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/IRI Simmons USA Fusion (05-21/321). 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
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.**

**Marketing Capabilities**

**CAPABILITIES INCLUDE:**

- Video Production
- Events
- Influencer Talent
- Native & Branded Content
- Custom Print
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

**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

**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

**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

**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

**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**

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

**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: ¼” 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://a360media.sendmyad.com

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

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