

Xcitement Fitness & Health offers the most responsive consumer in each region at the most affordable price. Advertisers can get 4 markets resulting in multiple market saturation.

Xcitement Fitness & Health is a FREE glossy magazine publication that is distributed monthly at Fitness Centers, Athletic Supply, Local Sports Events, Vitamin Shops, Health Food Stores, Gyms, etc...

Xcitement Fitness & Health has a 72% male and 23% female readership between the ages of 18 - 45 with an average annual household income of 55K

- » 93% involved in some sport activity
- » 57% are homeowners
- » 91% own cars
- » 82% exercise daily
- » 76% work out more than 3 times a week
- » 55% are interested in nutrition
- » 85% take supplements
- » 80% purchase fitness related products

Xcitement Fitness & Health has a currently monthly circulation of 60,000 magazines with a readership of over 180,000 people:

- * Dallas/Ft. Worth - 30,000
- * Austin/San Antonio - 13,000
- * Houston - 15,000
- * Waco and Denton - 2,000

➤ PLUS over 100,000 hits to our website each month where our magazines are posted by each page.

Xcitement Fitness & Health Fact:

"Americans spend more money on Health and Fitness Products than in all of Broadway, off Broadway, regional and nonprofit theaters, the opera, ballet, classical and jazz performances combined."

US News and World Report.

XCITEMENT IN Fitness & Health

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www.XcitementMedia.com/Fitness

Media and Pricing Guide

Xcitement Media Group Policies and Procedures

- ✓ Advertisements created by **Xcitement Fitness and Health Magazine Staff** MUST be approved by Advertiser by 5:00 p.m. of each monthly close date for the advertisement(s) to be included in the current issue. Approval can be made in written form or by email.
- ✓ Payment for all Advertisement(s) and/or service(s) are due in full by 5:00 p.m. of each monthly close date. Receipt of payment will be given to each advertiser after payment is made.
- ✓ All digital files sent to **Xcitement Fitness and Health Magazine** must adhere to the following digital file specifications:
 - ✓ All ad designs are created in PC format.
 - ✓ We accept ads created in Quark Xpress. Submit disk(s) with hard-copy, copies of the screen and printer fonts, and any necessary resource files (JPEG, TIFF, or PDF).
 - ✓ We can accept 3.5 discs, CD-Rom, DVD and Flash or Jump Drives.
 - ✓ Ads created on other software and/or formats including Mac must be formatted in JPEG, TIFF or PDF at 600 dpi/CMYK.

Full Page

Live Area
(7.875" w x 10.375" h)

Trim Size
(8.375" w x 10.875" h)

Bleed Size
(8.575" w x 11.375" h)

Half Page
Vertical
(3.875" w
x
10.375" h)

Half Page
Horizontal
(7.875" w x 5.125" h)

Quarter
Page
(3.875" w
x
5.125" h)

Eight
Page
Vertical
(1.875" w
x
5.125" h)

Display Advertisements: Rates per monthly insertion

Display Ad Size	1 month	3 months	6 months	9 months	12 months
Back Cover	1500	1425	1350	1275	1200
IFC, IBC	1300	1250	1200	1150	1100
Centerfold	2500	2425	2350	2275	2200
Full Page	1100	1050	1000	950	900
1/2 Page	800	750	700	650	600
1/4 Page	500	450	400	350	300
1/8 Page	300	275	250	225	200
1/16 Page	200	180	160	140	130

Classified Ad Rates: ONLY \$75.00 up to 40 words
Directory Listings: ONLY \$25/mo. billed annually
Ask about pre-payment discounts on contracts.

Monthly Close Dates for 2005

January 20, 2006	July 15, 2005
February 17, 2006	August 19, 2005
March 17, 2006	September 16, 2005
April 15, 2006	October 14, 2005
May 20, 2005	November 18, 2005
June 17, 2005	December 16, 2005

