

MILO®

STRENGTH



Media Kit



MISSION STATEMENT

Educate and inspire everyone interested in getting stronger.

Since 1998, IronMind has offered “Tools of the Trade for Serious Strength Athletes™.”

A flagship product, now in its 25th year, *MILO* focuses on the wide world of strength: training, top performances, history and people.

EDITORIAL CONTENT

MILO authors are at the top of their fields, respected writers from the strength world who provide the information and inspiration that keep readers coming back for more, and we feature some of the world’s leading strength sports photography.

TRAINING

Straightforward, no-fluff training articles on:

- | | |
|-----------------------------|--|
| • general strength training | • stonelifting |
| • weightlifting | • specific sports (football rock climbing) |
| • powerlifting | • specific events (tossing the caber flipping tires) |
| • grip | • injury prevention and rehab |
| • strongman | |

COMPETITIONS

Contest coverage at both the grass roots level and international championships, including weightlifting, Highland Games strongman, grip, and throwing.

MILO has covered the World Weightlifting Championships for over 25 years and is a five-time Olympian, credentialed at five Olympic Games; and we have covered the World’s Strongest Man contest for over 20 years.

PEOPLE

Exclusive, in-depth articles on some of the most famous names in the strength world, including world champion athletes; coaches; movers and shakers; and strength athletes on the rise.

SPECIAL FEATURES

- Certifications on Captains of Crush grippers, the international standard of world-class grip strength
- Roundtable Report: leaders in the strength field weigh in on topics of interest
- 7 Questions: top of mind answers from a strength personality
- From Our Archives: a classic strength-world photo tells a story worth repeating
- Iron Filings: news bites from the strength world

HISTORY

A look at the past in articles about strength athletes, events, and exercises that provide background and context for strength sports today.

MILO®
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DEMOGRAPHICS

HIGHLY EDUCATED, STABLE AUDIENCE

- 97% are male

- strong purchasing power:
 - 58% income over \$50,000
 - 29% income over \$100,000

- 50% are aged 35–55

- 70 are homeowners

- 85% are college educated

- 54% work out 4 to 6 times per week

PRODUCTS MILO READERS LIKE TO SEE ADVERTISED

- Exercise equipment

- Books/publications

- Tools

- Workout apparel

- Sporting/outdoor recreation

- Expos/events

- Protein & nutritional supplements

- Automotive



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DEADLINES

Issue	Ad Due Date
September	July 1
December	October 1
March	January 1
June	April 1

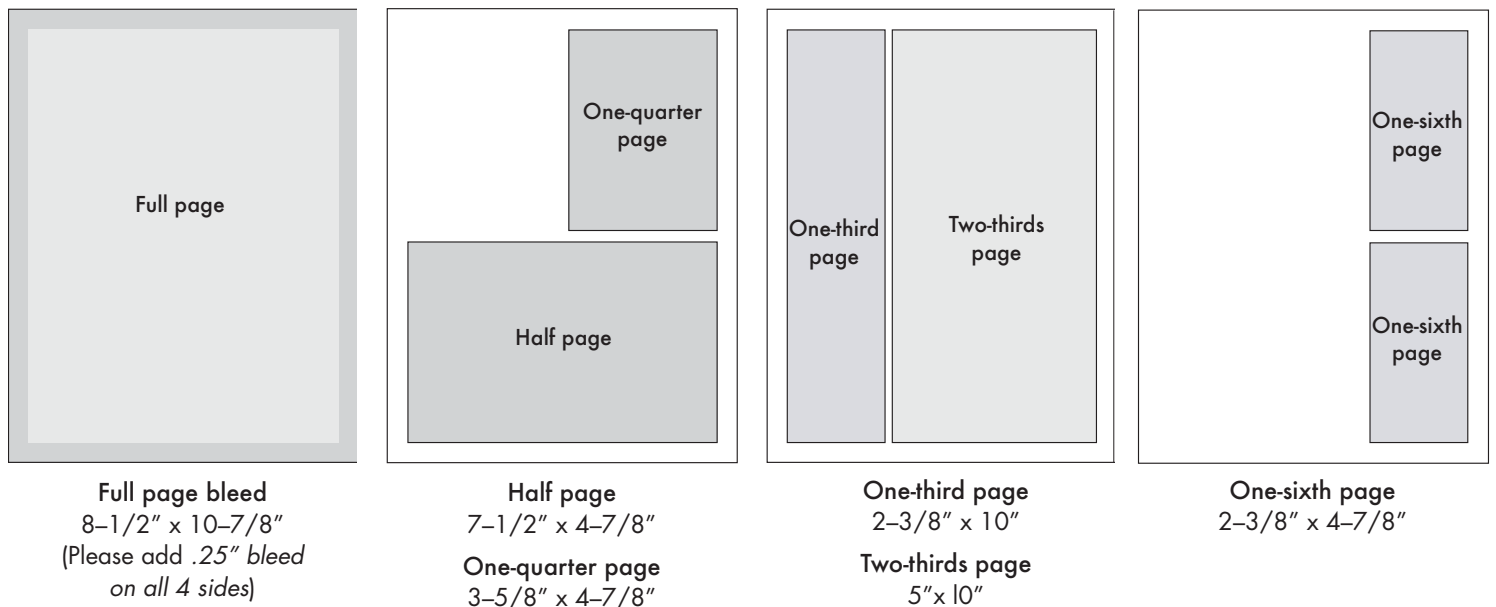
AD REQUIREMENTS

- All ads need to be provided digitally.
- Hi-Rres PDFs should be at least PDF/X-1a. Files must be 300 dpi and CMYK, not RGB or LAB.
- Embed fonts and images.
- Please submit to sales@ironmind.com.

Rates	1x	4x
Full page*		(25% discount)
– Inside front cover	\$800	\$2,400
– Inside back cover	\$775	\$2,325
– Outside back cover	\$825	\$2,475
– Interior	\$750	\$2,250
Two-thirds page	\$650	\$1,950
Halfpage	\$500	\$1,500
One-third page	\$400	\$1,200
One-quarter page	\$325	\$975
One-sixth	\$225	\$675

* requires .25" bleed on all 4 sides

SIZES



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