

GROOMING STYLE HEALTH FITNESS SEX NUTRITION WEIGHT LOSS CAREER BEAUTY & STYLE HEALTH FITNESS SEX & RELATIONSHIPS NUTRITION & WEIGHT LOSS CAREER & FINANCE HEALTH FITNESS TRAINING NUTRITION WEIGHT LOSS INJURY PREVENTION GEAR MOTIVATION EVENTS HEALTH FITNESS TRAINING NUTRITION WEIGHT LOSS INJURY PREVENTION GEAR EVENTS BIKE

**Men's Health is the #1 source of information for and about men.**

It's a magazine for active, successful, professional men who want control over their physical, mental and emotional lives. We give men the tools they need to make their lives better through in-depth reporting, covering everything from style to sex, fitness and weight-loss as well as cutting-edge gear, the latest entertainment, timely features and more. With 39 editions worldwide, Men's Health is the world's largest men's magazine.



**PICA AWARDS**  
• Health Writer of the Year 2010

MEN'S HEALTH IS THE WORLD'S LARGEST MEN'S MAGAZINE.

**2011 EDITORIAL LINE-UP**

January	Upgrade Issue
February	Wealth & Power Issue
March	Belly Off Issue
April*	Winter Style Issue
May	The Hardcore Issue
June	Winter Grooming Guide
July	The Sex Issue
August	15 Minute Issue
September	Performance Issue
October*	Weight Loss Issue
November	The Risk Issue
December*	The Body Issue

[www.mh.co.za](http://www.mh.co.za)

\* FLIP COVER

**Lively, fun and proactive.**

The Women's Health brand addresses a new generation of contemporary women who want to make the best, most informed choices in all areas of their life. Using the 360-degree approach of print, digital and event platforms, Women's Health connects to its readers and delivers both expert advice and original content, transcending its title and stamping its authority on everything that matters to this audience.



**PICA AWARDS**  
• Best Visual Production  
• Philip Tyler Trophy for Best Magazine Launch 2010

WOMEN'S HEALTH IS THE FASTEST GROWING MAGAZINE IN SOUTH AFRICA.

**2011 EDITORIAL LINE-UP**

Jan/Feb	The Weight Loss / Shape Up Issue
March	Weekend Issue
April	Beauty Awards Issue
May*	Winter Style Issue
June	The Age Issue
July	The Sex Issue
August	Stress Less Issue
September	The South Africa Issue
October	Body Shapes Issue
November*	Summer Style Issue
December	Look Better Naked

[www.WomensHealthSA.co.za](http://www.WomensHealthSA.co.za)

\* FLIP COVER

**Recognised as the global authority on running information.**

Runner's World informs, advises and motivates runners of all ages and abilities. Runner's World helps runners achieve their personal health, fitness and performance goals and inspires them with vivid, memorable storytelling and expert shoe and gear reviews.



RUNNER'S WORLD INSPIRES PEOPLE TO IMPROVE THEIR HEALTH AND WELLNESS THROUGH RUNNING.

**2011 EDITORIAL LINE-UP**

January	Your Best Shape Ever
February	Running For Couples
March	Half Marathon Special
April	Two Oceans vs. Comrades
May	Winter Fashion Guide
June	Winter Food Special
July	Burn Fat Faster
August	5-K Special
September	Beginner's Running
October	Triathlon Guide
November	Sexy Summer Gear
December	Gear & Gift Guide

[www.runnersworld.co.za](http://www.runnersworld.co.za)

**Bicycling connects with thousands of active, affluent professionals for whom cycling is a passion.**

The title serves all levels of riders and every issue is filled with inspiring advice on how to enjoy the ultimate rides, fitness and training tips and expert bike and gear reviews.



BICYCLING IS THE WORLD'S LEADING CYCLING MAGAZINE.

**2011 EDITORIAL LINE-UP**

January	Bike Buyer's Guide
February	Argus Preview
March	Cape Epic Preview
April	The Get Lean Issue
May/June	Winter Training Guide
July/August	Tour De France Fan Guide
September	Bikes Of The Year 2011
October	Best Bikes Under R5 000
November	94.7 Preview Edition
December	Vacation Guide For Cyclists

[www.bicycling.co.za](http://www.bicycling.co.za)

**986 000**  
READERSHIP

**72 033**  
CIRCULATION

**15 888**  
SUBSCRIBERS

**269 800**  
PAGE IMPRESSIONS



**THE MEN'S HEALTH READER**

Avg HH income	R17 005
Avg Personal income	R9 642
Post-matric education	33%
25-49 yrs	62%
Male	80%
Black	57%
White	25%
Coloured or Indian	19%
English	32%
Afrikaans	17%

**MEN'S HEALTH ONLINE**

Unique users	48 259
Facebook fans	11 164

AMPS 2010A, ABC JUL - SEP 2010, NIELSENS/NET RATING OCT 2010

**330 000**  
EST. READERSHIP

**68 331**  
CIRCULATION

**6 577**  
SUBSCRIBERS

**405 782**  
PAGE IMPRESSIONS



**THE WOMEN'S HEALTH READER**

Post-matric education	66%
25-39 yrs	61%
Female	98%
English	68%
Afrikaans	24%
Work full-time	80%
Managerial position	49%
R20 000+ HH income	55%

**WOMEN'S HEALTH ONLINE**

Unique users	34 811
Facebook fans	11 492

ABC JAN - JUNE 2010, NIELSENS/NET RATING OCT 2010  
WH ONLINE SURVEY MAR 2009, N= 1289

**81 000**  
READERSHIP

**18 422**  
CIRCULATION

**7 405**  
SUBSCRIBERS

**160 408**  
PAGE IMPRESSIONS



**THE RUNNER'S WORLD READER**

Avg HH income	R19 979
Avg Personal income	R12 310
Post-matric education	47%
25-49 yrs	57%
Female	50%
Black	39%
White	46%
Coloured or Indian	16%
English	51%
Afrikaans	19%

**RUNNER'S WORLD ONLINE**

Unique users	26 554
Facebook fans	3 261

AMPS 2010A, ABC JUL - SEP 2010, NIELSENS/NET RATING OCT 2010  
RUNNER'S WORLD READER SURVEY 2010

**92 000**  
READERSHIP

**17 185**  
CIRCULATION

**6 988**  
SUBSCRIBERS

**140 996**  
PAGE IMPRESSIONS



**THE BICYCLING MAGAZINE READER**

Avg HH income	R19 784
Avg Personal income	R14 077
Post-matric education	30%
25-49 yrs	46%
Male	71%
Black	26%
White	53%
Coloured or Indian	21%
English	42%
Afrikaans	32%

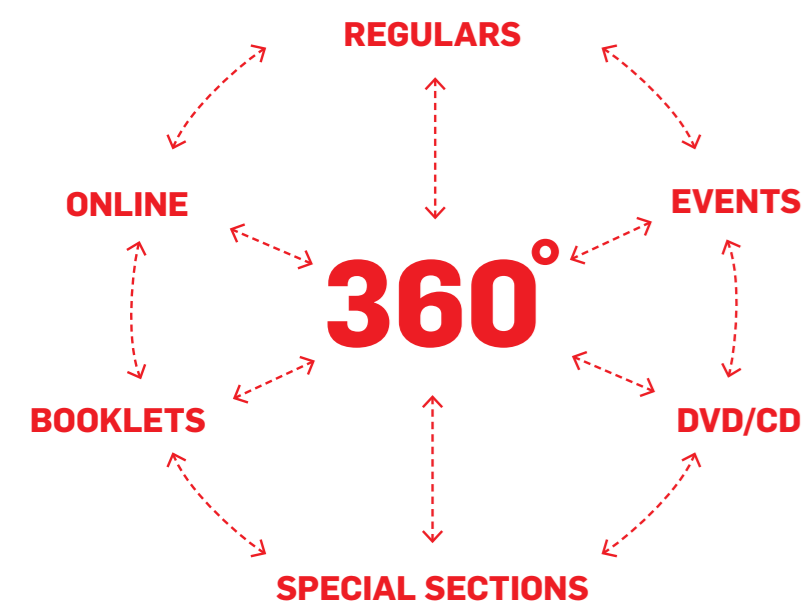
**BICYCLING MAGAZINE ONLINE**

Unique users	18 761
Facebook fans	2 686

AMPS 2010A, ABC JAN - JUNE 2010, NIELSENS/NET RATING OCT 2010

# INTEGRATED MARKETING OPPORTUNITIES

**» 360° Campaign**  
More than magazines, our brands extend beyond print. We interact with our readers across multiple touch/points and are sources of credible, original information that our audience turns to daily.



360 DEGREES	MH	WH	RW	BM
<b>SPECIAL SECTIONS</b>				
Denim Special	✓	✓		
Sex Issue	✓	✓		
Tech Guide	✓	✓		
Am I Normal	✓	✓		
Grooming/Beauty Awards	✓	✓		
Winter/Summer Style Guide	✓	✓		
Healthiest Foods	✓	✓	✓	✓
Wealth Guide	✓	✓		
MH Living	✓	✓		
<b>BOOKLETS</b>				
Tour De France				✓
Injury Prevention			✓	✓
Trail Guide			✓	✓
Women's Running			✓	✓
Braai Guide	✓	✓		
Bound inserts (4 pages)	✓	✓		
Bound inserts (6 - 8 pages)	✓	✓		
15 Minute Workouts	✓	✓		
Eat This Not That	✓	✓		
Your Perfect Match (beauty)	✓	✓		
<b>DVD/CD</b>				
Train your body type	✓	✓		
Workout Music	✓	✓		
<b>REGULARS</b>				
Win Weekly	✓	✓	✓	✓
Subscription Drives	✓	✓	✓	✓
Reader Letter Wins	✓	✓	✓	✓
FPFC Competitions	✓	✓	✓	✓
<b>ONLINE</b>				
Win Weekly	✓	✓	✓	✓
Custom Tools	✓	✓	✓	✓
Microsites	✓	✓	✓	✓
Online Advertisers	✓	✓	✓	✓
Surveys	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Newsletters	✓	✓	✓	✓
Mobile	✓	✓	✓	✓
<b>EVENTS</b>				
Pop-up Studios	✓	✓		
Are You Game?	✓	✓		
Menswear Collection	✓	✓		
Urbanathlon	✓	✓		
Mixer Singles Party	✓	✓		
Dirt Festival	✓	✓		
Ride Before You Buy	✓	✓		
Pasta Parties	✓	✓		
Trail Run	✓	✓		
Girls On The Run	✓	✓		
Master Class	✓	✓		

MH = Men's Health WH = Women's Health RW = Runner's World BM = Bicycling Magazine

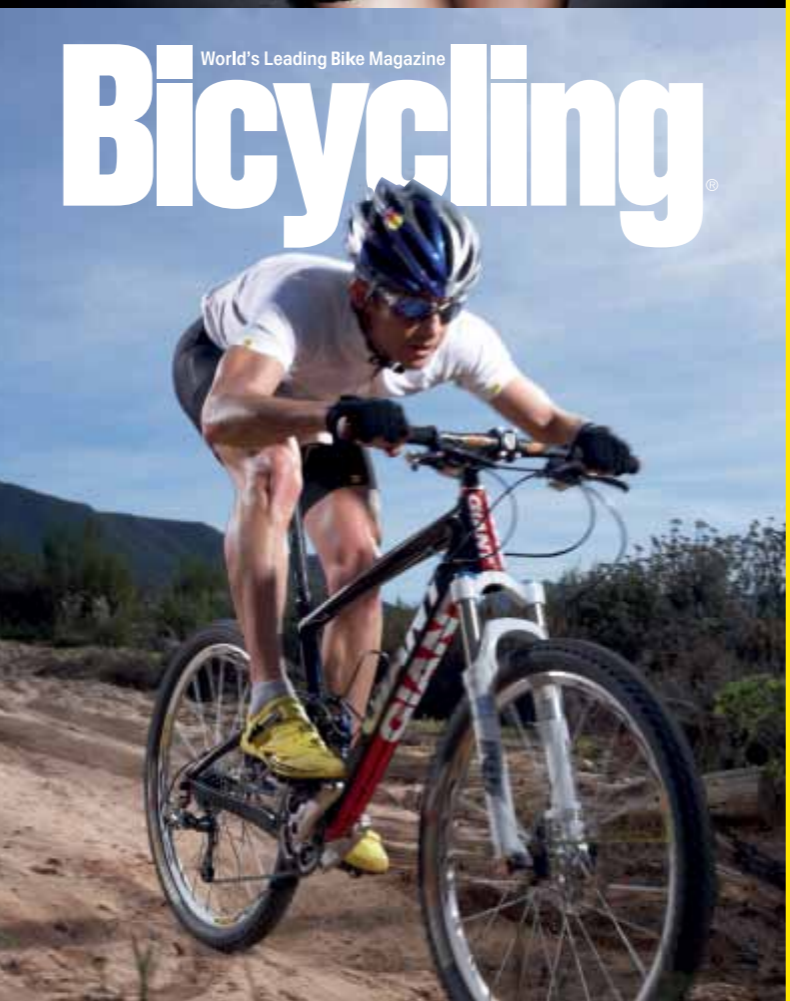
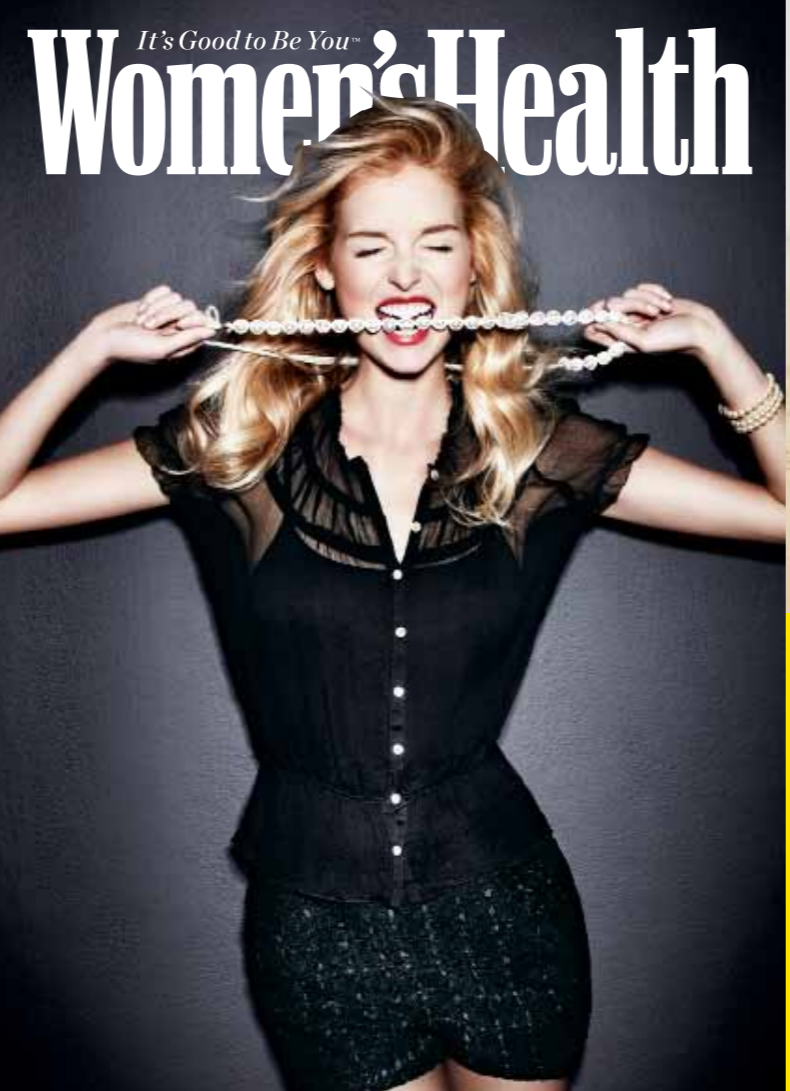
# RATES AND SCHEDULES

**» New for 2011**  
Boost your campaign by booking across more than one of these great brands and enjoy a combination rate discount!

RATES	Men'sHealth		Women'sHealth		RUNNERS		Bicycling	
	Standard	Combo	Standard	Combo	Standard	Combo	Standard	Combo
FPFC	63 547	59 600	44 820	41 200	22 000	20 700	22 900	21 500
DPS	126 087	118 000	89 640	82 300	44 000	41 400	45 800	42 900
1/2 page	50 774	47 600	35 856	32 900	14 000	13 100	14 900	14 000
1/4 page	44 478	40 800	31 374	28 800	10 800	10 100	11 500	10 800
Advertorial FPFC	59 731	56 100	45 900	43 100	24 400	22 900	27 500	25 800
Advertorial DPS	117 533	110 480	91 800	86 300	48 000	45 100	54 900	51 500
IFC DPS	157 569	148 000	112 050	103 300	54 900	51 600	57 000	53 500
2nd DPS	140 503	131 800	103 086	95 100	47 000	44 200	49 000	46 000
3rd DPS	134 440	126 300	98 604	90 900	45 000	42 200	47 000	44 000
IBC	76 267	71 600	50 200	47 200	26 400	24 800	27 500	25 800
OBC	99 375	92 900	62 748	57 800	30 900	29 050	32 000	29 100
Pullout posters	126 000	-	62 000	-	22 000	-	22 900	-
* Vertical belly bands (in book)	98 000	-	108 000	-	29 500	-	31 200	-
<b>SPECIAL EXECUTIONS*</b>								
Loose inserts (single)	400	380	400	380	400	380	400	380
Loose inserts (4 pages)	555	520	555	520	555	520	555	520
Loose inserts (6 - 8 pages)	660	620	660	620	660	620	660	620
Loose inserts (12 pages)	740	700	740	700	740	700	740	700
Bound inserts (single)	495	460	495	460	495	460	495	460
Bound inserts (4 pages)	685	620	685	620	685	620	685	620
Bound inserts (6 - 8 pages)	805	760	805	760	805	760	805	760
Bound inserts (12 pages)	930	880	930	880	930	880	930	880
Carry fee	400	-	400	-	400	-	400	-
Hand insert - Random	270	-	270	-	270	-	270	-
Hand insert - Specific	360	-	360	-	360	-	360	-
Tip in (Glue in) on specific page	640	-	640	-	640	-	640	-
Bagging	820	-	820	-	820	-	820	-
Bagging contribution	220	-	220	-	220	-	220	-
Subscriber inserts	2 390	-	2 390	-	2 390	-	2 390	-
<b>DIGITAL</b>								
Leaderboard (per thousand)	380	360	380	360	380	360	380	360
Island (per thousand)	280	260	280	260	280	260	280	260
Skyscraper (per thousand)	320	300	320	300	320	300	320	300
Double Banner (per thousand)	280	260	280	260	280	260	280	260
Newsletter	5 500	5 100	5 500	5 100	3 200	2 800	3 000	2 600
Full sponsorship package	15 000	14 000	15 000	14 000	13 000	11 500	11 000	9 800
Direct mailing	27 000	25 400	27 000	25 400	18 000	15 000	16 000	13 000
Advertorial	10 000	9 000	10 000	9 000	6 000	5 000	6 000	5 000
Custom tools	30 000	27 000	30 000	27 000	30 000	27 000	30 000	27 000
Home page takeover (per week)	22 000	20 000	22 000	20 000	22 000	20 000	22 000	20 000
Roadblock (per thousand)	350	330	350	330	350	330	350	330
Mobile CPM (per thousand)	220	200	220	200	220	200	220	200
Mobile sponsorship	15 000	14 000	15 000	14 000	15 000	14 000	15 000	14 000

SCHEDULE	Men'sHealth	Women'sHealth	RUNNERS	Bicycling
● Booking Deadline	JAN '11 26-Nov FEB '11 22-Dec	01-Dec 05-Jan 26-Jan	22-Dec	26-Dec
● Material Deadline	MAR '11 28-Jan APR '11 23-Feb	02-Feb 02-Mar 23-Mar	23-Feb	23-Feb
● On Sale Date	MAY '11 25-Mar JUNE '11 22-Apr	30-Mar 20-Apr 16-May	20-Apr	18-May
● Please Note:	JULY '11 22-May AUG '11 24-Jun	25-May 13-Jun 18-Jul	13-Jun	18-Jul
Advertorial and Part Pages deadline is two weeks prior to regular booking deadlines	SEP '11 22-Jul OCT '11 19-Aug	27-Jul 15-Aug 12-Sep	15-Aug	17-Aug
	NOV '11 23-Sep	28-Sep 17-Oct	17-Oct	19-Oct
	DEC '11 21-Oct	26-Oct 14-Nov	14-Nov	23-Nov
	JAN '12 18-Nov	23-Nov 12-Dec	12-Dec	21-Dec
	FEB '12 15-Dec	21-Dec 16-Jan	16-Jan	25-Jan
	MAR '12 20-Jan	25-Jan 13-Feb	13-Feb	22-Feb

\* COST PER THOUSAND; SEE BACK PAGE FOR INSERT QUALIFICATIONS AND SPECIFICATIONS. NOTE: RATES INCLUDE AGENCY COMMISSION AND EXCLUDE VAT; ADVERTORIAL RATES EXCLUDE AGENCY COMMISSION AND EXCLUDE VAT.



**» MATERIAL SIZES**

SIZE	BLEED	TRIM	TYPE
FPFC	282 x 216	276 x 210	240 x 186
DPS	282 x 432	276 x 420	240 x 372
1/2 Vertical	282 x 111	276 x 105	240 x 93
1/4 Horizontal	144 x 216	138 x 210	120 x 186
1/2 Vertical	282 x 76	276 x 70	240 x 62
1/4 Horizontal	98 x 216	92 x 210	80 x 186

- » MATERIAL REQUIREMENTS**  
(Digital material only, delivered to Touchline Media)
- Process:** Heatset Web Offset.
  - Material:** Print-optimised PDF with fonts embedded and all images at 240-300dpi. Material to be sent via QUICKCUT or WEBSND.
  - Proof:** Hi-res satin sherpa proof. (No liability is accepted for the result of material supplied without a satin sherpa proof.)

- » INSERT QUALIFICATIONS, SPECIFICATIONS**
- Delivery Address:** Attention to Craig Gertse, Paarl Media Cape, 10 Freedom Way, Marconi Beam, Milnerton, 7441. Tel: 021 550 2522.
  - Qualifications:** Subscribers: Subject to postage where applicable.
  - Carrying fee:** Must be added to gluing/insert costs.
  - Paste or Glue-on specific page:** If the product is glued onto a full page advertisement the carrier fee will be discounted by 10% and a double page spread by 20%.
  - Loose Inserts:** Minimum 150 mm deep (spine) x 120 mm wide. Maximum 265 mm deep (spine) x 200 mm wide.
  - Packaging:** Pack and deliver supplement/inserts in a firm carton container or box in a pallet. Individual stacks must be uniformly packed facing the same direction, and must be delivered face-up. The container must be clearly marked with: the name of the insert, name and issue date of the publication concerned, number of inserts per box, weight per box.
  - Due to the way our distribution network is structured, the standard accuracy for loose regional inserts is approximately 95%.
  - Print orders given are meant as guidelines only and they can fluctuate at any time with every issue. Inserts cannot be counted upon delivery but quantity checks will be carried out once received. It remains the supplier's responsibility to ensure that the correct quantity is delivered. No liability shall be taken for any losses arising from the omission of an insert due to incorrect specifications or packaging. Non-conformance to packing specifications may result in additional handling charges. Pre-printed inserts must be in the same language as the publication concerned. 2% shrinkage should be allowed for all inserts.
  - Business Hours:** Deliveries will not be accepted during weekends (after 12:00 noon on Friday until 07:00 Monday) and Media24 does not provide a storage facility for deliveries earlier than 2 weeks before the due date.

- » POSITIONING AND CANCELLATIONS**
- Guaranteed upfront positions carry a 15% loading. While every effort will be made to place ads within the most relevant editorial or "best possible" position, preference will be given to loyal advertisers who support the magazine throughout the year. To facilitate planning and magazine layout, the cancellation deadline is the same as the booking deadline. After this date, no bookings can be cancelled and a 50% cancellation fee will be levied against all such cancellations after this date.
- Note 1: Men's Health, Women's Health, Runner's World and Bicycling cannot accept any hard liquor advertising and reserve the right to turn away advertising of an overtly sexual nature.
- Note 2: Where rates are negotiated based on an upfront commitment to a specified number of insertions, the agreed upon number of insertions must be placed in order to secure the discount. Should insertions be cancelled, resulting in fewer than the required number of insertions being placed, rates will be adjusted accordingly.

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2011 Rodale Ratecard