

ROBERT KENNEDY'S

MAXIMUM FITNESS

DEDICATED
TO THE
SURVIVAL
OF THE
FITTEST

MEDIA KIT

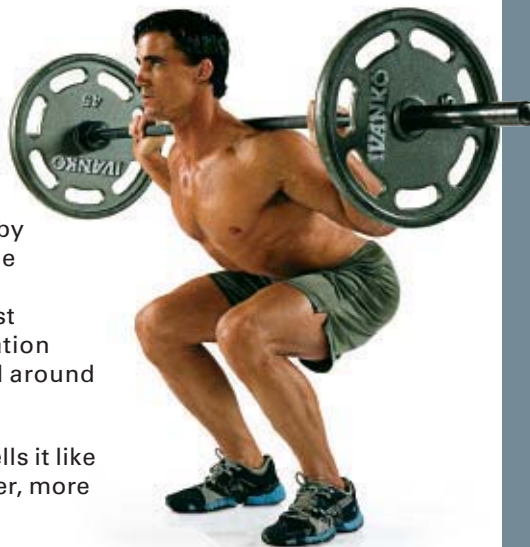


THE ESSENTIAL MAGAZINE FOR FITNESS AND HEALTH

Dedicated to the Survival of the Fittest. This is *Maximum Fitness*. The average guy wants quick results, now. When he's managing a busy professional and personal life, he just doesn't have the time to take care of himself as much as he would like to.

Maximum Fitness can change that. Put together by veterans of the men's fitness and health magazine industry, *Maximum Fitness* gets back to the basics of what guys want. *Maximum Fitness* has the best fitness, weight loss, nutrition and health information available for men who want to impress the world around them and feel great about it too.

Perfect for the man on the go, *Maximum Fitness* tells it like it is and shows guys the way to a healthier, stronger, more confident and satisfying lifestyle.



Each issue of *Maximum Fitness* will change the way any man trains to better his health and fitness and help him reach his goals!

POWER PACKED!

Each issue of *Maximum Fitness* has the best training advice in the world. We eliminate all the guesswork. Contains everything a man needs to know to be the best!

IN EVERY ISSUE – ESSENTIALS

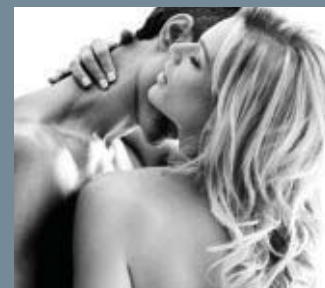
- Health
- Arms
- Chest
- Abs
- Legs and Butt
- Back and Shoulders
- Mind
- Weight Loss
- Nutrition
- Cardio
- Sports
- Supplements
- Appearance
- Sex

DEPARTMENTS – THE FIT LIFE

- The Workout
- The Meal Planner
- Sports Performance
- Gymless Workout
- Skinny Guy
- 20-Minute Workout
- Fit Quiz
- Before and After
- Gear
- To Do
- The MaxFit Girl
- Anatomy
- No B.S.
- Last Look
- Shake of the Month

PLUS:

- Columns about sex, nutrition, training, health and much more!



2010 EDITORIAL CALENDAR

JANUARY / FEBRUARY

ON SALE DEC. 15, 2009

- Abs Plan 2010
- Lose 10 lbs in 30 Days

MARCH / APRIL

ON SALE FEB. 9, 2010

- Fat-Blasting Workout
- Best and Worst Foods

MAY / JUNE

ON SALE APR. 6, 2010

- Beach Body in 4 Weeks
- Fast Food Survival Guide

JULY / AUGUST

ON SALE JUNE 1, 2010

- All-purpose Smith Machine Workout
- Eat What You Want Without Getting Fat

SEPTEMBER / OCTOBER

ON SALE AUG. 3, 2010

- Muscle Up in 4 Weeks
- Eating Rules to Gain Muscle

NOVEMBER / DECEMBER

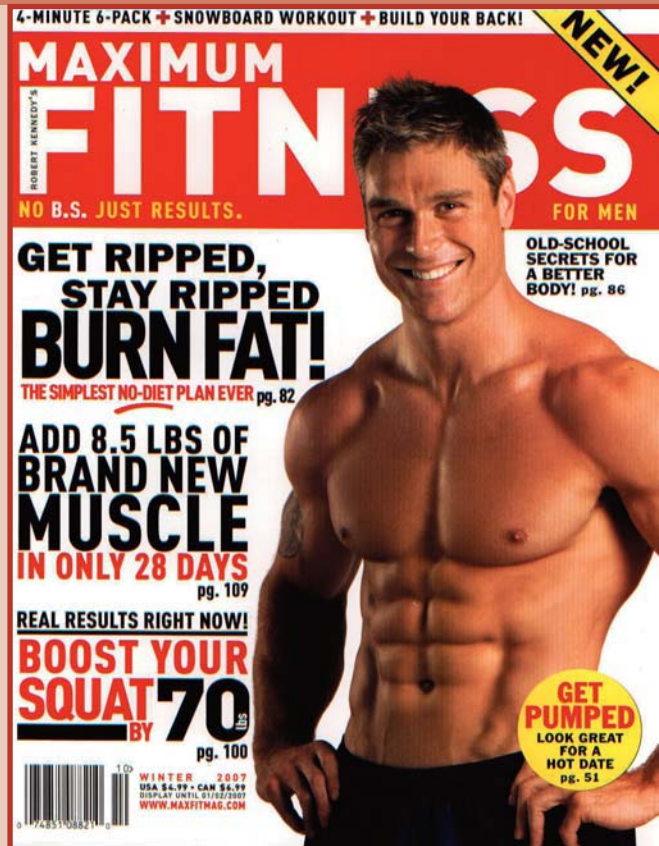
ON SALE OCT. 5, 2010

- Heavy-Light Muscle Building Guide
- Holiday Survival Guide

Editorial content subject to change without notice.



Maximum Fitness



Maximum Fitness

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Maximum Fitness

Published 6x year
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310,000 Circulation

ADVERTISING RATES

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