

MEDIA KIT 2023

MEN'S JOURNAL

**RUGGED
AND
REFINED**

Rugged Lifestyle, Refined Tastes

Everyday, affluent and adventure seeking consumers turn to Men’s Journal for informative content on the newest travel trends, gear and aspirational stories. These consumers set themselves apart from other media consumers with enthusiast foundations in the outdoor world that are coupled with refined lifestyle tastes.

Purchase Intent Driven by

▼
Having
stimulating
experiences,
very important
Index 172

▼
Always the first
of my peers
to try new
products
Index 227

▼
Sharing my
opinion about
products and
services by
posting reviews
and ratings
online
Index 267

▼
Always looking
for ways to live
a healthier life
Index 185

Source: 2022 comScore Multi-Platform/GfK MRI Simmons Fusion (07-22/S22). Base of adults with men appended. MJ total brand.



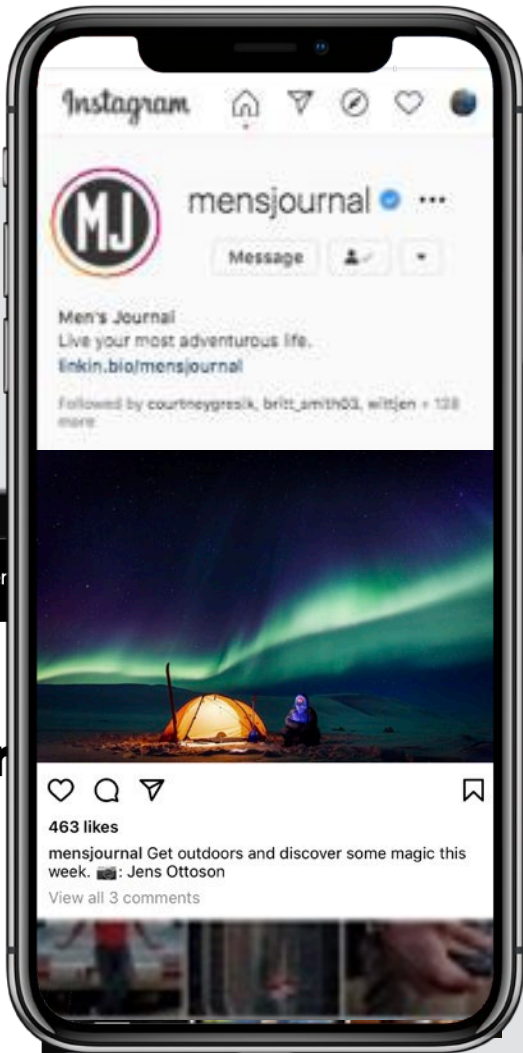
Rugged and Refined On Every Platform



Print



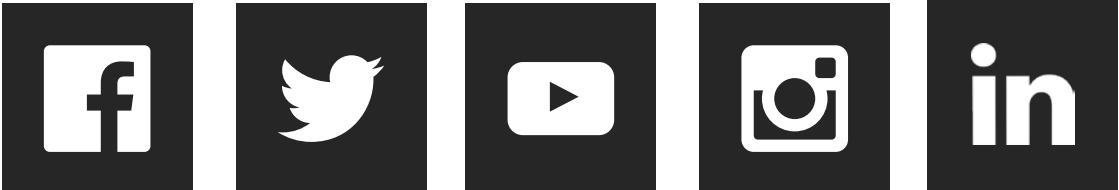
Tablet



Mobile



Desktop



Social

MONTHLY REACH: **13.5 MILLION**

Source: Doublebase Spring 2022, Google Analytics (January-December 2021), Sprout Social November 2022

Marketing Capabilities

Men’s Journal provides custom integrated marketing strategies for partners that address their specific priorities and are designed to:

- ▶ **Maximize awareness, excitement and trial among target consumers**
- ▶ **Leverage the unique editorial perspective of Men’s Journal in supporting our partners goals and objectives**
- ▶ **Provide tangible, measurable results with creativity, originality and efficiency**

CAPABILITIES INCLUDE:

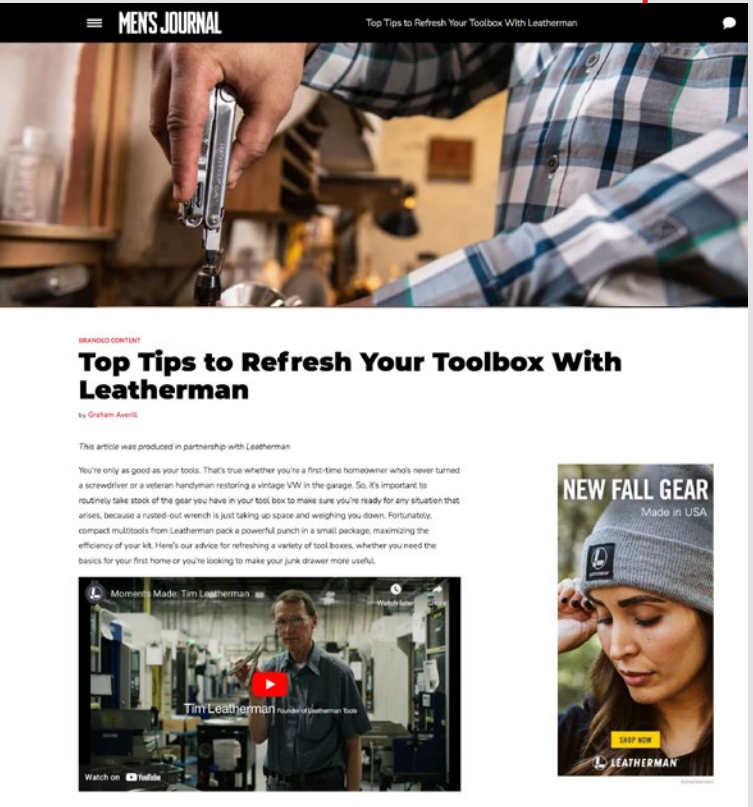
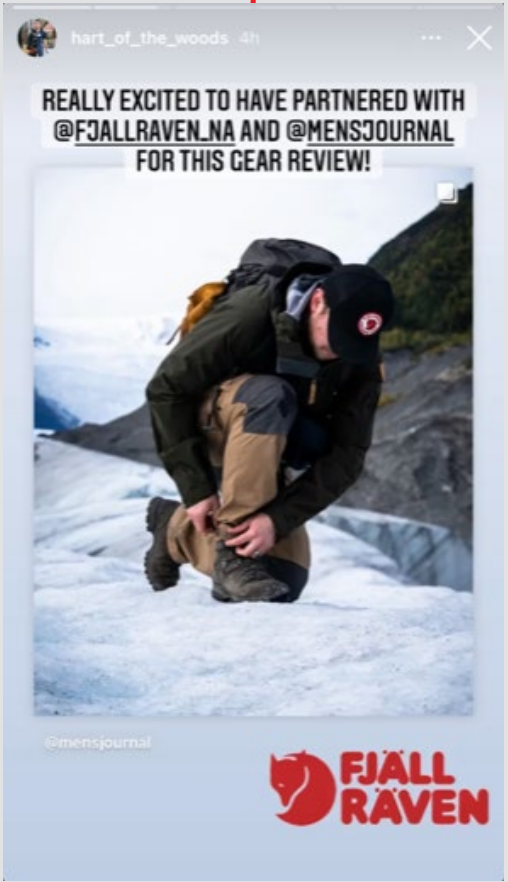
VIDEO PRODUCTION

PODCASTS

INFLUENCER TALENT

NATIVE & BRANDED CONTENT

PRINT INTEGRATION



Print Snapshot

Adventurous. Active. Affluent.

Rate Base

1,000,000

Audience

2,800,000

M/F %

84/16

Median Age

45.1

Median HHI

\$93,292

Time Spent - minutes

41



Digital Snapshot

A powerhouse of influential consumers

Unique Visitors

5,000,000

PVs

67,000,000

M/F%

63/37

Median Age

39

Median HHI

\$121,289

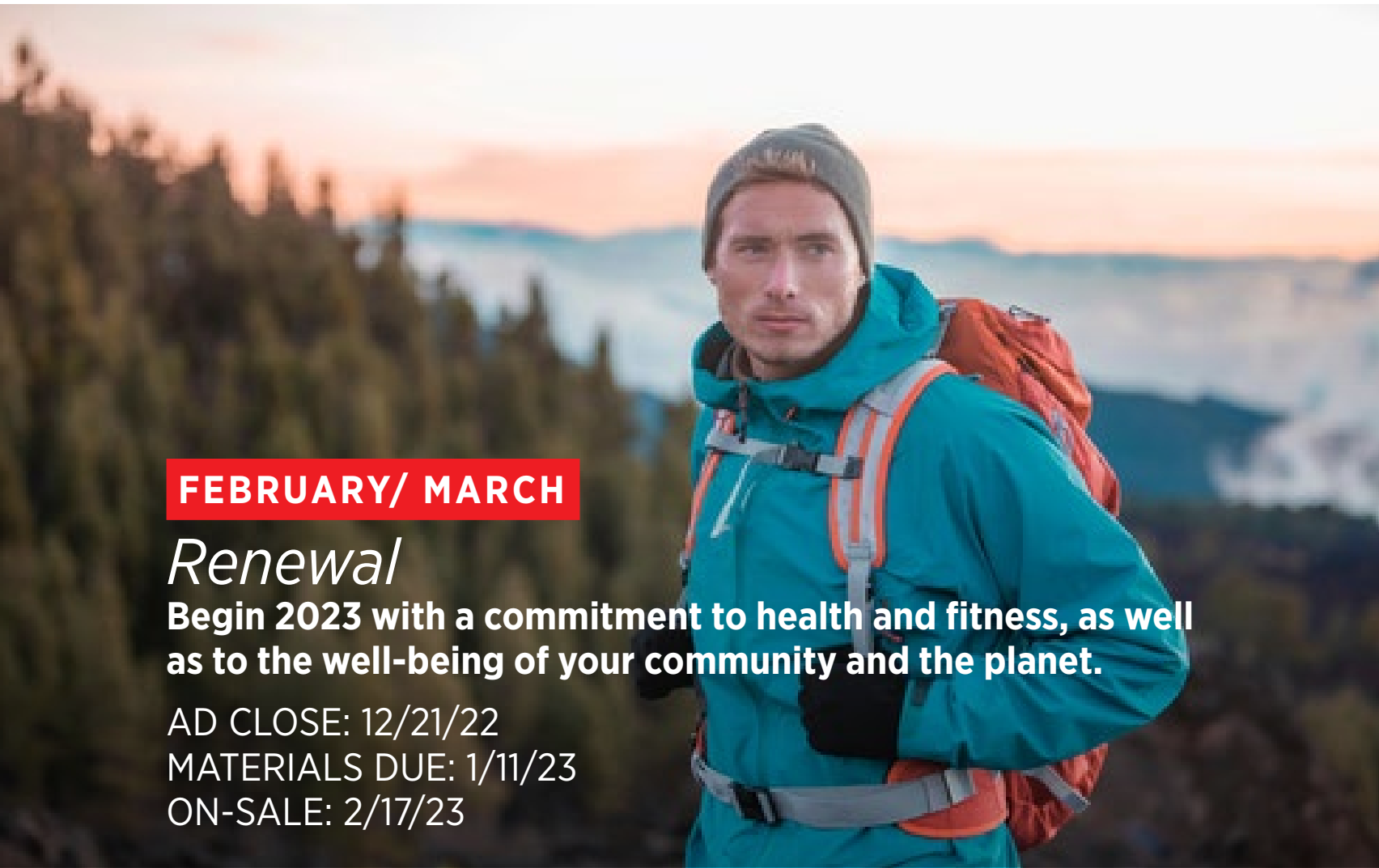
Avg. Min Per Visit

1.6

Source: Google Analytics January-December 2021 and comScore Media Metrix 6 month avg. (January-June 2022).



Men's Journal 2023 Editorial Calendar



FEBRUARY/ MARCH

Renewal
Begin 2023 with a commitment to health and fitness, as well as to the well-being of your community and the planet.

AD CLOSE: 12/21/22
MATERIALS DUE: 1/11/23
ON-SALE: 2/17/23



APRIL/ MAY

Spring Gear & Recreation
The latest gear and fashion for a year of travel, whether you're headed to the mountains, beach or golf course.

AD CLOSE: 2/10/23
MATERIALS DUE: 2/27/23
ON-SALE: 4/7/23



JUNE/JULY

Adventure
Everything you need to know to plan a week-long trip anywhere (both near or far), and reviews of the latest cars, trucks, motorcycles and UTVs.

AD CLOSE: 4/14/23
MATERIALS DUE: 5/4/23
ON-SALE: 6/9/23



AUGUST/SEPTEMBER

Style + Design
We showcase the best of the best, where performance meets function in gear, automotive, home & electronics.

AD CLOSE: 6/16/23
MATERIALS DUE: 7/3/23
ON-SALE: 8/11/23



OCTOBER/ NOVEMBER

Food & Drink
From locally inspired recipes to the finest whiskeys, discover the most delicious Fall flavors from across the county and around the world.

AD CLOSE: 8/18/23
MATERIALS DUE: 9/1/23
ON-SALE: 10/13/23



DECEMBER/HOLIDAY

The Winter Preview + Holiday Gift Guide
Where to go to play in the snow or escape to a place in the sun. Plus: the perfect gift for everyone on your list—including you!

AD CLOSE: 10/13/23
MATERIALS DUE: 10/30/23
ON-SALE: 12/8/23

General Rate Card | 2023

RATE BASE: 1,000,000

4C	▼ FULL PAGE	▼ 2/3 PAGE	▼ 1/2 PAGE	▼ 1/3 PAGE	▼ COVER 2	▼ COVER 3	▼ COVER 4
OPEN	223,670	178,240	133,680	89,130	245,065	234,875	278,495
3X	218,335	174,690	131,020	87,345	↑ 10% premium	↑ 5% premium	↑ 25% premium
6X	213,865	171,095	128,325	85,555	—	—	—
9X	209,405	167,495	126,070	83,750	—	—	—
12X	204,955	163,980	123,010	81,955	—	—	—

B&W	▼ FULL PAGE	▼ 2/3 PAGE	▼ 1/2 PAGE	▼ 1/3 PAGE			
OPEN	200,480	160,385	120,310	80,210	—	—	—
3X	196,505	157,140	117,915	78,615	—	—	—
6X	192,440	153,990	115,500	77,000	—	—	—
9X	188,470	150,790	113,105	75,380	—	—	—
12X	184,465	147,570	110,675	73,800	—	—	—

Fractional Premium = 20%



Print Specs | 2023



	▼ BLEED	▼ TRIM	▼ NON-BLEED
FULL PAGE	8.25" x 11.125"	8" x 10.875"	7.5" x 10.375"
TWO PAGE SPREAD	16.5" x 11.125"	16" x 10.875"	15.5" x 10.375"
1/2 PAGE HORIZONTAL	8.25" x 5.687"	8" x 5.437"	7.5" x 5.125"
1/2 PAGE HORIZONTAL SPREAD	16.5" x 5.687"	16" x 5.437"	15.5" x 5.125"
1/2 PAGE VERTICAL	4" x 11.125"	3.75" x 10.875"	3.625" x 10.375"
2/3 PAGE VERTICAL	5.5" x 11.125"	5.25" x 10.875"	5.125" x 10.375"
1/3 PAGE VERTICAL	2.75" x 11.125"	2.5" x 10.875"	2.25" x 10.375"

BINDING METHOD:

Perfect Bound

TRIM SIZE:

8" x 10.875"

LIVE AREA:

All type or graphics not intended to trim should be positioned 3/8" in from all bleed edges

GUTTER SAFETY:

Headlines: 1/4" each side of the gutter
Body Text: 1/4" each side of the gutter

LINE SCREEN:

150 line screen for covers
133 line screen for body

ACCEPTED DIGITAL FILES:

- PDF-X1a, no native files accepted
- One ad per file only
- Files must be composite (all colors on one page)
- Ad orientation: right reading, portrait mode (no rotations), 100% (actual size)
- Standard trim and bleed marks must be included in all separations with 12 pt offset from the trim
- All trapping and overprints must be included in file

PROOF GUIDELINES:

SWOP standard proof

ALL FILES SHOULD BE

Labeled With:

1. Advertiser/Client
2. Production contact (name & phone number)
3. Ad Agency contact (name & phone number)
4. Vendor contact
5. Return address
6. List of contents
7. Issue printing

ADVERTISERS MUST UPLOAD ADS THROUGH THE AMI AD PORTAL:

<https://a360media.sendmyad.com>

Please sign up to create your account and make sure to check FAQs and view video tutorials

FOR ALL QUESTIONS PLEASE CONTACT:

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Please note: High-resolution PDF only

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