

# MILO®

STRENGTH



## 2015 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 23rd 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 the last five Olympic Games; and we have covered the World’s Strongest Man contest for the past 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 for 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 to the past in articles about strength athletes, events and exercises that provide background and context for strength sports today.







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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

## DEADLINES

ISSUE	AD DUE DATE
September 2015	July 1
December 2015	October 1
March 2016	January 1
June 2016	April 1

## RATES

	1x	4x (25% discount)
Full page*		
- Inside 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
Half page	\$500	\$1,500
One-third page	\$400	\$1,200
One-quarter page	\$325	\$975
One-sixth	\$225	\$675

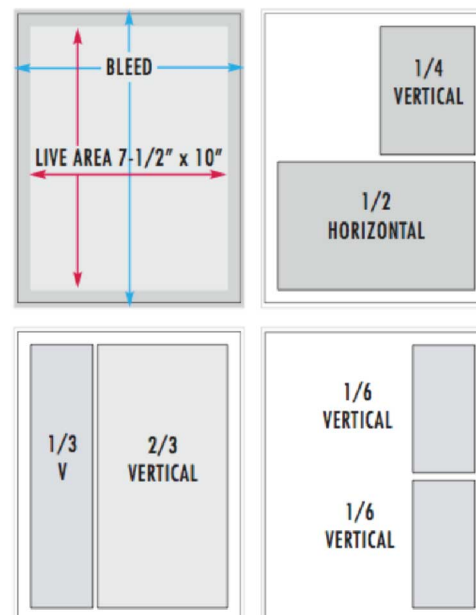
\* requires .25" bleed on all 4 sides

## CONTACT

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## SIZES

Full page bleed	8-1/2" x 11-1/4"
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"



## AD REQUIREMENTS

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

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