

Healthy & Fit

Healthy solutions. Fit results. A better you.

healthyandfitmagazine.com

• MICHIGAN'S OWN • WELLNESS • FITNESS • NUTRITION • PREVENTION • INTEGRATIVE MEDICINE • MAGAZINE •

• MICHIGAN'S OWN • WELLNESS • FITNESS • NUTRITION • PREVENTION • INTEGRATIVE MEDICINE • MAGAZINE •

• MICHIGAN'S OWN • WELLNESS • FITNESS • NUTRITION • PREVENTION • INTEGRATIVE MEDICINE • MAGAZINE •

MEDIA KIT 2011

MICHIGAN'S OWN • WELLNESS • FITNESS • NUTRITION • PREVENTION • INTEGRATIVE MEDICINE • MAGAZINE

Healthy solutions. Fit results. A better you.

312 North St., Suite B • Mason, MI, 48854

phone: 517.244.1844 fax: 517.913.6004

www.healthyandfitmagazine.com

POSITION STATEMENT

Healthy & Fit Magazine is a health, fitness and lifestyle publication covering mid-Michigan and several surrounding areas. *Healthy & Fit Magazine* celebrates the people and events that make up this region, documenting their passions, pursuits and achievements monthly.

Covering people, lifestyle, sports, medicine and health, *Healthy & Fit Magazine* focuses on the unique challenges that mid-Michigan's many personalities embrace on their way to health and wellness. Providing information throughout the pages of the magazine, *Healthy & Fit Magazine* encourages readers to interact with the businesses, health establishments, races and role models who are truly setting the pace in the mid-Michigan area.

Healthy & Fit Magazine's educated, affluent audience contributes to the health and welfare of the area. Readers turn to our pages to find stories that reflect accurately the health and wellness, and sporting success they have achieved in their own homes and personal lives.



PUBLISHER AND EDITOR
Tim Kissman

10 REASONS WHY YOU SHOULD ADVERTISE IN HEALTHY & FIT MAGAZINE

1. Healthy & Fit Magazine is a local publication, featuring mid-Michigan people, events, businesses and advertising. Articles are written by local people about local people, and feature products and services that are of interest locally.

2. Healthy & Fit addresses wellness, fitness, nutrition, prevention, and integrative medicine. It speaks to the interests of a large, active readership in mid-Michigan.

3. Monthly readership of the magazine consistently ranges between 92,000 – 100,000.

4. Our readers, generally, can afford your services/products. Healthy & Fit Magazine readership surveys indicate that nearly all of the readers are over age 30, homeowners, own two or more vehicles and are planning to purchase a new car within the next two years. They have a household income exceeding \$120,000 and are college educated, many holding post-graduate degrees. Readers travel out-of-state, some out-of-country, to compete; often belong to gyms; purchase equipment; and seek services and products that compliment their lifestyle. Ninety percent of readers spend more than \$50 on health foods per week and belong to a fitness center or athletic club. They vacation in Michigan and surrounding states within driving distance and consider elective procedures to improve their appearance, such as cosmetic dentistry and LASIK.

5. Research indicates that magazine readers, more than any other media consumers, welcome and accept the ads in their magazines. They read the magazine for the advertisements, as well as the feature articles. Ninety percent of our readers have some interest in the advertisers within the magazine and more than 75 percent of our readers keep the magazine as a reference.

6. A monthly publication, the magazine offers timely turnaround and monthly repetition of your message.

7. The magazine offers flexibility. Additional copies of the magazine will be printed to accommodate special requests from local businesses and institutions. For instance, Sparrow Health System requested 3,000 copies for distribution at the Michigan Mile, and for their city-wide Commit to Get Fit initiative.

8. Healthy & Fit Magazine is currently available at more than 550 mid-Michigan distribution points. The greatest saturation of the magazine is in the Lansing/Jackson/ East Lansing/Okemos communities, with additional, multiple drop points in Charlotte, Grand Ledge, DeWitt, Haslett, Holt, Mason, Eaton Rapids and Williamston.

9. Healthy & Fit Magazine is the official race publication included in individual registration packages for Playmakers 5K races, as well as other mid-Michigan 5K races, triathlons, duathlons, and cycling races throughout the state. The magazine has sponsored many races and continues to do so.

10. Because it works! Proven success. Call us today! 517.244.1844

RESEARCH

HEALTHY & FIT REACHES YOUR BEST CUSTOMERS

Healthy & Fit Magazine readers, generally:

- **Are educated.** Readership surveys indicate that most readers are college educated, many with post graduate credits. They research products, services, and programs prior to making a decision to act.
- **Have the income to purchase your products or services.** They have a household income exceeding \$120,000, own their own home and on average have two vehicles. Readers are looking for products and services that bring value to the life they have chosen to lead. Your advertising will help them find your unique offering.
- **Live deliberate lives.** They budget their time, and look for products and services that will enhance their life. They are committed to working for long-term goals, and choose rewards that are appropriate for their investment.
- **Are very health conscious.** The three major hospitals in the mid-Michigan area (Sparrow Health System, Ingham Regional Medical and Allegiance Health in Jackson) distribute the magazine as part of their work site wellness programs, and to many of their waiting rooms for their doctors. Eaton Rapids Medical Center, Hayes-Green Beach Hospital in Charlotte, and Mason Urgent Care, also distribute the magazine regularly.
- **Love to exercise.** Over 80 percent of readers regularly participate in 5Ks. They look for health-related programs that will heal bodies and injuries, the latest workout gear, clothing, and special diet tips. Thus the magazine is distributed to Playmakers, Step One Soccer Too, The State of Fitness, MC Sporting Goods, Dick's Sporting Goods, Dunham's, and more.
- **Belong to a health club and spend money on events, items, or care that will improve their health.** The magazine is distributed to many of the area's workout facilities, like the Michigan Athletic Club, Planet Fitness, YMCAs, several SNAP Fitness and other fitness centers.

CIRCULATION DISTRIBUTION OVERVIEW

DISTRIBUTION METHOD

Healthy & Fit Magazine:

- **Currently boasts a 92,000 readership—a number that is constantly growing.** From month to month, additional copies of the magazine may be printed to accommodate special requests from local businesses and institutions. **Examples:** Sparrow Health System requested 3,000 copies for distribution at the Michigan Mile, and for their Commit to Get Fit Program; Auto-Owners Insurance requested copies for distribution to their employees as part of their commitment to worksite wellness.
- **Is published 12 times per year and has a return rate of less than 5 percent.** Publications that are returned at the end of the month are recycled at races, expos and other events.
- **Is distributed monthly to more than 550 locations** throughout mid-Michigan, including the Detroit area and west Michigan.
- **Is a popular magazine** that serves as the official race publication included in individual registration packages for Playmakers 5K races, as well as other mid-Michigan 5K races, triathlons, duathlons, and cycling races throughout the state.
- **Has a fast growing subscriber list** with a large proportion of high-income, demographically desirable households.
- **Has a very active Web site.** Healthyandfitmagazine.com draws readers to the magazine. Prior to key events, the site has enjoyed more than 500,000 hits per month.

VISIT US:

Healthy & Fit Magazine is available online at:
www.healthyandfitmagazine.com

ADVERTISING DEADLINE: 10TH OF THE MONTH
PRECEDING PUBLICATION

SPECIFICATIONS

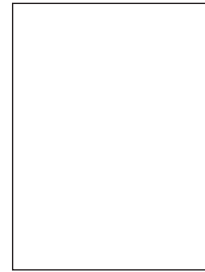
DIGITAL AD SPECIFICATIONS & MECHANICAL REQUIREMENTS

email directly to: tim@healthyandfitmagazine.com

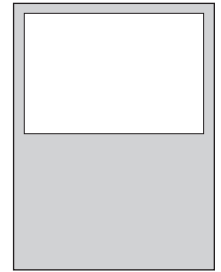
- Please send a CD or ZIP of ad layout in InDesign, and/or PageMaker with all fonts and high-resolution CMYK images at 300 dpi in Adobe Photoshop EPS, or TIFF format included.
- We do not accept ads built in Microsoft Publisher or Word. Nor do we accept files with lab color, RGB or Pantone colors.
- Adobe Illustrator EPS files must have all linked images. Fonts must be converted to outlines and/or included on disk.
- All materials must be accompanied by a color proof and clearly marked with issue title/date.
- Should we receive materials that do not meet our specifications, a production charge will be incurred.
- Materials will be returned upon request.

AD SIZES: ALL DIMENSIONS ARE IN INCHES

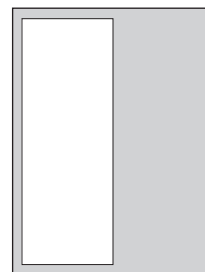
- Full page with bleed: 8.125" wide by 10.75" tall
- Half page horizontal: 7.25" wide by 4.75" tall
- Half page vertical: 3.5" wide by 9.75" tall
- One-third page vertical: 2.4" wide by 9.75" tall
- One-third page horizontal: 7.25" wide by 3.25" tall
- Quarter page: 3.5" wide by 4.25" tall
- Eighth page: 3.5" wide by 2" tall



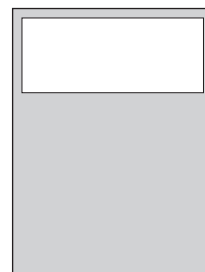
FULL PAGE
8.125" BY 10.75"



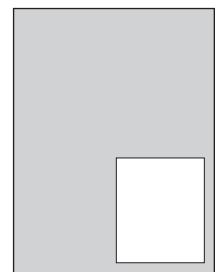
HALF PAGE
7.25" BY 4.75"



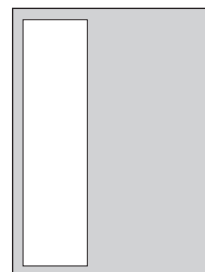
HALF PAGE
3.5" BY 9.75"



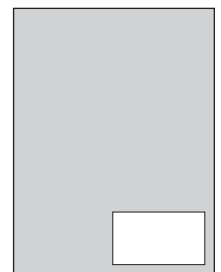
1/3 PAGE HORIZONTAL
7.25" BY 3.25"



1/4 PAGE
3.5" BY 4.25"



1/3 PAGE VERTICAL
2.4" BY 9.75"



1/8 PAGE
3.5" BY 2"

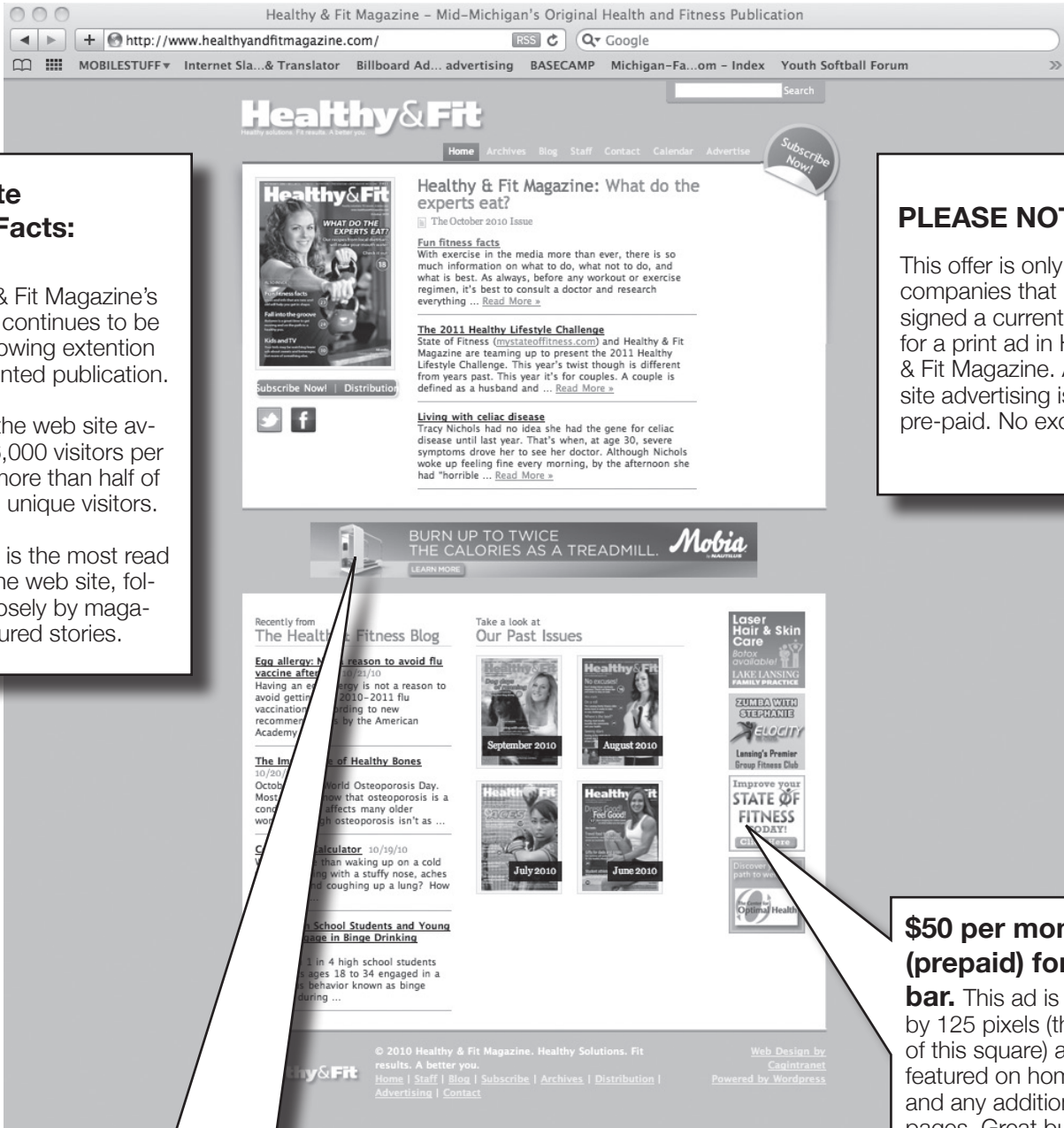
SALES TEAM

KATHY KISSMAN
ADVERTISING
kathy@healthyandfitmagazine.com

TIM KISSMAN
PUBLISHER
tim@healthyandfitmagazine.com

Healthy & Fit

Healthy solutions. Fit results. A better you. healthyandfitmagazine.com



Web site Quick Facts:

Healthy & Fit Magazine's web site continues to be a fast-growing extension of the printed publication.

In 2010 the web site averaged 6,000 visitors per month, more than half of them are unique visitors.

The blog is the most read area of the web site, followed closely by magazine-featured stories.

PLEASE NOTE:

This offer is only for those companies that have signed a current contract for a print ad in Healthy & Fit Magazine. All Web site advertising is pre-paid. No exceptions.

\$150 per month (prepaid) for leaderboard ad.

This is the largest ad on the Healthy & Fit Magazine web site. Nestled in between the magazine's featured online stories and it's daily updated blog, it's sure to garner attention. Actual size of ad is 480 pixels by 90 pixels.

\$50 per month (prepaid) for sidebar.

This ad is 125 pixels by 125 pixels (the size of this square) and is featured on home page, and any additional blog pages. Great buy for the price!

Advertising Rates effective to 12.31.11.

312 North St., Suite B • Mason, MI, 48854
For more information, call: 517.244.1844

ADVERTISING RATES & CONTRACT

Sold to:		
Contact person:		
Street address:		
City	State:	ZIP:
Telephone:		Fax:
E-mail:		

Term of agreement:	
Start date:	
End date:	
Production charge: \$	Total charge: \$

ADVERTISING DETAILS/LOCATIONS

ADVERTISING RATES & CONTRACT

agencies add 15% to rate

Circle the size and cost of the ad you would like to run:

2011:

January	April	July	October
February	May	August	November
March	June	September	December

2012:

January	April	July	October
February	May	August	November
March	June	September	December

	1-3 X	4-6 X	7-12 X
--	-------	-------	--------

COVER POSITIONS (4-COLOR, FULL PAGE ONLY)

Inside front:	\$1,420	\$1,235	\$1,060
Page 3:	\$1,300	\$1,115	\$990
Page 4:	\$1,235	\$1,085	\$1,000
Inside back:	\$1,550	\$1,235	\$1,045
Outside back:	\$1,610	\$1,420	\$1,180
Center spread:	\$2,840	\$2,465	\$2,035

	1-3 X	4-6 X	7-12 X
--	-------	-------	--------

FOUR-COLOR POSITIONS

Spread (2 pgs.)	\$2,465	\$2,035	\$1,540
Full page:	\$1,235	\$1,085	\$870
2/3 page:	\$1,055	\$925	\$825
1/2 page:	\$870	\$770	\$660
1/3 page:	\$682	\$595	\$510
1/4 page	\$530	\$470	\$385
1/8 page	\$145	\$125	\$110

(Business Card)

PAYMENT DETAILS

To insure that there will be no interruption with your advertising, Kissco Publishing, LLC reserves the right to charge your credit card if a balance due is not paid within 60 days.

Card type: MasterCard Visa Amex

Credit card No _____

Expiration date: _____

Card Holder Name: _____

Card Holder Signature: _____

Kissco Publishing LLC
Authorized Agent Signature

I HAVE READ AND AGREE TO ALL TERMS AND CONDITIONS

Advertiser's Authorized Agent Printed Name _____ Title _____

Advertiser's Authorized Agent Signature _____ Date _____

General Terms and Conditions

1. Payment

- The contracted party shall pay Kissco Publishing, LLC, for scheduled display services within 30 days of the billing date.
- A service charge of one and one-half percent (1.5%) per month, an administrative fee of 25% of your monthly rate may be imposed, minimum of \$25, will be made by Kissco Publishing, LLC on all past due balances. Kissco Mobile Advertising may, in addition to any of its other rights, withhold services until all required payments are made.
- A service charge of \$25 will be added to the amount due for any check returned to Kissco Mobile Advertising due to Insufficient Funds.
- If the contracted party fails to pay Kissco Publishing, LLC, for services rendered within 90 days of the invoice due date, Kissco Publishing, LLC, will refer the account to a collections agency or the court system to collect the balance due. The cost of the collection process charged by the agency or the court system will be added to the total bill. All unearned discounts on display ads will also be added.

INTERNET ADVERTISING RATES & CONTRACT

Sold to:		
Contact person:		
Street address:		
City	State:	ZIP:
Telephone:	Fax:	
E-mail:		

Term of agreement:	
Start date:	
Event:	
Production charge: \$	Total charge: \$

INTERNET ADVERTISING DETAILS/LOCATIONS

ADVERTISING RATES & CONTRACT

agencies add 15% to rate

Circle the size and cost of the ad you would like to run:

2011:

January	April	July	October
February	May	August	November
March	June	September	December

2012:

January	April	July	October
February	May	August	November
March	June	September	December

WEB SITE POSITIONS: (Check one)

- SIDE BAR:** (125 pixels by 125 pixels)
\$50 per month, paid in advance by CC
- FEATURED AD:** (480 pixels by 90 pixels)
\$150 per month, paid in advance by CC

PAYMENT DETAILS

To insure there will be no interruption with your advertising, Kissco Publishing, LLC reserves the right to charge your credit card if a balance due is not paid within 60 days.

Card type: MasterCard Visa Amex

Credit card No _____

Expiration date: _____

Card Holder Name: _____

Card Holder Signature: _____

Kissco Publishing LLC
 Authorized Agent Signature

I HAVE READ AND AGREE TO ALL TERMS AND CONDITIONS

Advertiser's Authorized Agent Printed Name	Title
_____ Advertiser's Authorized Agent Signature	_____ Date

General Terms and Conditions

1. Payment

- (a) The contracted party shall pay Kissco Publishing, LLC, for scheduled display services before each month they will be displayed on healthyandfitmagazine.com. Healthy & Fit Magazine will run the contracted party's credit card on the last day of the month preceding publication on the Web site.
- (b) A service charge of one and one-half percent (1.5%) per month, or, if less, the maximum amount permitted by law, will be made by Kissco Publishing, LLC on all past due balances. Kissco Mobile Advertising may, in addition to any of its other rights, withhold services until all required payments are made.
- (c) A service charge of \$25 will be added to the amount due for any check returned to Kissco Mobile Advertising due to Insufficient Funds.
- (d) If the contracted party fails to pay Kissco Publishing, LLC, for services rendered within 90 days of the invoice due date, Kissco Publishing, LLC, will refer the account to a collections agency or the court system to collect the balance due. The cost of the collection process charged by the agency or the court system will be added to the total bill. All unearned discounts on display ads will also be added.