

# FLEX SIZE, STRENGTH AND DISCIPLINE

## MISSION

To inspire, instruct and inform our readers, and appeal to their passion as both a fan and active participant in the sport of bodybuilding. We achieve this by balancing cutting edge training and nutrition, with complete and in- depth coverage of professional and amateur bodybuilding. FLEX magazine is not only responsible for the minds and bodies of its readers, but also steers the very sport to which they have dedicated their heart and soul.



## 2010 DEMOGRAPHIC PROFILE

**Guaranteed Circulation:** 100,000

**Median Age:** 29

**Male Readership:** 95%

**Median HHI:** \$46,068

**Occupation:**

Student	23%
Professional/Managerial	57%
Other	11%

**Marital Status:**

Single	45%
Married	42%

Flex readers workout 4+ times a week 75%

Flex readers spend more than \$50 a month on supplements 68%

Flex readers spend more than \$100 a month on supplements 72%

**Cover Price:** \$6.99

## 2010 CLOSING DATES

<b>Issue</b>	<b>Ad Close</b>	<b>Materials Due</b>	<b>On-Sale</b>
January	9/17	9/28	11/16
February	10/22	11/2	12/21
March	11/25	12/7	1/25
April	12/23	1/4	2/22
May	1/28	2/8	3/29
June	2/25	3/8	4/26
July	4/1	4/12	5/31
August	4/29	5/10	6/28
September	5/27	6/7	7/26
October	7/1	7/12	8/30
November	7/29	8/9	9/27
December	8/26	9/7	10/25

# **FLEX** SIZE, STRENGTH AND DISCIPLINE

## **RATE CARD #27**

**Effective January 2010 Issue**

<b>4/Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>36x</b>	<b>48x</b>
<b>Full Page</b>	\$12,800	\$12,360	\$11,745	\$11,495	\$11,250	\$10,960	\$10,675	\$10,380	\$9,985
<b>2/3 Page</b>	\$10,120	\$9,770	\$9,275	\$9,085	\$8,890	\$8,660	\$8,430	\$8,205	\$7,895
<b>1/2 Page</b>	\$8,200	\$7,910	\$7,520	\$7,360	\$7,205	\$7,020	\$6,835	\$6,655	\$6,390
<b>1/3 Page</b>	\$5,640	\$5,440	\$5,165	\$5,060	\$4,950	\$4,820	\$4,700	\$4,570	\$4,400
<b>Black &amp; White</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18X</b>	<b>24X</b>	<b>36X</b>	<b>48X</b>
<b>Full Page</b>	\$10,325	\$9,960	\$9,470	\$9,265	\$9,070	\$8,840	\$8,605	\$8,370	\$8,055
<b>2/3 Page</b>	\$8,150	\$7,865	\$7,480	\$7,320	\$7,165	\$6,980	\$6,790	\$6,610	\$6,365
<b>1/2 Page</b>	\$6,610	\$6,375	\$6,055	\$5,940	\$5,805	\$5,655	\$5,505	\$5,355	\$5,150
<b>1/3 Page</b>	\$4,550	\$4,390	\$4,165	\$4,080	\$3,990	\$3,885	\$3,785	\$3,680	\$3,545
<b>Covers</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18X</b>	<b>24X</b>	<b>36X</b>	<b>48X</b>
<b>Cover 2</b>	\$16,015	\$15,450	\$14,680	\$14,370	\$14,065	\$13,695	\$13,340	\$12,970	\$12,495
<b>Cover 3</b>	\$15,110	\$14,590	\$13,860	\$13,575	\$13,270	\$12,930	\$12,595	\$12,245	\$11,795
<b>Cover 4</b>	\$17,035	\$16,440	\$15,620	\$15,290	\$14,960	\$14,580	\$14,195	\$13,810	\$13,290
<b>Bleed</b>	10%								

We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard

# **FLEX** SIZE, STRENGTH AND DISCIPLINE

## 2010 AD SPECS

**Trim Size:** 7 3/4" x 10 1/2". Live matter not intended to bleed must be 3/8" from trim and binding edges.

**Bleed:** Allow for 1/8" trim on all bleed sides.

Size	Bleed	Trim	Live Area	Non-Bleed
<b>2-Page Spread*</b>	15 3/4" x 10 3/4"	15 1/2" x 10 1/2"	14 3/4" x 9 3/4"	14 1/2" x 9 1/2"
<b>Full Page</b>	8" x 10 3/4"	7 3/4" x 10 1/2"	7" x 9 3/4"	6 3/4" x 9 1/2"
<b>2/3 Page</b>	5" x 10 3/4"	4 3/4" x 10 1/2"	4" x 9 3/4"	3 3/4" x 9 1/2"
<b>1/2 Page Horizontal</b>	8" x 5 3/8"	7 3/4" x 5 1/8"	7" x 4 3/8"	6 3/4" x 4 1/8"
<b>1/2 Page Digest</b>	5" x 7 3/4"	4 3/4" x 7 1/2"	4 x 6 3/4"	3 4/4" x 6 1/2"
<b>1/3 Page Vertical</b>	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"	2 1/8" x 9 3/4"	2 1/8" x 9 1/2"

\* Spread ad dimensions include a gutter bleed if one exists. We will take a 1/8" gutter grind off. Allow 1/4" on each side of the grind for safe visual spacing.

**Shipping:** All materials should be delivered to:

**Weider Publications, LLC**

Attention: Kathy Conrad - Production  
21100 Erwin Street  
Woodland Hills, CA 91367  
Phone: (818) 595-0589  
Fax: (818) 884-6910

## General Conditions

Flex does not accept advertising for hard or specialty liquors, or for tobacco products.

Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and Agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index. Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad.

All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk.

Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit.

## Shipping

All materials for advertisements should be delivered to:

Weider Publications  
Attention: Kathy Conrad - Production  
21100 Erwin Street  
Woodland Hills, CA 91367  
Phone: (818) 595-0589  
Fax: (818) 884-6910  
e-mail: kconrad@weiderpub.com

## Mechanical Requirements

Printing Process: Web Offset

Binding Method: Perfect Bound

Inserts: Full-size supplied inserts are charged at black and white open rate per side, e.g. a single-sheet is charged as two black and white pages. Magna-strip binding extra. Card inserts measuring smaller than a half page are charged at one-half the open rate per side, e.g. a Business Reply Card measuring 4"x6" is charged as one black and white page. Inserts smaller than a full-page are acceptable only with a full page backup ad. Specifications, quantities, shipping information, etc., for all inserts will be supplied by Production Coordinator after space is scheduled. All supplied inserts must be reviewed by the Production Department to determine bindery charges and whether the inserts meet our manufacturing specifications. Rates and production charges for booklets and other special formats available upon request from the V.P. of Sales Operations.

## File Specifications:

PDF/X1a is the preferred file format. (It's the policy of Weider Publications not to accept native files like Quark or Illustrator.)

- Careful attention must be paid to the proper creation of PDF/X1a files to ensure they will reproduce correctly.
- All high resolution images and fonts must be included when files are saved.
- Use only Postscript fonts – no TrueType fonts or font substitutions.
- Images must be high resolution TIFF or EPS files at 300 dpi.
- Density should not exceed SWOP 300%.
- Images should be CMYK or grayscale only. (Please convert all spot colors and don't submit files with RGB elements.)
- Do not nest EPS files into other EPS files.
- Do not embed ICC profiles within images.
- All required trapping must be included in the file.
- Files should be right-reading, portrait mode, 100% to size with no rotations.
- Files should include standard trim, bleed and center marks. (Crop marks should offset trim by 1/2" so no marks fall into the live area.)
- Ads should be supplied on Mac formatted CD-ROMs with a SWOP certified digital color proof such as an Epson, Kodak, Iris or Fuji. (Publisher accepts no color liability if SWOP certified proof not supplied for color guidance.)

