



PROFILE

- ▶ "The World's Largest Men's Magazine" is also most influential to men everywhere
- ▶ Established since August 2003
- ▶ Originated from US (Since 1998)
- ▶ 45 editions around the globe and more to come, Men's Health is the main read for men who want to better themselves
- ▶ MH is 100% useful. The manual to all things guy related.
- ▶ Focused on important aspects such as: Health, Fitness, Nutrition, Weight-Loss, Sex & Relationships, Style & Grooming and Lifestyle.

EDITORIAL BREAKDOWN

FITNESS = 20%

- ▶ Useful workout tips, guides and techniques
- ▶ Breakthrough training tips from experts
- ▶ Making physical changes in less time
- ▶ The Payoff: a comprehensive guide to building your body for Malaysian men. Complete with instructional guides and snappy writing.

HEALTH = 20%

- ▶ Current health issues thoroughly researched using the latest information from doctors and experts worldwide
- ▶ Easy to read and always current
- ▶ Relevant to at least 80% of the readership
- ▶ Features the latest studies in longevity and total wellness.

NUTRITION & WEIGHT-LOSS = 10%

- ▶ Eating right and losing weight
- ▶ Simple and useful guides and nutrition plans for the man on the move
- ▶ Best Foods: Specially-created Men's Health meals from Malaysia top restaurants

SEX & RELATIONSHIPS = 10%

- ▶ Important tips to better sex
- ▶ How to hook-up and start a great relationship
- ▶ Dating tips that are instantly actionable
- ▶ MH Woman: A monthly guide on relationship advice from Malaysia's top female celebrities

LIFESTYLE FEATURES = 15%

- ▶ Articles and stories that are close to a man's heart
- ▶ Stories that are practical and useful for the everyday man
- ▶ Includes collections of best tips garnered by editors on every topic which can improve a man's life
- ▶ MH Living: a compendium of best interior design tips for the regular man looking to make his home his castle

STYLE & GROOMING = 15%

- ▶ Fashion updates and tips on looking your best always
- ▶ Grooming and style guides for insights by industry experts
- ▶ Twice a year inbound fashion and grooming supplement (June & October)

MALEGRAMS = 10%

- ▶ An interactive guide to all things guy-related. High participation from readers.
- ▶ Gadgets – The latest tech in the market and how to maximize its use
- ▶ Driving – Learn everything about your wheels
- ▶ DIY – Easy ways to fix everything in the house
- ▶ Travel – Simple getaway plans that will work
- ▶ Wealth – Best advice on money

MEN'S HEALTH READER

- ▶ Male adults, from their 20s to 40s.

MEN'S HEALTH STRENGTH

- ▶ A good mix of local and foreign content
- ▶ Authoritative and relevant
- ▶ Complimentary copies distributed at leading fitness centers promotes a high readership and brand awareness
- ▶ A balanced advertisement and editorial ratio of 30%:70%
- ▶ Advertisement pages always on right
- ▶ No Advertisement Banding

READERSHIP STATISTIC

READERSHIP	65,000	100%
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GENDER

Male	63,700	98%
Female	1,300	2%

AGE

20 – 24 years	11,050	17%
25 – 29 years	19,500	30%
30 – 34 years	22,750	35%
35 – 39 years	7,150	11%
40 + years	4,550	7%

PERSONAL MONTHLY INCOME

Less than RM2,500	5,850	9%
RM2,500 – RM3,500	13,000	20%
RM3,501 – RM5,000	24,700	38%
RM5,001 and above	21,450	33%

LOCATION

Klang Valley	45,500	70%
North Malaysia	8,450	13%
South Malaysia	9,100	14%
East Malaysia	1,950	3%

ETHNIC GROUP

Chinese	37,700	58%
Malay	14,950	23%
India	10,400	16%
Other	1,950	3%

OCCUPATION

Professional	14,950	23%
Manager	20,800	32%
Executive	10,400	16%
Businessmen	13,650	21%
Student/ Undergraduate	3,900	6%
Others	1,300	2%

EDUCATION

Graduates (Diploma/ Degree etc)	53,950	83%
Others (A' Levels/ STPM/ SPM)	11,050	17%

PUBLICATION & CIRCULATION

Frequency :	Monthly
Language :	English
Print Run :	32,000 copies
Circulation :	30,000 copies
Distribution :	Major bookstores, newsstands and subscription
Cover Price :	RM10

ADVERTISING RATES

	CASUAL	3X	6X	12X
OUTSIDE BACK COVER				8,075
INSIDE FRONT COVER				10,625
INSIDE BACK COVER			5,950	5,110
DOUBLE PAGE SPREAD (FPFC)	10,000	9,500	9,000	8,500
FULL PAGE FULL COLOR (ROP)	5,500	5,225	4,950	4,675
½ PAGE COLOR (HORIZONTAL)	3,800	3,610	3,420	3,230

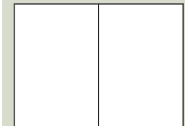
Specified positions will be charged 20% loading. All advertisement rates are quoted in Malaysian Ringgit and are not inclusive of prevailing government taxes.

MATERIAL SPECS

TRIMMED SIZE



Full Page
210 W x 275 H



DPS
420 W x 275 H



½ Pg (Vertical)
105 W x 275 H



½ Pg (Horizontal)
210 W x 137 H

BLEED SIZE

Full Page
216 W x 281 H

DPS
426 W x 281 H

½ Pg (Vertical)
111 W x 281 H

½ Pg (Horizontal)
216 W x 143 H

TEXT AREA

Full Page
185 W x 255 H

DPS
390 W x 255 H

½ Pg (Vertical)
90 W x 255 H

½ Pg (Horizontal)
185 W x 125 H

All measurements in millimeters. Text and images must be kept at least 5mm from spine and trim lines.

TERMS & CONDITIONS

All advertisements in Men's Health are accepted under the following terms and conditions. No variations to these terms and conditions are permitted without the express written approval from Blu Inc Media Sdn Bhd.

1. All advertisements are accepted and published by the Publisher on the representation of the advertiser and/or the advertising agency that both are authorised to publish the entire content and subject matter of the advertisement. The advertiser and advertising agency shall be held solely responsible for the contents of the advertisements.
2. In consideration of publication of an advertisement, the advertiser and/or the advertising agency will indemnify and hold harmless Men's Health, the Publisher, the Magazine, their officers, agents and employees against losses and expenses (including legal fees) and losses resulting from the publication to the contents in the advertisement, including and, without limitation to, claims or suits for libel, violations of rights of privacy, defamation, trademark or copyright infringement, misappropriation, or plagiarism.
3. Execution of an order is subject to the Publisher's approval of the copy, including display, text and illustration.
4. The Publisher reserves the right to reject any advertisement for any reason at any time.
5. The Publisher reserves the right to change advertising rates following the 30 days' notice.
6. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the issue for any reason whatsoever including but not limited to strikes, work stoppages, accidents, fires and acts of God.
7. Loading charges will apply to fixed position requested by advertiser.
8. If the advertiser and/or the advertising agency fails to submit the material on time, the publisher reserves the right to repeat previous advertisements of the correct size or technical specification or run an in-house advertisement or blank page. In any case the advertiser or the advertising agency will be liable to pay the contracted advertising rates in full.
9. The Publisher reserves the right to add the word Advertisement/ Supplement/ Advertorial or other suitable alternatives at the top or anywhere within any page, that in the Publisher's sole judgement, too closely resembles the editorial page of the publication.
10. The Publisher does not undertake to insure advertising materials supplied and will be held without prejudice. The Publisher reserves the right after six months to dispose of any copy material, photographs, artwork, separations, etc. providing the advertiser and/or advertising agency has not given instructions to the contrary.
11. The advertiser and/or the advertising agency are jointly liable for payment of all invoices for advertising placed. The advertiser and/or the advertising agency agree not to make promotional or merchandising to Men's Health without prior written permission from the Publisher.
12. All payments shall be made in the currency as stated on the invoice. All rates are quoted as payment due, free of all withholding taxes and duties unless specified. The Publisher reserves the right to ask prepayment from any advertiser and/or its advertising agency.
13. The Publisher reserves the right to charge interest on any monies outstanding after 30 days if date of the invoice or by the copy date of the next issue, whichever comes first. A 1.5% cash discount on the invoice value is allowed for invoices paid within 10 days from the date of the invoice. 1% interest per month for more than 30 days from the date of invoice.
14. The advertiser and/or advertising agency accepts that payment for the advertisement is not conditional on the inclusion, or exclusion of any editorial material in the magazine, whether promised or not, and any error or omission in the editorial or any criticism the advertiser and the advertising agency may have shall not be grounds for non-payment, or late-payment of the advertising account.
15. Complaints of advertisements must be made within two weeks after publication date.
16. Cancellation or postponement by the advertiser and/or the advertising agency of any portion of a contract nullifies all earned rates and/or frequency/series discounts for the entire contact. In such cases the advertiser of the advertising agency will become liable to the Publisher for the difference between the contracted rate and the published rate card on all of the past insertions. An insertion in one issue shall not qualify the advertisers for a discount in the subsequent issues as of right.
17. Should the invoice for the advertisement space in one issue be unpaid by the copy date of the next issue, the Publisher reserves the right not to publish any advertisements booked in future issues and to adjust the price of the first issue retrospectively to the higher single issue rate.
18. Space bookings cannot be cancelled within eight weeks prior to the publications of that issue; the space will be invoiced nevertheless. Cancellation outside eight weeks will invalidate any series discounts received on previous issues, and higher rates will apply retrospectively.
19. The advertiser and/or the advertising agency will pay for the cost, legal or other professional services and incidental expenses incurred by the Publisher in the course of collecting payment.
20. The placing of order will be deemed as acceptance to these terms and conditions. Supplementary terms and conditions attached unilaterally on an order form will not be valid, unless endorsed by the Publisher.

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Men's Health

MALAYSIA

RODALE'S