

MS. FITNESS Fitness Lifestyle for Today's Active Women

WINTER 2007

www.msfitness.com

Do You Radu?

Suzanne Somers *Sexy At Sixty*

Travel Workout Tips

Dining Out, Weighing In

Binge Disorder: Are You At Risk?



ask
Tony Little

DISPLAY UNTIL
JANUARY 1, 2008

\$3.99US \$4.99CAN 74>

0 71896 47425 1

Printed in U.S.A.

Holiday Survival Guide

Ms. FITNESS®

Fitness Lifestyle *For Today's Active Woman*

Reader Profile

SOURCE: Ms. Fitness Readership Survey

AGE: 18-34 77%
23-34 70%
18-49 98%

EDUCATION: 84% have attended some college
18% have engaged in post graduate study +

HOUSEHOLD INCOME: \$20-30,000 28%
\$30-50,000 24%
\$50,000+ 31%

MARITAL STATUS: 57% single

EXERCISE HABITS:

Ms. Fitness enthusiasts are cross trainers. In a week's time they participate in a variety of activities for fit fun and exercise.

78% work out at a gym
39% bike for fun and fitness
84% train with free weights
23% are in-line skaters
56% walk for cardiovascular health
35% do aerobics
27% participate in bench aerobics...
ON A WEEKLY BASIS!!!

HOME SWEET HOME GYM...

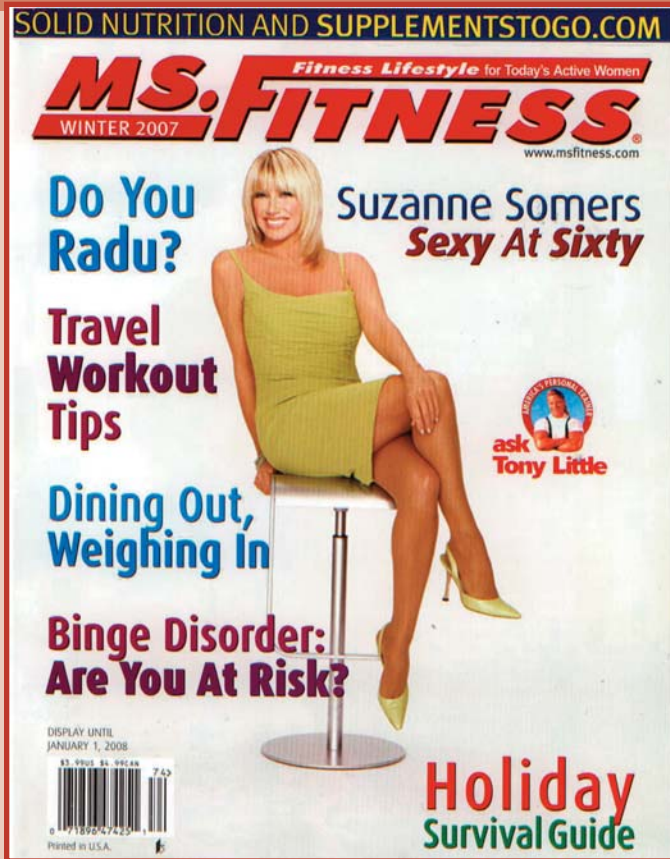
70% regularly exercise at home
94% own at least one piece of home exercise equipment
55% plan to buy at least one piece of equipment
Stairclimbers, treadmills, multi-station gyms, and stationary bikes
top their wish lists.

HOT ITEMS ON THE MS. FITNESS GROCERY LIST

Ms. Fitness Readers Buy These Products Monthly:

79% Vitamins/Supplements	62% Low fat cheese
34% Sugar substitute	54% Diet foods
39% Low calorie frozen dinner	71% Yogurt
43% Meal replacement drink or bar	61% High fiber cereal
32% No cholesterol margarine	54% Diet soda

Ms. Fitness



Ms. Fitness

Ms. Fitness magazine is the number one choice among NFSB fitness competitors and other active buyers of the conditioned market. Our readers know what they want and buy what they like, making up to 25 fitness - oriented buys per year, each!

Ms. Fitness

Published 4x year
150,000 Circulation

ADVERTISING RATES

Display Rates:
\$295.00 per inch

Classified Rates:
\$8.95 per word / 14 word minimum

ABOUT THE READERS

Married: 49%
Single: 50%
Attended College: 62%
Median HHI: \$42,000
Go to Gym: 90%
Exercise at Home: 64%
Use Free Weights: 61%
Buy Vitamins/Supplements: 73%

HOW TO PLACE YOUR AD

Simply complete the order form
and fax it back to us at (352) 597-6201
or mail it to:
AMERICA'S MediaMarketing
13169 Jacqueline Rd.
Brooksville, FL 34613

<u>ISSUE</u>	<u>CLOSE DATE</u>	<u>ON-SALE</u>
--------------	-------------------	----------------

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

*If you have any questions,
please call your representative:*

Or call (800) 675-7636