

FACT

Regardless of economic climate, the health, fitness and lifestyle industries and their associated sales revenues have continued to grow steadily over the last five years [5.3% average annually, SGMA] indicating that these communities are willing to spend discretionary funds on products which enhance their personal health, fitness and lifestyle.

THE FITNESS MARKET

Our local fitness community is one of the only advertising audiences with consistent proven local spending habits. The 2010 year has been nationally recognized as the year of health and well-being. People are concerned more than ever with their physical health and nutritional intake. Nationally, this group of individuals has one of the highest associated spending habits of any market share. Historically, this audience has represented the upper and middle class with a discretionary income month-after-month.

From an advertising standpoint, the fitness industry is one of the most encompassing for products and services. Any product that enhances the living of an individual fits within the parameters of targeted advertising for this audience. Any business selling products that improves an individual's lifestyle can significantly benefit from direct advertising to this community.

OUR ADVERTISERS

GET FIT Magazine™ provides advertisers with the unique opportunity to work with highly talented and nationally recognized artists. We seek out advertisers who offer products and services that our readers will benefit from and express interest in. Our advertisers receive a two-fold marketing and advertising campaign with each issue's advertisement, both in-print and online. All advertisements will receive a shelf life cycle of two months.

At GET FIT Magazine™, we value and protect the integrity of our advertising, its content and the information it will provide to our readers. We reserve the right to deny advertising to any and all businesses that we feel do not meet our requirements for upstanding products and/or services.

GET FIT MAGAZINE™

GET FIT Magazine™ is designed to motivate and enhance our readers' understanding of health and fitness. We are committed to providing the Chico community with insider information on local athletics, news and events, product reviews, and unique individuals with inspiring stories. At GET FIT Magazine™, we have a thorough understanding of health and fitness, and live to share our views and experiences with others. We believe that each and every individual can live a healthy and fulfilled life without sacrificing the things they love the most.

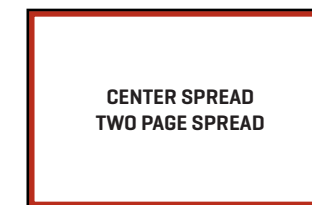
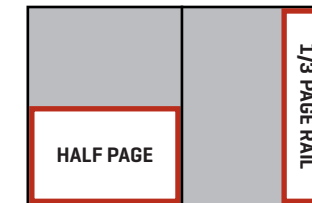
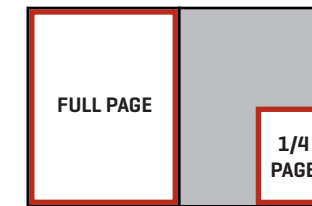
Our tightly-knit staff consists of expert writers and journalists, graphic designers, photographers, editors, marketing strategists, personal trainers and athletes. Each member carries years of experience in the fields of fitness, health, nutrition, beauty, psychology, medicine and rehabilitation. Most importantly, we are knowledge enthusiasts who have devoted ourselves to provide a service to our local community by presenting its residents with concise, entertaining and informative content.

Our photography and graphic design departments blow people away with their extraordinary, creative and unique layouts. All of our photos, designs, and advertisements are produced by award winning homegrown artists, many of whom have been nationally recognized for their artistic works.

CIRCULATION

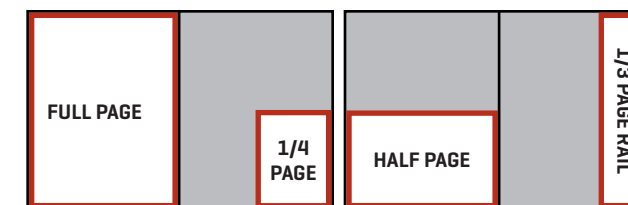
GET FIT Magazine™ strategically distributes 10,000 copies of each issue to locations throughout Chico, Paradise and Oroville with a total readership of 30,000 locally based on a conservative average of 3 readers per copy. GET FIT Magazine™ is distributed at local gyms, country clubs, pro shops, sports and fitness apparel and accessory stores, organic & health-food supermarkets and professional service industry offices including hospitals, physical therapists, chiropractors, masseuses, doctors, dentists and dermatologists. Through our strategic distribution locations and partnerships, we guarantee direct, in-hand impressions to the local fitness community, a group with proven discretionary income month-after-month.

PRICING



	1x	3x	6x
PREMIUM POSITIONS			
BACK COVER	\$1,700	\$1,650	\$1,550
INSIDE FRONT COVER	\$1,500	\$1,450	\$1,400
INSIDE BACK COVER	\$1,500	\$1,450	\$1,400
INSIDE BACK LEFT	\$1,500	\$1,450	\$1,400
CENTER SPREAD	\$2,750	\$2,650	\$2,550
PAGE 3	\$1,500	\$1,450	\$1,400
PAGE 4	\$1,400	\$1,350	\$1,300
PAGE 5	\$1,400	\$1,350	\$1,300
PAGE 6	\$1,350	\$1,300	\$1,250
PAGE 7	\$1,350	\$1,300	\$1,250
REGULAR POSITIONS			
FULL PAGE	\$1,350	\$1,300	\$1,000
HALF PAGE	\$850	\$825	\$750
1/3 PAGE RAIL			\$625
QUARTER PAGE	\$550	\$500	\$450
TWO PAGE SPREAD	\$2,200	\$2,125	\$2,000
HALF PAGE SPREAD	\$1,350	\$1,300	\$1,200

AD SIZE SPECIFICATIONS



AD SIZE	DIMENSIONS
FULL PAGE	8.500" x 11.000" [TRIM] 8.750" x 11.250" [BLEED] 8.250" x 10.750" [SAFETY]
HALF PAGE	8.250" x 5.250"
1/3 PAGE RAIL	2.700" x 10.500"
QUARTER PAGE	3.875" x 5.125"
HALF PAGE SPREAD	17.000" x 5.500" [TRIM] 17.250" x 5.625" [BLEED] 16.750" x 5.250" [SAFETY]
DOUBLE-TRUCK SPREAD & TWO PAGE SPREAD	17.000" x 11.000" [TRIM] 17.250" x 11.250" [BLEED] 16.750" x 11.250" [BLEED]