201,585</td>
<td>161,270</td>
<td>120,955</td>
<td>80,640</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>9X</td>
<td>197,380</td>
<td>157,875</td>
<td>118,830</td>
<td>78,940</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>12X</td>
<td>193,185</td>
<td>154,560</td>
<td>115,945</td>
<td>77,245</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>15X</td>
<td>191,100</td>
<td>152,865</td>
<td>114,670</td>
<td>76,435</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>18X</td>
<td>188,940</td>
<td>151,170</td>
<td>113,400</td>
<td>75,545</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>21X</td>
<td>186,900</td>
<td>149,470</td>
<td>112,140</td>
<td>74,760</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>24X</td>
<td>184,780</td>
<td>147,855</td>
<td>110,855</td>
<td>73,930</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>27X</td>
<td>182,660</td>
<td>146,245</td>
<td>109,560</td>
<td>73,105</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>30X</td>
<td>180,540</td>
<td>144,945</td>
<td>108,270</td>
<td>72,270</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>33X</td>
<td>178,420</td>
<td>143,645</td>
<td>107,080</td>
<td>71,435</td>
<td>230,995</td>
<td>262,500</td>
</tr>
<tr>
<td>36X</td>
<td>176,300</td>
<td>142,345</td>
<td>105,905</td>
<td>70,600</td>
<td>230,995</td>
<td>262,500</td>
</tr>
</tbody>
</table>

#### B&W

| Rate Base: 1,000,000 |

<table>
<thead>
<tr>
<th>4C</th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>188,975</td>
<td>151,170</td>
<td>113,400</td>
<td>75,600</td>
</tr>
<tr>
<td>3X</td>
<td>185,220</td>
<td>148,115</td>
<td>111,145</td>
<td>74,100</td>
</tr>
<tr>
<td>6X</td>
<td>181,385</td>
<td>145,145</td>
<td>108,865</td>
<td>72,575</td>
</tr>
<tr>
<td>9X</td>
<td>177,650</td>
<td>142,130</td>
<td>106,610</td>
<td>71,045</td>
</tr>
<tr>
<td>12X</td>
<td>173,870</td>
<td>139,095</td>
<td>104,320</td>
<td>69,560</td>
</tr>
<tr>
<td>15X</td>
<td>171,965</td>
<td>137,590</td>
<td>103,195</td>
<td>68,805</td>
</tr>
<tr>
<td>18X</td>
<td>170,095</td>
<td>136,060</td>
<td>102,065</td>
<td>68,050</td>
</tr>
<tr>
<td>21X</td>
<td>168,170</td>
<td>134,535</td>
<td>100,925</td>
<td>67,295</td>
</tr>
<tr>
<td>24X</td>
<td>166,320</td>
<td>133,045</td>
<td>99,790</td>
<td>66,530</td>
</tr>
<tr>
<td>27X</td>
<td>164,470</td>
<td>131,565</td>
<td>98,655</td>
<td>65,835</td>
</tr>
<tr>
<td>30X</td>
<td>162,620</td>
<td>129,095</td>
<td>97,515</td>
<td>65,080</td>
</tr>
<tr>
<td>33X</td>
<td>160,770</td>
<td>126,625</td>
<td>96,375</td>
<td>64,325</td>
</tr>
<tr>
<td>36X</td>
<td>158,920</td>
<td>124,155</td>
<td>95,235</td>
<td>63,570</td>
</tr>
</tbody>
</table>

**Fractional Premium = 20%**
Print Specs | 2021

Please ship all materials to:
Ann McCaffrey, Production Director
a360 Media
4 New York Plaza, New York, NY 10004
P: 646.243.1562  E: amccaffrey@a360media.com
Please note: High-resolution PDF only

For all other questions please contact:
Robert Fenikowski
Vice President, Production and Publishing Technologies
4 New York Plaza, New York, NY 10004
P: 212.545.4875  E: rfenikowski@amilink.com

Binding method:
Perfect bound

Trim size:
8” x 10.875”

Live area:
All type or graphics not intended to trim should be positioned 3/8” in from all bleed edges

Gutter safety:
Headlines: ¼” each side of the gutter
Body Text: ⅛” each side of the gutter

Line screen:
150 line screen for covers
133 line screen for body

Accepted digital files:
• PDF-X1a, no native files accepted
• One ad per file only
• Files must be composite (all colors on one page)
• Ad orientation: right reading, portrait mode (no rotations), 100% (actual size)
• Standard trim and bleed marks must be included in all separations with 12 pt offset from the trim
• All trapping and overprints must be included in file

Proof guidelines:
SWOP standard proof

All files should be labeled with:
1. Advertiser/Client
2. Production contact (name & phone number)
3. Ad Agency contact (name & phone number)
4. Vendor contact
5. Return address
6. List of contents
7. Issue printing

Advertisers must upload ads through the AMI ad portal:
https://americanmedianc.sendmyad.com
Please sign up to create your account and make sure to check FAQs and view video tutorials

Print Specs Table

<table>
<thead>
<tr>
<th>Layout</th>
<th>Bleed</th>
<th>Trim</th>
<th>Non-Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.25&quot; x 11.125&quot;</td>
<td>8&quot; x 10.875&quot;</td>
<td>7.5&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>Two page spread</td>
<td>16.5&quot; x 11.125&quot;</td>
<td>16&quot; x 10.875&quot;</td>
<td>15.5&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8.25&quot; x 5.687&quot;</td>
<td>8&quot; x 5.437&quot;</td>
<td>7.5&quot; x 5.125&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal spread</td>
<td>16.5&quot; x 5.687&quot;</td>
<td>16&quot; x 5.437&quot;</td>
<td>15.5&quot; x 5.125&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>4&quot; x 11.125&quot;</td>
<td>3.75&quot; x 10.875&quot;</td>
<td>3.625&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>5.5&quot; x 11.125&quot;</td>
<td>5.25&quot; x 10.875&quot;</td>
<td>5.125&quot; x 10.375&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.75&quot; x 11.125&quot;</td>
<td>2.5&quot; x 10.875&quot;</td>
<td>2.25&quot; x 10.375&quot;</td>
</tr>
</tbody>
</table>
Contacts

Chris Scardino
PRESIDENT, A360 MEDIA
cscardino@a360media.com
516-885-5191

NORTHEAST
Jeff Kimmel
jeff.kimmel@mensjournal.com
4 New York Plaza
New York, NY 10004
p) 212-545-4840
s) 917-797-0232
Aliza Diliberti
aliza@se7enlayermedia.com
Se7en Layer Media
150 96th Street
Brooklyn, NY 11209
p) 646-322-5427
St Wittman Rost
jrost@amilink.com
311 Cabot St
Portsmouth, NH 03801
p) 970-389-6824
Brett Nemec
Bnemec@mensjournal.com
4 New York Plaza
NY, NY 10004
p) 212-339-1921
s) 908-313-8449

CALIFORNIA, TEXAS AND SOUTHWEST
Kailey Klatt
kailey@wnpmedia.com
WNP MEDIA
750 North Saint Paul Street
Suite 1525
Dallas, TX 75201
p) 949-632-2572

ROCKIES AND NORTHWEST
Jen Wittman Rost
jrost@amilink.com
311 Cabot St
Portsmouth, NH 03801
p) 970-389-6824

DETROIT
Jen Wittman Rost
jrost@amilink.com
311 Cabot St
Portsmouth, NH 03801
p) 970-389-6824

SOUTHEAST
Gary D. Dennis
gary@navigate-media.com
NAVIGATE MEDIA
1875 Old Alabama Road
Suite 1320
Roswell, GA 30076
p) 678-507-0110
Kevin Blechman
kevin@navigate-media.com
NAVIGATE MEDIA
1875 Old Alabama Road
Suite 1320
Roswell, GA 30076
p) 678-427-2074

MEN’S JOURNAL MARKETING
Karla Barone, Integrated Marketing Director
kbarone@a360media.com
Max Tane, Social Media Manager
Mtane@amilink.com
Kevin Johnson, Digital Media Manager
kjohnson@amilink.com
Cassandra Heckel, Sr Project Manager
checkel@amilink.com