

MUSCLESPO, LLC MEDIA KIT

WE ARE

HARDCORE BODYBUILDING MUSCLE SPORT

MEDIA

SIX-TIERED MEDIA OUTLET COVERING BODYBUILDING,
SPORTS AND FITNESS WITH A TEAM OF COLUMNISTS
WHO BLOW AWAY ANY AND ALL OF OUR COMPETITORS

- *PRINT MAGAZINE
- *DIGITAL MAGAZINE
- *MUSCLESPO TV NETWORK
- *VIDEO PODCAST
- *WEBSITE
- *SOCIAL MEDIA PAGES

MUSCLE SPORT
MEDIA

MSTV

MUSCLE SPORT
MAGAZINE

MSR
MUSCLE SPORT RADIO

WWW.MUSCLESPOTMAG.COM/ MUSCLESPOTMEDIA.NET

MUSCLESPO, LLC - EST. 2008



PRINT MAGAZINE!

MUSCLE SPORT
MEDIA

WHEN YOU TAKE OUT AN AD IN OUR QUARTERLY MAGAZINE, IT WILL APPEAR IN BOTH THE PRINT AND DIGITAL VERSIONS FOR THAT SAME LOW PRICE



There is a common phrase – “Print magazines are dead” – that may apply when the material flat out sucks. But if you’re putting together a quality publication without any ‘filler’ articles, the demographic that all of us share in this industry will spend their money on it.

But we also understand that print as a whole has taken a huge hit with digital media eclipsing it. And that’s exactly why we focus on our digital version (which has the same exact content as the print) and only do a short print run that we sell directly on our website via subscriptions (\$32 a year with free shipping in the United States) and single issue sales (also with free US shipping). So your ad will be seen by both the print and digital readers.

We have been able to keep the advertising rates extremely low on the magazine (which we began printing in 2012 after launching the digital version in 2009) by not incurring additional costs for circulation and distribution for newsstand sales, which only garner pennies on the dollar for a publisher anyway. Those savings have been passed on to our advertisers and readers, alike.



PRINT MAGAZINE!

MUSCLE SPORT
MEDIA



COLUMNISTS:

- *Lee Priest
- *Rich Piana
- *Bostin Loyd
- *Jerry Ward
- *Dr. Tony Huge & Coach Trevor
- *Ric Drasin
- *Ripped Vixen

CONTRIBUTING WRITERS:

- *Kevin Levrone
- *Dave Plumbo
- *Zach "King" Khan
- *Gregg Valentino
- *Lenda Murray
- *Samir Bannout
- *Marc Lobliner
- *Denise Masino
- *Robby Robinson
- *Bill Grant
- *Robbie Durand
- *Victor Richards
- *Heather Armbrust
- *Dan "The Beast" Severn
- *Bill Romanowski
- *Randy Roach
- *Kirk Radomski
- *John DeFendis

ADVERTISING RATES (PER ISSUE)

- FULL PAGE \$200
- INSIDE FRONT OR BACK COVER \$250
- BACK COVER \$300
- TWO-PAGE SPREAD \$400
- HALF PAGE HORIZONTAL \$150
- 1/3 PAGE VERTICAL \$100

*All ads must be sent to us completed. If you require an ad to be created for you, please contact us and one of our graphic artists can do so as a freelance job for a rate that will be quoted to you by that respective artist. (Fee separate from advertising fee.)

MUSCLE SPORT MAGAZINE ADVERTISEMENT SPECIFICATIONS

ADS FOR PRINT SINGLE PAGE MUST BE SENT IN THE BELOW FORMAT:

Page Trim Size 8.5in x 11in, 300 DPI, CMYK. **ADD 125 ALL AROUND FOR FULL BLEED ADS (8.625in X 11.25in)** and save as a Flat Tiff file or a High Resolution PDF.

*Please name your file to the following: YourCompanyName-PrintAd.tiff

*IMPORTANT: Please keep all important information and artwork within 125in of the trim line as to not cut off any important copy information. We are NOT responsible for ads sent improperly. FAILURE TO FOLLOW THE PRINT SPECIFICATIONS WILL RESULT IN LOW QUALITY PRINT OR COPY TRIMMED OFF.

ADS FOR PRINT DOUBLE PAGE SPREAD MUST BE SENT IN THE BELOW FORMAT:

Page Trim Size 11in x 17in, 300 DPI, CMYK. **ADD 125 ALL AROUND FOR FULL BLEED ADS (11.25in X 17.25in)** and save as a Flat Tiff file or a High Resolution PDF.

*IMPORTANT: Please keep all important information and artwork within 125in of the trim line as to not cut off any important copy information. We are NOT responsible for ads sent improperly. FAILURE TO FOLLOW THE PRINT SPECIFICATIONS WILL RESULT IN LOW QUALITY PRINT OR COPY TRIMMED OFF.

ADS FOR ONLINE WEB SITE MUST BE SENT IN THE BELOW FORMAT:

Page Size 8.5in x 11in, 72 DPI, RGB and save as a jpg file

*Please name your file to the following: YourCompanyName-OnlineAd.tiff

DIGITAL MAGAZINE!

MUSCLE SPORT
MEDIA

INCLUDES THE SAME EXACT CONTENT — EDITORIAL AND ADVERTISING — AS OUR PRINT VERSION. SO WHEN YOU TAKE OUT AN AD WITH US, YOU GET TWO FOR THE PRICE OF ONE!



The digital version of MSM (which began in 2009) is viewable on every device, including mobile. So you can take it with you everywhere. And best of all, it is entirely FREE to read. No hidden fees or sign up required; just click on the issue and enjoy!

We archive all of our back issues on the website so you can check them all out whenever you like. And that also means that your ad can be seen months and even years after it first appeared.

Since it is online and free to read, the digital version of MSM has been receiving very impressive activity worldwide.

Many things separate us from our competitors, but a glaring one is making the digital version of our magazine available for free. Sure, we could charge even a nominal fee to read it. But that would take away many potential readers and we want the same thing that you do – as many eyes as possible on it.

PLEASE SEE RATES AND AD SPECS ON THE PREVIOUS PAGE (PRINT MAGAZINE)

WWW.MUSCLESPORTMEDIA.NET



WWW.MUSCLESPORTMAG.COM

MSM
BODYBUILDING • PRO SPORTS • FITNESS

**THE ONLY HARDCORE BODYBUILDING
MAGAZINE IN THE INDUSTRY**



VISIT US

WWW.MUSCLESPORTMAG.COM

MUSCLE SPORT
MAGAZINE

////////// WWW.MUSCLESPORTMAG.COM/ONLINE-MAGAZINE/MAGAZINE

MUSCLESport TV |

MUSCLE SPORT
MEDIA

ORIGINAL VIDEO PROGRAMMING THAT WE LIKE TO CALL 'BODYBUILDING ENTERTAINMENT.' SHOWS INCLUDE:

- *MSTV - HOSTED BY JOE PIETARO
- *SUPER HERO STRONG - HOSTED BY DAVE GOIS
- *MUSCLE SPORT RADIO - HOSTED BY JOE PIETARO WITH INSTAGRAM LIVE & YOUTUBE VIDEO FEEDS (AUDIO ARCHIVES ON ITUNES AND BLOG TALK RADIO)
- *ASK ME ANYTHING - MSM STYLE - HOSTED BY JOE PIETARO WITH INSTAGRAM LIVE & YOUTUBE VIDEO FEEDS
- *MUSCLESport MINUTE - HOSTED BY JOE PIETARO
- *SPREADING LIKE WILDFIRE - HOSTED BY CRYSTAL "WILDFIRE" ANTHONY
- *HECTIC LIFE, HARDBODY LIFE - HOSTED BY BRANDI LEBLANC
- *WORKOUT BLUE BARBIE - HOSTED BY OFFICER ASHLEY SMITH
- *MSM SPORTS SHOT - HOSTED BY JOE PIETARO



In 2016, we built a full-functioning studio in New York to shoot the various programs and the feedback has been overwhelmingly positive. Our flagship program, MSTV, appears three times every month and includes live, Skype and telephone guests.

The main theme of the show is of course bodybuilding, but different segments include sports and mainstream topics.

All shows will appear on YouTube, Vimeo and our website.

Ads can be either live reads or video clips supplied by the advertiser.



MUSCLE SPORT MINUTE

Our daily program covers a litany of topics and includes rotating sponsors as part of our Free Added Value package.

MSTV ADVERTISING RATES

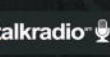
***30-SECOND SPOT - \$200 PER MONTH**

***60-SECOND SPOT - \$250 PER MONTH**

ALSO AVAILABLE:

**468 X 60 BANNER ON ALL MSTV EPISODE PAGES
\$50 PER MONTH**

facebook
LIVE



Included with the above is the following FREE ADDED VALUE:

*Logo placement in screen corner (3 times per episode, 15 seconds each during interview segments)

*URL text bottom scroll (3 times per episode during interview segments)

*Company mention in closing credits

*Logo with link in episode website posts

*Social media posts for episodes

*Sponsor rotation on our daily MuscleSport Minute videos

Also available: 468 x 60 banner on all MSTV episode pages - \$50

////////// WWW.MUSCLESportMAG.COM/MULTIMEDIA/MUSCLESport-TV

LIVE BROADCASTS I

MUSCLE SPORT
MEDIA

THREE TIMES EVERY WEEK (ONE-HOUR SHOWS)



MONDAYS 3-TO-4 PM EST

"MuscleSport Radio" hit the airwaves back in 2008 and host Joe Pietaro has taken it to levels never heard of before in the bodybuilding industry. We have now added not one, but two video elements to what was an audio-only podcast with an Instagram/Facebook Live feed and later archived on YouTube. Also archived on iTunes, Blog Talk Radio and WWW.MUSCLESPORTMAG.COM.



WEDNESDAYS 3-TO-4 PM EST

We are far from a one-trick pony and also cover mainstream sports in addition to bodybuilding and fitness. Instagram/Facebook Live feed with all shows archived on YouTube and WWW.MUSCLESPORTMAG.COM.



THURSDAYS 3-TO-4 PM EST

The Ask Me Anything format has become very popular recently and we put our own stamp on it with pushing the envelope the way we always have... perhaps even turning it up a notch or two. The Instagram/Facebook Live feed gives 'fan interaction' new meaning during an AMA and we also archive the episodes on YouTube and WWW.MUSCLESPORTMAG.COM.



ADVERTISING RATES (FOR EACH)

***30-SECOND SPOT - \$200 PER MONTH**

***60-SECOND SPOT - \$250 PER MONTH**

ADS CAN BE EITHER LIVE READS OR VIDEO/AUDIO CLIPS SUPPLIED BY THE ADVERTISER

BOTH INCLUDE A FREE 468 X 60 BANNER IN ALL PODCAST POSTS ON OUR WEBSITE

Included with the above is the following FREE ADDED VALUE:

*Logo placement in screen corner (3 times per episode, 10 seconds each during interview segments)

*URL text bottom scroll (3 times per episode during interview segments)

*Company mention in closing credits.

*Logo with link in episode website posts.

*Social media posts for episodes.

*Sponsor rotation on our daily MuscleSport Minute videos.

OUR WEBSITE LAUNCHED IN 2008 AND HAS BECOME THE EPICENTER FOR ALL THINGS MUSCLESPO, LLC HAS TO OFFER. BUT IT IS MUCH MORE THAN JUST A HUB...



The website gives you daily original content and has the ability to cover a wider range of topics than the magazine can. It, of course, showcases our impressive list of columnists and contributing writers but also features various professional and amateur competitors - male and female - in all categories.

In addition to the editorial content, we also have a full archive of our digital magazines, podcasts and MSTV shows on the website.

Our website has been averaging nearly 3.4 million views per year and has increased in each and every one since the beginning.

We have made it easy for you to decide on MSM for your marketing/advertising plan. Pay one flat annual rate instead of getting stuck in a pay-per-click or declining impression scam that our competitors use.

Banners can be jpeg, tiff or animated gif formats.



BANNER ADVERTISING RATES (FOR EACH)

*LEADER BOARD/ABOVE THE FOLD (728 X 90) - \$500 PER YEAR

*TITLE BAR (468 X 60) - \$450 PER YEAR

(THE LEADER BOARD AND TITLE BAR BANNERS APPEAR AT THE TOP OF EVERY PAGE THROUGHOUT THE ENTIRE WEBSITE ON A ROTATION WITH OTHERS.)

*HOME PAGE (300 X 250) - \$400 PER YEAR

*FULL STORY PAGES (468 X 60) - \$450 PER YEAR

(ON BETWEEN PARAGRAPHS OR AT THE END OF EVERY POST)

*INTERIOR PAGES RIGHT COLUMN (300 X 250) - \$450 PER YEAR

(APPEARS ON EVERY PAGE THROUGHOUT THE ENTIRE WEBSITE IN THE RIGHT COLUMN)

*LINKS PAGE (468 X 60) - \$200 PER YEAR

*HOME PAGE TEXT LINK - \$200 PER YEAR



VIDEO ADVERTISING RATES (FOR EACH)

Your video embedded on our website in one of our ad zones

*Home Page - \$600 per year

*Interior Pages Right Column - \$600 per year

(Appears on every page throughout the entire website in the right column)

MUSCLE SPORT, LLC



MUSCLE SPORT
MEDIA

MUSCLE SPORT MEDIA



**MUSCLE SPORT
MAGAZINE**



Joe Pietaro broke in as a sportswriter in 2005 and served as the Editor-in-Chief of New York SportsScene magazine, which allowed him to cover four Super Bowl games in person. He launched MuscleSport Magazine in 2008 and kept growing it while working for both FLEX and Muscular Development magazines. In 2014, he turned his full attention to MSM and it has made impressive strides since turning to a more hardcore format. Bringing in names such as Lee Priest, Dr. Tony Huge, Gregg Valentino and Bostin Loyd has proven that bodybuilding fans want to hear the truth and no one even compares to MSM in that department.

MUSCLESPO, LLC

JOE PIETARO — OWNER & PRESIDENT

JOE@MUSCLESPORTMAG.COM

631-948-5381

//////// WWW.MUSCLESPORTMAG.COM / WWW.MUSCLESPORTMEDIA.NET