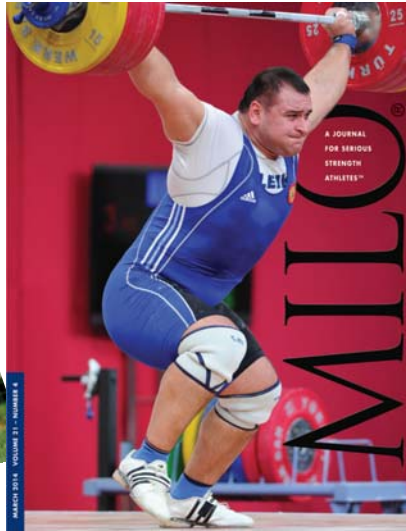


MILO: A Journal for Serious Strength Athletes

Media Kit 2014



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 11" high |
| Live area | 7-1/2" x 10" |
| Bleed area | 9" x 11-1/2" |
| Binding | Perfect |
| 4/c process | 80 pp. |

Deadlines:

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

Ad rates (per insertion):

15% 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 | \$1,150 | \$3,910 |
| - Inside back cover | \$1,100 | \$3,740 |
| - Outside back cover | \$1,250 | \$4,250 |
| - Interior | \$1,000 | \$3,400 |
| Two-thirds page | \$875 | \$2,975 |
| Half page | \$750 | \$2,550 |
| One-third page | \$650 | \$2,210 |
| One-quarter page | \$400 | \$1,360 |
| One-sixth page | \$275 | \$935 |

*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:

Judy Mariuz
IronMind Enterprises, Inc.
imadmin@ironmind.com
t - 530-272-3579
f - 530-272-3095

