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 166

- Always the first of my peers to try new products
  Index 202

- Sharing my opinion about products and services by posting reviews and ratings online
  Index 193

- Always looking for ways to live a healthier life
  Index 179

Source: 2021 comScore Multi-Platform/GfK MRI Simmons USA Fusion (05-21/S21). Base of adults with men appended. MJ total brand.
Rugged and Refined On Every Platform

MONTHLY REACH: **14.1 MILLION**

Source: Doublebase 2021, Google Analytics (January-June 2021), Sprout Social September 2021
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
Print Snapshot
Adventurous. Active. Affluent.

Rate Base
1,000,000

Audience
3,000,000

M/F %
87/13

Median Age
44.5

Median HHI
$93,979

Time Spent - minutes
44

Source: AAM June 2021, Doublebase 2021, Time Spent MRI Spring 2021
Digital Snapshot
A powerhouse of influential consumers

Unique Visitors
5,100,000

PVs
81,000,000

M/F%
65/35

Median Age
38

Median HHI
$120,692

Avg. Min Per Visit
2.1

Source: Google Analytics and comScore Media Metrix 6 month avg. (January-June 2021)
Men’s Journal 2022 Editorial Calendar

February/March
Renewal
Begin 2022 with a commitment to health, fitness, and well-being for yourself, your community, and the planet.
AD CLOSE: 12/24/21
MATERIALS DUE: 1/10/22
ON-SALE: 2/18/22

April/May
The Spring Gear Issue
The latest gear and fashion for a year of adventure, whether you’re headed to the coast, the mountains, or dinner in Milan.
AD CLOSE: 2/11/22
MATERIALS DUE: 2/28/22
ON-SALE: 4/8/22

June/July
The Perfect Summer
From mountains to rivers to beaches, discover new experiences near or far.
AD CLOSE: 4/15/22
MATERIALS DUE: 5/2/22
ON-SALE: 6/10/22

August/September
The New World of Adventure
It’s time for camping, mountain biking, scuba diving, whitewater rafting & road trippin’
AD CLOSE: 6/17/22
MATERIALS DUE: 7/4/22
ON-SALE: 8/12/22

October/November
Style & Design
Our vaunted Style + Design issue that celebrates performance and function in gear, automotive, home & technology.
AD CLOSE: 8/19/22
MATERIALS DUE: 9/5/22
ON-SALE: 10/14/22

December/Holiday
The Winter Preview + Holiday Gift Guide Issue
Where to go to play in the snow or escape to a place in the sun. Plus: the ultimate Gift Guide!
AD CLOSE: 10/14/22
MATERIALS DUE: 10/31/22
ON-SALE: 12/9/22
### General Rate Card | 2022

**RATE BASE: 1,000,000**

#### 4C

<table>
<thead>
<tr>
<th>OPEN</th>
<th>207,635</th>
<th>166,110</th>
<th>124,585</th>
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#### B&W

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Fractional Premium = 20%
**Print Specs | 2022**

**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

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<th>BINDING METHOD:</th>
<th>LINE SCREEN:</th>
<th>ALL FILES SHOULD BE Labeled with:</th>
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<tbody>
<tr>
<td>Perfect Bound</td>
<td>150 line screen for covers</td>
<td>1. Advertiser/Client</td>
</tr>
<tr>
<td></td>
<td>133 line screen for body</td>
<td>2. Production contact (name &amp; phone number)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Ad Agency contact (name &amp; phone number)</td>
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<tr>
<td></td>
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<td>4. Vendor contact</td>
</tr>
<tr>
<td></td>
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<td>5. Return address</td>
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<tr>
<td></td>
<td></td>
<td>6. List of contents</td>
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<tr>
<td></td>
<td></td>
<td>7. Issue printing</td>
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**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

**PRINT SPECS | 2022**

<table>
<thead>
<tr>
<th>TRIM SIZE:</th>
<th>B E E D</th>
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<tr>
<td>FULL PAGE</td>
<td>8.25” x 11.125”</td>
<td>8” x 10.875”</td>
<td>7.5” x 10.375”</td>
</tr>
<tr>
<td>TWO PAGE SPREAD</td>
<td>16.5” x 11.125”</td>
<td>16” x 10.875”</td>
<td>15.5” x 10.375”</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>8.25” x 5.687”</td>
<td>8” x 5.437”</td>
<td>7.5” x 5.125”</td>
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<tr>
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<tr>
<td>1/2 PAGE VERTICAL</td>
<td>4” x 11.125”</td>
<td>3.75” x 10.875”</td>
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<td>5.5” x 11.125”</td>
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**LINE SCREEN:**
- 150 line screen for covers
- 133 line screen for body

**GUTTER SAFETY:**
- Headlines: ¼” each side of the gutter
- Body Text: ¼” each side of the gutter

**ALL ADS MUST UPLOAD ADS THROUGH THE AMI AD PORTAL:**
https://a360media.sendmyad.com

Please sign up to create your account and make sure to check FAQs and view video tutorials

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**BLEED**
**TRIM**
**NON-BLEED**

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**B E E D**

**TR I M**

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Contacts

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

REPRESENTATIVES AND/OR BRANCH OFFICES

NORTHEAST
Jeff Kimmel
jeff.kimmel@mensjournal.com
4 New York Plaza
New York, NY 10004
p) 212-545-4840
c) 917-797-0232

Aliza Diliberti
aliza@se7enlayermedia.com
Se7en Layer Media
150 96th Street
Brooklyn, NY 11209
p) 646-322-5427

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

CALIFORNIA, TEXAS AND SOUTHWEST
Kailey Klatt
kailey@wnpmedia.com
WNP MEDIA
750 North Saint Paul Street
Suite 1525
Dallas, TX 75201
p) 949-652-2572

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

 MIDWEST
Bob Frankel
bob.frankel@mensjournal.com
321 N. Clark Street
5th Floor
Chicago, IL 60654
p) 312-285-6453

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) 678-207-427

MEN’S JOURNAL MARKETING
Laura Cassella, Integrated Marketing Director
laura.cassella@mensjournal.com

Chris Jette, Digital Marketing Director
cjette@a360media.com

Max Tane, Social Media Manager
mtane@amilink.com

Kevin Johnson, Digital Media Manager
kjohnson@amilink.com

Lisa Errigo, Sr Project Manager
lisa.errigo@mensjournal.com