

Vote and Win a \$20,000 Car! Six \$1,000 Best Video Commercial Contest!

Promotional Model League

EST. 2008

# America's Fitness

Magazine.com

Top Rated Personal Trainers Share Fitness Tips

Bigger, Stronger Arms and Chest in just **6 WEEKS**

**9 MINUTES, 9 EASY** Ab/Core Moves to a Ripped, Beach Ready Stomach

Get your Fitness Program on Track  
9 Simple steps to drastically increase your chances of a successful fitness program (Special offers with our promoters)

Nutrition Guide  
Best Fitness Foods for Your Fitness Goals

National Ad Sponsor Contest! **SIX \$1,000 WINNERS** for Best Video Commercial (contest rules on page 22)

- 1) SuperGreat Nutrition
- 2) ProProteinSupplement
- 3) WedLabs
- 4) NorwalkFurniture
- 5) FitSupplements
- 6) SportsTrainingStuff

Vote and WIN A **\$20,000 CAR** (entry form/details on page 26)  
**9 Entries in this issue**  
Vote for our favorite Fitness Promo Model

**\$500** reasons to visit our Promoter gyms  
**185# Bench Press Contest**  
**Explosive Chest Workout!** (details on page 64)

Introducing our **FITNESS PROMO MODEL LEAGUE** and Their Fitness Secrets!

SEPT/OCT 2009

\$3.99



www.americasfitnessmagazine.com

# AMERICAS FITNESS MAGAZINE

## AMERICA'S FITNESS MAGAZINE MISSION STATEMENT:

- Will provide the most up to date information, new technology, new trends, and what products and programs people are having success with.
- The audience is fitness minded men and women ranging from getting fit and healthy up to being a competitive athlete.
- We will also be featuring AFM's Fitness Promo Model League! 2nd to no one, our Promo Models are changing the rules on fitness magazine distribution, promotion and contests!
- "Vote and Win a New Car" Contest! We give away up to 9 chances at a new car every 2 issues in connection with our Special National Ad, Fitness Promo Models, and Exclusive Auto Dealership Sponsors.
- Special National Ad: each will have a \$1,000 winner for Best Video Commercial submitted.
- Our Promoter Program is the key to our distribution. Our magazine caters to Personal Trainers, Gyms, Sports Med/Physical Therapists, and Salons. The promoters get listed on the website, make 50% of the subscription fee.
- Membership subscriptions not only give the subscribers a year of issues and the International Swimsuit issue, they get major discounts on clothing and other merchandise.
- Fitness Web Show features new technology, new trends, sports medical updates, and successful rehab stories.

## OUR AUDIENCE:

- Men and Women wanting to know what is new and what is working to get and stay fit and healthy
- Competitive athletes of all ages
- Body Builders
- Gym and Fitness Center members
- Sport med professionals

## CONTACT INFORMATION

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**America's  
Fitness**  
Magazine

# 2009 RATE CARD

Effective for Sept/Oct 2009 issue and Nov/Dec 2009 issue

## AD RATES

Good for Sept/Oct 09 (25,000 copies) and for Nov/Dec 09 (30,000 copies)

**Special discount cards given to early advertising relationship for use over next 7 issues!**

<b>4-COLOR:</b>	<b>SEPT/OCT 09</b>	<b>NOV/DEC 09</b>
Full page	\$2,500	\$3,000*
2-pages and additional pages	\$2,250/page	\$2,500*/page

\*Notes that the Future Discount Cards will be eligible to be applied to this rate

### **6 Page Special National Advertisement Package**

(Limited to 6 for Sept/Oct 09 and Nov/Dec 09)

## FUTURE DISCOUNTS (EARLY BIRD OR FRONT END SPECIAL)

Place a minimum of 1 page ad in the Sept/Oct 09 issue and get this ONE TIME ONLY SPECIAL DISCOUNT! Get discounts on ANY magazine ad order (including National Ad Sponsorship) on ANY issue from and including Sept/Oct 09 issue through the Nov/Dec 2010 issue!

**When your first full page ad is in the Sept/Oct 09 issue,  
You will get 20% off your total magazine ad through 2010**

**When your first full page ad is in Nov/Dec 09, you will get 10%  
off your total magazine ad bill through Nov/Dec 2010**

- This is a one-time offer (offer expires on space closing date August 3, 2009)
- You can use the discount rate (10% or 20%) on any sized order through 2010.
- Discount is also good for National Ad Sponsorship.

## PRINTING/CIRCULATION/DISTRIBUTION

Bi Monthly Publication:

# of copies for 2009

**Sept/Oct:** 25,000 copies

**Nov/Dec:** 30,000 copies

Projected # of copies for 2010

**Jan/Feb 2010:** 50,000 issues

**Mar/Apr 2010:** 50,000 issues

**May/June 2010:** 50,000 issues

**July/Aug 2010:** 50,000 issues

**Sept/Oct 2010:** 50,000 issues

**Nov/Dec 2010:** 50,000 issues

## 2009 ISSUES AND DEADLINES

<b>ISSUE</b>	<b>SPACE CLOSE</b>	<b>MATERIALS CLOSE</b>	<b>ON-SALE</b>
Sept/Oct 2009	Aug 3	Aug 10	Aug 31
Nov/Dec 2009	Oct 9	Oct 16	Oct 30
Jan/Feb 2010	Dec 9	Dec 16	Dec 30



# NATIONAL AD RATE CARD

Effective for Sept/Oct 2009 issue and Nov/Dec 2009 issue

## MAGAZINE

- 6 Total pages of ads (Min of 1 in an issue, but can split over the 2 issues)
- Additional pages above 6 at only \$1500/page for Sept/Oct 09 and Nov/Dec 09
- Logo/website/name on "Vote and Win a New Car" contest entry form

## WEB SITE

- Rotating Print Ad on Home page of Americas Fitness Magazine
- Contest page explains the "Best Video Commercial" entry - \$1,000 winner/national ad
- Web show will announce the winners of the "Best Video Commercial" contest
- "Vote and Win a New Car" contest page will have you as a national sponsor

## MAJOR CITY MARKETING

- 100,000 to 400,000 trading cards distributed by promoters in the major cities (Your web site on the front with the 6 limited national ads)
- 5,000+ Posters in gyms, fitness centers, sports med, physical therapist, salons in the major cities with your logo and web site promoting "Vote and Win a New Car" contest
- Posters/flyers also promote the "Best Video Commercial" contest with a \$1,000 winner!
- "Bench Press 185lbs." contest promotion with 6 - \$500 winners on all posters

## SUMMARY:

The price of 6 pages of ads gets you: 6 pages of ads AND

- Web site promotion on front of over 100,000 promotional trading cards in about 50 major US cities
- Additional ads in the magazine
- Rotating page ad on Home page of the Americas Fitness Magazine Web Page
- Sponsor of the "Best Video Commercial" contest with a \$1,000 winner!
- Sponsor of the "Vote and Win a New Car" contest
- Your logo and web site on thousands of posters across the US in gyms, fitness centers, sports med, salons, ...
- Additional pages at a 30% discount (Above 6 pages)

## NATIONAL AD PACKAGE TOTAL:

2 Issues/4 months (Sept/Oct 09 25,000 copies) (Nov/Dec 09 30,000 copies)

**COST: 6 pages @ \$2750 = \$16,500** (2 payments of \$8,250)

**VALUED AT OVER: \$45,000**

## ADDED VALUE

- Future magazine ad discounts card (20% if in Sept/Oct for the next 7 issues) (10% if in Nov/Dec)
- Posters (\$200/city x 50 cities = \$10,000 value)
- Trading cards (100,000 to 400,000 cards, shipping, distribution)  
How much is that? \$35,000 minimum
- Best Video Commercial Submitted: \$1000 winner .... Priceless!