

MILO: A Journal for Serious Strength Athletes

Media Kit 2015



Advertising opportunities in *MILO*: the world's premier strength journal

Meet *MILO*: A Journal for Serious Strength Athletes

- 5-time Olympian, covering weightlifting in Atlanta, Sydney, Athens, Beijing and London
- published quarterly for over 20 years by IronMind Enterprises, Inc., a world leader in strength since 1988
- main focus: serious strength athletes, whether backyard heroes, weekend warriors, or world champions
- covers strength in many forms: Olympic-style weightlifting, strongman, Highland Games heavy events, stonelifting, and grip strength, among others
- informs and inspires, with top authors and leading strength sports photography

What do *MILO* readers look like?

- most are men (some women, too) who like to lift, throw and pull things, and bend steel; and who might be training hard to close a Captains of Crush No. 3 gripper, for example
- in addition to pro athletes, coaches, and personal trainers, *MILO* guys include stockbrokers, medical doctors, police officers, Special Forces, construction workers, and those who train during the week and then hike, bike, golf, shoot, play tennis, fish, hunt, or play ball on the weekend

- physically active, goal-driven, and valuing function over form, and with their proven purchasing history, they are a market ripe for your products

MILO readership and distribution

- mailed 4 times a year to men (mostly), each a proven purchaser of training equipment in the last 12 months
- single issues sold in the IronMind e-store
- digital version on the IronMind website
- e-book version sold through Amazon, iTunes, Barnes & Noble, and Kobo

What does *MILO* include?

- training articles by leading authors on weightlifting, powerlifting, strongman, grip, nutrition, heavy events, throwing, stonelifting, mas wrestling, and more
- competition reports at top levels: Olympic Games, World Championships, World's Strongest Man, and other major contests around the globe
- world-class photos from top strength sports photographer Randall Strossen and others
- special features, such as: Captains of Crush Grippers: Who's New, Red Nail Roster, Iron Filings, 7 Questions, and Roundtable Report

MILO Ad Rates and Specifications

MILO specs:

Trim Size	8-1/2" wide x 10.875" high
Live area	7-1/2" x 10"
Bleed area	9" x 11-1/2"
Binding	Saddle Stitched
4/c process	80 pp.

Deadlines:

Issue	Ad due date
September 2014	July 1
December 2014	October 1
March 2015	January 1
June 2015	April 1

Ad rates (per insertion):

Approximately 25% discount for one year (4 insertions) or for 3 or more half page or larger ads in one issue

Full page*	1 x	4 x
- Inside front cover	\$800	\$2,400
- Inside back cover	\$795	\$2,385
- Outside back cover	\$825	\$2,475
- Interior	\$750	\$2,250
Two-thirds page	\$700	\$2,100
Half page	\$550	\$1,650
One-third page	\$400	\$1,200
One-quarter page	\$350	\$1,050
One-sixth page	\$250	\$750

*requires .25" bleed on each side

Ad sizes:

Full page Bleed	8-1/2" x 11-1/4" all around
Half page	7-1/2" x 4-7/8"
Two-thirds page	5" x 10"
One-third page	2-3/8" x 10"
One-quarter page	3-5/8" x 4-7/8"
One-sixth page	2-3/8" x 4-7/8"

Digital media

All supplied ads need to be provided digitally.

PDFs preferred

- Hi-res PDFs should be at least PDF/X-1a. Files must be 300 dpi and CMYK, **not RGB or LAB**.
- Please imbed fonts and images.

Borders

A one point black border will be added to fractional ads.

Please submit to imadmin@ironmind.com.

Questions? Please contact:

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