

MEDIA KIT 2021

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 178

▼
Always the first
of my peers
to try new
products
Index 187

▼
Sharing my
opinion about
products and
services by
posting reviews
and ratings
online
Index 189

▼
Always looking
for ways to live
a healthier life
Index 206

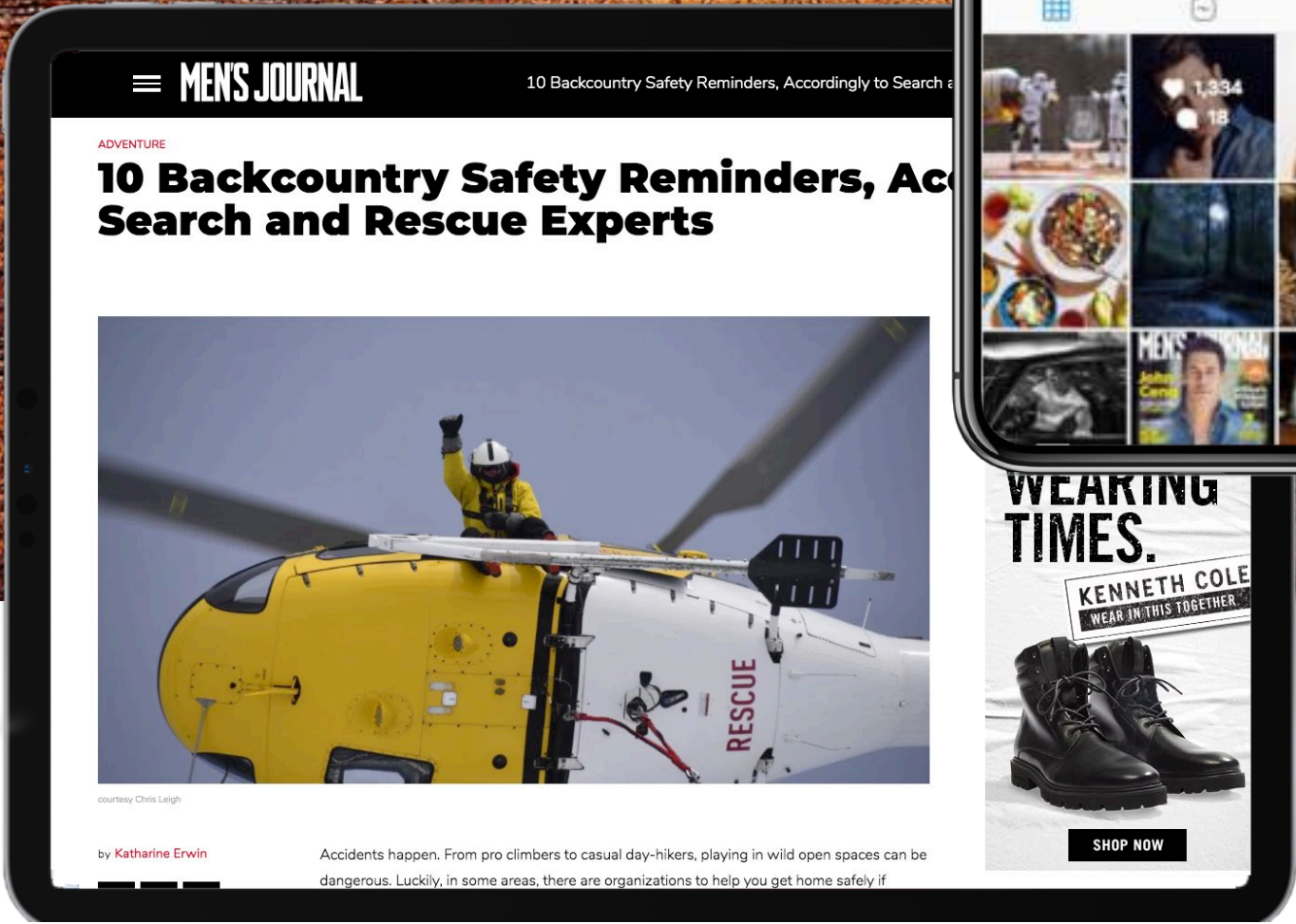
Source: 2020 comScore Multi-Platform//GfK MRI Media + Fusion (02-20/F19).base of total adults with men appended. MJ total brand



Rugged and Refined On Every Platform



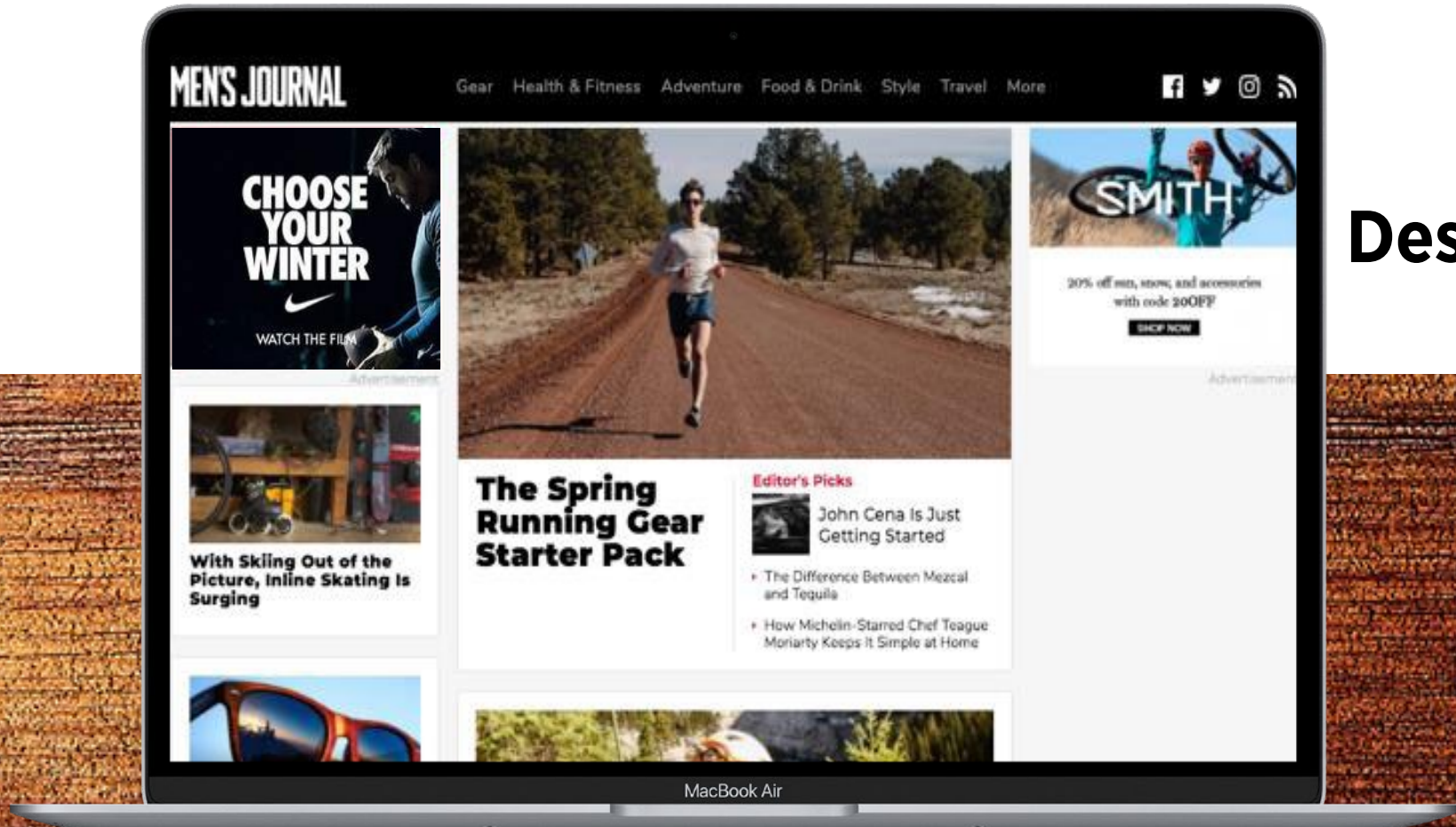
Print



Tablet



Mobile



Desktop



Social



Social Influencer

MONTHLY REACH: 14.1 MILLION

Source: Facebook Business Insights and Sprout Social February 2021, Google Analytics 3 month avg. (Dec 20-Feb 21), Doublebase 2020

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:

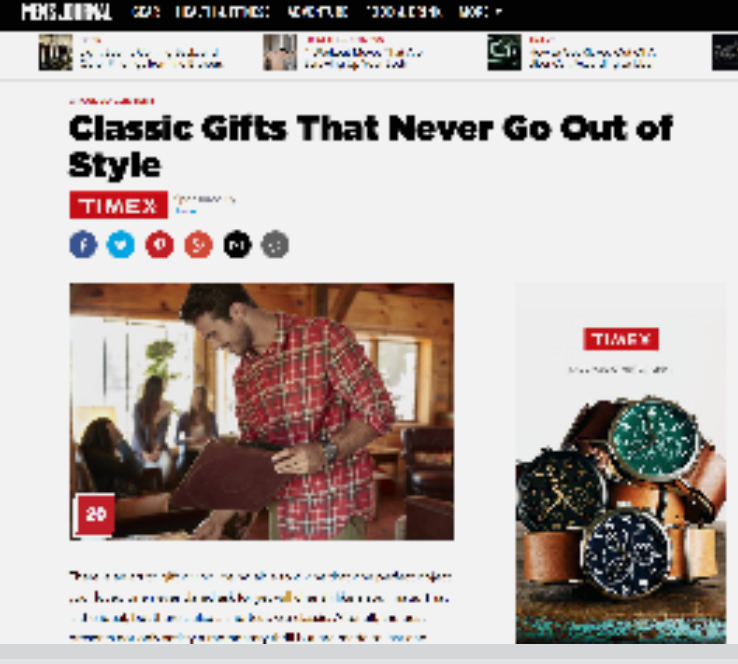
VIDEO PRODUCTION

EVENTS

INFLUENCER TALENT

NATIVE & BRANDED CONTENT

CUSTOM PRINT



Print Snapshot

Adventurous. Active. Affluent.

Rate Base

1,000,000

Audience

2,490,000

M/F %

89/11

Median Age

43.6

Median HHI

\$94,034

Time Spent - minutes

33



Digital Snapshot

A powerhouse of influential consumers

Unique Visitors

5,100,000

PVs

83,000,000

M/F%

62/38

Median Age

38

Median HHI

\$121,941

Avg. Min Per Visit

2.1

Source: Google Analytics and comScore Media Metrix 3 month avg. (Dec 20-Feb 21), Avg. Monthly Page Views and Minutes Per Visit Google Analytics 3 month avg (Jan-Mar 21).



Men's Journal 2021 Editorial Calendar

JANUARY/FEBRUARY

Renewal

Begin 2021 with a commitment to health, wellness, and well-being for yourself, your community, and the planet.

AD AND MATERIALS CLOSE: 11/27/20
ON-SALE: 1/22/21

MARCH/APRIL

The Spring Gear Issue

Everything you need for a year of adventure, whether you're headed to the coast, the mountains, or a bucket list city.

AD AND MATERIALS CLOSE: 1/29/21
ON-SALE: 3/26/21

MAY/JUNE

The New World of Adventure

True exploration and bucket list experiences, both near and far.

AD AND MATERIALS CLOSE: 3/19/21
ON-SALE: 5/14/21

JULY/AUGUST

The Perfect Summer

A guide to living your best Summer ever from A to Z.

AD AND MATERIALS CLOSE: 5/21/21
ON-SALE: 7/16/21

SEPTEMBER/OCTOBER

Style & Design

A deep dive into gear pushing the boundaries of style, design, performance, and function in sport, technology, automotive, home, and more.

AD AND MATERIALS CLOSE: 7/23/21
ON-SALE: 9/17/21

NOVEMBER/DECEMBER

The Winter Preview Issue

As a year unlike any other comes to a close, meet the men and women redefining food and drink in America and learn how to throw a feast worthy of the times.

AD AND MATERIALS CLOSE: 9/24/21
ON-SALE: 11/19/21

General Rate Card | 2021



RATE BASE: 1,000,000

4C	▼ FULL PAGE	▼ 2/3 PAGE	▼ 1/2 PAGE	▼ 1/3 PAGE	▼ COVER 2	▼ COVER 4
OPEN	210,830	168,000	126,000	84,005	230,995	262,500
3X	205,800	164,660	123,495	82,330	↑ 10% premium	↑ 25% premium
6X	201,585	161,270	120,955	80,640	—	—
9X	197,380	157,875	118,830	78,940	—	—
12X	193,185	154,560	115,945	77,245	—	—
15X	191,100	152,865	114,670	76,435	—	—
18X	188,940	151,170	113,400	75,545	—	—
21X	186,900	149,470	112,140	74,760	—	—
24X	184,780	147,855	110,855	73,930	—	—

B&W	▼ FULL PAGE	▼ 2/3 PAGE	▼ 1/2 PAGE	▼ 1/3 PAGE		
OPEN	188,975	151,170	113,400	75,600		
3X	185,220	148,115	111,145	74,100		
6X	181,385	145,145	108,865	72,575		
9X	177,650	142,130	106,610	71,045		
12X	173,870	139,095	104,320	69,560		
18X	171,965	137,590	103,195	68,805		
24X	170,095	136,060	102,065	68,050		
30X	168,170	134,535	100,925	67,295		
36X	166,320	133,045	99,790	66,530		

Fractional Premium = 20%

Print Specs | 2021



	▼ 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://americanmediainc.sendmyad.com>

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

PLEASE SHIP ALL MATERIALS TO:

Ann McCaffrey, Production Director
a360 Media
4 New York Plaza, New York, NY 10004
P: 646.243.1562 E: amccaffrey@a360media.com

Please note: High-resolution PDF only

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