

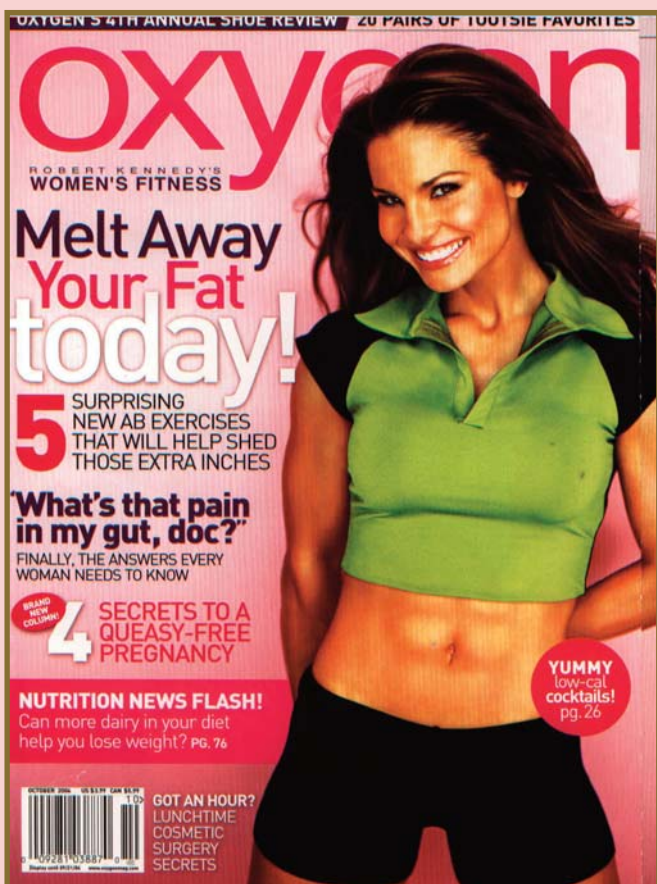
# oxygen

ROBERT KENNEDY'S  
WOMEN'S FITNESS



Media Kit

# 884,000 Readers



## Oxygen

Published 12x year  
 884,000 Readers  
 340,000 Paid Circulation

### ADVERTISING RATES

Display Rates:  
 \$395.00 per inch (1" h x 1.6" w)

### ABOUT THE READERS

Audience Female: 95%  
 Age under 18: 15%  
 Age under 18-24: 32.1%  
 Age under 25-49: 44.2%  
 Age under 50+: 8.1%  
 Married: 38%  
 Single: 43%

## Oxygen

Oxygen is dedicated to women who wish to better themselves through exercise. The benefits of adopting a fitness lifestyle are many - from a firmer, more shapely physique, to greater energy, self-esteem and overall health.

The magazine promotes weight training, cardiovascular exercise and healthful eating plan as the three keys to improved fitness. Oxygen contains training tips and nutritional advice from the best experts in the business.

There are also in-depth articles on the latest medical breakthroughs, plus updates on the hottest beauty trends. We use real fitness role models - women who radiate strength of body, mind and spirit. By embracing the fitness lifestyle showcased in Oxygen's pages, women of all ages, shapes and sizes can reap the same rewards.

## 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

ISSUE	CLOSE DATE	ON-SALE
_____	_____	_____
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_____	_____	_____
_____	_____	_____

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

Or call (800) 675-7636

# Oxygen

# Mission

*Oxygen* is dedicated to women who wish to better themselves through proper nutrition and exercise. *Oxygen* is the best source for training, nutrition, health and supplement information for women who aspire to look and feel great!



*Oxygen* is designed to inform, educate and inspire – to coach women of all ages about the joys and benefits of fitness, health and physique training.

*Oxygen* helps women acquire a sound body and a clear mind via progressive resistance exercise, cardio workouts and a clean, balanced diet.

*Oxygen* is crafted to bring women closer to an energy-filled, stress-free lifestyle, and empowered self-image. It's the ultimate guide to the invigorating world of fitness.

# Readership

- *Oxygen* currently has a readership of over 600,000.
- Readers spend an average of 2-3 hours looking at/reading *Oxygen*.
- Each issue of *Oxygen* is read by 3.2 people.



# Our Readers

*Oxygen* is designed for women at all levels of fitness. From the beginner to the advanced athlete, we offer something for everyone.

## SEX

98.4%	Female
1.6%	Male

## MARITAL STATUS

60.3%	Married
38.6%	Single, never married
1.1%	Separated, divorced, widowed

## AGE

7.7%	18-24 years old
28.3%	25-29 years old
38.3%	30-39 years old
18.2%	40-49 years old
7.5%	50+ years old

## INDIVIDUAL EARNED INCOME

39.5%	Under \$35,000
29.3%	\$35,000 - \$49,999
18.5%	\$50,000 - \$74,999
7.2%	\$75,000 - \$99,999
5.4%	\$100,000+

## AVERAGE HOUSEHOLD INCOME

14.3%	Under \$35,000
15.7%	\$35,000 - \$49,999
24.1%	\$50,000 - \$74,999
19.3%	\$75,000 - \$99,999
16.0%	\$100,000 - \$149,999
10.6%	\$150,000+

Source: IBRS, Spring 2009



# 2010 Editorial Calendar

**JAN. '10 – on sale Dec. 15**

Your Perfect Body Series in 2010 (pt. 1)

**FEB. '10 – on sale Jan. 19**

Get a Firm Butt (series cont. pt. 2)

**MAR. '10 – on sale Feb. 23**

Blast More Fat (series cont. pt.3)

**APR. '10 – on sale Mar. 23**

Lose 10 lbs in 21 Days

**MAY '10 – on sale Apr. 20**

Build Muscle, Get Stronger

**JUNE '10 – on sale May 25**

Beach Body by July 4

**JULY '10 – on sale June 22**

Boost Your Metabolism Today

**AUG. '10 – on sale July 15**

Amazing Abs Fast

**SEPT. '10 – on sale Aug. 24**

Be Fit at Any Age  
Diet & Fitness Advice  
for any Decade

**OCT. '10 – on sale Sept. 21**

Super Foods to Burn Fat

**NOV. '10 – on sale Oct. 19**

Holiday Stress-Free Survival Guide

**DEC. '10 – on sale Nov. 23**

Winter Shape Up Plan

**JAN. '11 – on sale Dec. 21**

Your Best Body Ever



*Don't forget our Specials!*

Our special Collector's Issues are hot sellers! Published four times a year and covering *Oxygen's* hottest topics, they are not to be missed!

- *Fat Loss*
- *Glutes*
- *Abs*
- *Motivation*



## Oxygen Specials

SPECIAL TITLE	ON SALE
<i>Fat Loss</i>	Dec. 29 '09
<i>Abs</i>	Apr. 6 '10
<i>Glutes</i>	July 6 '10
<i>Motivation</i>	Oct. 5 '10

## Editorial Content

*Oxygen* is reaching out to our readers more than ever before with increased content on Training, Nutrition, Health and Fat Loss!

