

Louisiana's

Health & Fitness

Health • Fitness • Recreation

Reasons To Advertise

An Award Winning Publication

Our 94,000 readers, both male and female, range from 25 to 55 in age and most are leading active, successful and affluent lives *source: The Media Audit Survey Report Commissioned by Gambit

We are among the top 2 complimentary publications read on the North and South Shore areas *source: The Media Audit Commissioned by Gambit

We are the ONLY local magazine emphasizing health, wellness and leisure for those with active lifestyles

59% of our readers save many issues, creating a home reference library

98 % of our magazines are picked up every month

Read us online every month at www.healthfitnessmag.com

What Does This Mean to YOU?

- Pre-qualified customers
- Credible information brings broad range of knowledgeable buyers to your door
- Your ad will continue to work for you long after it has been paid for
- High Exposure: More people reading and seeing your ad
- Increased name recognition
- Increased traffic
- Increased logo awareness
- Higher return on investment

DISTRIBUTION

Condensed list of locations to find Health & Fitness Magazine:

Doctors offices is not included in this list.

Uptown

Jewish Community Center
Curves
Rue de la Course
Salvation Studio
Touro Infirmary
Whole Foods
Rue deLa Course
Café Luna
Touro Hospital
Uptown Car Wash
Planet Beach
Smoothie King
GNC
Southern Orthopedics
Castellon Discount Pharmacy
Simply Fit
Koz Restaurant
Tulane Riley Center

Metairie

Breaux Mart
Rouses
Robert's
Simply Fit
Chiropractic Health Center
Crescent City Infiniti
C's Discount Pharmacy
Dorignac's
Ochsner Clinic Metairie
Pontchartrain Bone & Joint
Zuppardo's Economical
Lakeway Club
Royal Blend
Premier Fitness
Subway
Lakeway Office Bldg
GNO Homestead
E J Ambulatory Hospital
French Riviera
Majoria Drugs
Curves
Jazzercise of Metairie

Kenner/Elmwood

Blue Cliff School of Massage
Eastbank Schwinn
French Riviera Club
Lexus of New Orleans
New Orleans Track
Ochsner Clinic Kenner
Premier Nissan
Elmwood Fitness Center
River Oaks Hospital
The Cellars of River Ridge
Breaux Mart
Coffee Cottage
Subway
Curves
Patio Drugs
Smoothie King
Simply Fit
Major Video
Hickory Café & Grill
YMCA
Babins Physical Therapy

Westbank

West Jefferson Hospital
West Jefferson Fitness Center
Eye Surgery Center of LA
French Riviera Spa
Manhattan Athletic Club
Cardiology Center
Jefferson Orthopedics
Westcare Medical Center
Casey Jones Supermarket
Breaux Mart
Curves
Subway
Smoothie King
Aurora Country Club

Mandeville/Covington

Rouses
Coffee Rani
Trey Yuen
Broken Egg
Fairway Medical
Gilboys Health Club
Doctors Chiropractic Group
Lakeview Regional Hospital
Ochsner Clinic Covington.
St. Tammany Parish Hospital
La Heart Hospital
YMCA
Franco's Athletic Club
Georges Mexican Restaurant
Northlake Physical Therapy & Rehab
Ochsner Clinic Mandeville
Pelican Athletic Club
St. Tammany Family Med. Ctr.
The Windsor Senior Living Comm.
P.J.'s Coffee
Smoothie King
CC's Drugs

Slidell

Smoothie Kings
Cross Gates Athletic
Ochsner
North Shore Medical Center
Slidell Medical Hospital
Java Jungle
Slidell Athletic Club
Cyber Coffee
PJ's Coffee
Surgical Specialists
South Side Café

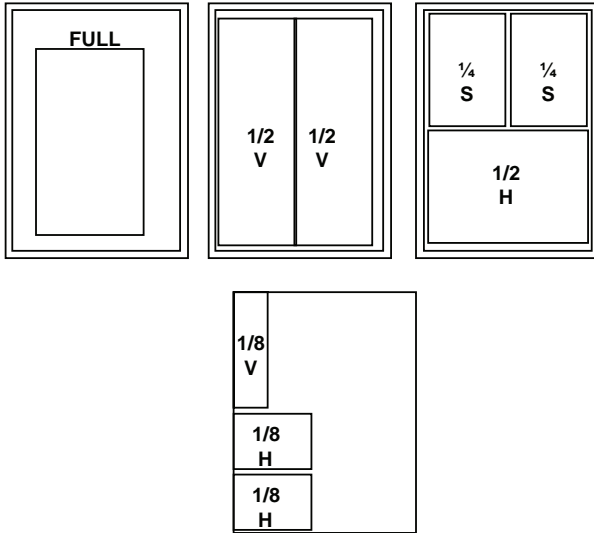
DEMOGRAPHICS

DATA ANALYSIS COMPLETED BY
CAROLINE M. FISHER, PH.D. OF
LOYOLA UNIVERSITY OF NEW ORLEANS

Sex	
Female.....	65%
Male.....	35%
Age	
Under 20.....	2%
21 - 24.....	10%
25 - 29.....	20%
30 - 34.....	14%
35 - 39.....	12%
40 - 49.....	23%
50 - 54.....	9%
55 - 59.....	5%
60 +	5%
Marital Status	
Single.....	52%
Married.....	48%
Education	
College and post graduate education.....	55%
Workplace	
Professionals.....	45%
Upper Management.....	30%
Average Annual Income.....	\$65,000
Sports Participation	
Walking.....	69%
Weight Training.....	60%
Aerobics.....	52%
Jogging.....	36%
Swimming.....	25%
Running.....	23%
Cycling Outdoors.....	23%
Cycling Indoors.....	20%
Camping.....	19%
In-Line Skating.....	15%
Hiking.....	12%
Tennis.....	10%
Health Habits	
Purchase and consume nutritional supplements.....	61%
Purchase and consume vitamins.....	89%
Visit the doctor regularly.....	85%
Reading Habits	
Read H & FM monthly.....	63%
Keep H & FM for entire month.....	59%
Magazine Pick-up Locations	
Health Clubs.....	34%
Grocery Stores.....	23%
Restaurants/coffee shops.....	12%
Other.....	31%



AD DIMENSIONS



Size	Width x Depth
Back and Inside Covers Full Bleed:	10" x 11.5"
Full Page No Bleed:	8.5" x 10"
Half Page Vertical:	4.125" x 10"
Half Page Horizontal:	8.5" x 4.875"
1/4 Page Square:	4.125" x 4.875"
1/8 Page Vertical:	2" x 4.875"
1/8 Page Horizontal:	4.125" x 2.3125"
Finished Size:	9.5" X 11"

MECHANICAL SPECS

Camera Ready Ads

- Supplied on disc (PC or Mac format)
- Floppy disc 3-1/2", Zip 100 or 250, Jaz 1 GB Cartridge or CDR/CDRW

Acceptable File Format

- PC or Mac platform
- Programs: QuarkXpress, Photoshop, Illustrator (fonts must be outlined and images linked saved as EPS), Acrobat PDF
- Must include all supporting files such as logos, images, screen and printer fonts

Image Resolution

- 4 color process, CMYK only
- No spot color

Line Screen

- 100 line screen on half-tones (300 res @ 100%)
- Camera ready ads must fit or will be reduced to float in space

Proof Charges

- There is no charge for the first proof; however, subsequent proofs will incur a \$50 service fee

Photography

- Photo services available for a nominal fee

Reprinting Conditions

- If you would like a print of your ad that H & FM designed, there will be a \$30 charge per black and white print and/or a \$45 charge per full color print

Binding

- Binding is saddle stitch and trim

NET RATE SHEET

ADVERTISING RATES

	1x	3x	6x	12x
Four-Color				
Back Cover	3268	2968	2890	2750
Inside Cover	2736	2436	2358	2218
Full Page	1969	1669	1590	1450
1/2 Page	1347	1140	1087	992
1/4 Page	906	699	669	597
1/8 Page	462	361	345	318

	1x	3x	6x	12x
Black and White				
Full Page	1669	1369	1290	1150
1/2 Page	1097	890	837	742
1/4 Page	706	499	469	397
1/8 Page	362	261	245	218

Positioning

Add 20% for guaranteed positioning

Additional Rate Information

Rates are per insertion

EFFECTIVE ◆ January 1, 2008



GROSS RATE SHEET

ADVERTISING RATES

	1x	3x	6x	12x
Four-Color				
Back Cover	3311.76	3002.35	2885.88	2634.12
Inside Cover	2789.41	2520.00	2418.82	2197.65
Full Page	2260.00	1907.00	1814.12	1649.0
1/2 Page	1584.71	1341.18	1278.82	0
1/4 Page	1065.89	822.35	787.06	1167.0
				6
				702.35

	1x	3x	6x	12x
Black and White				
Full Page	1907.10	1554.12	1461.18	1296.47
1/2 Page	1290.60	1047.10	984.71	872.00
1/4 Page	830.59	587.10	551.76	467.06

Positioning

Add 20% for guaranteed positioning

Additional Rate Information

Rates are per insertion

EFFECTIVE ♦ January 1, 2008

