

CELEBRATING OUR 12TH YEAR

ULTIMATE **MMA**

'12

MEDIA KIT

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ULTIMATE MMA

The History

The mixed martial arts (MMA) world has been on fire ever since Royce Gracie torched the competition in the early Ultimate Fighting Championships. With his flawless ground work against bigger and stronger opponents, he set the MMA world ablaze and ignited the sport's popularity. Today, more than 16 years later, the popularity of MMA is raging out of control. Consider these facts:

- The UFC has PPV fight cards once per month, and they generally sell out venues that don't always sell out professional hockey and basketball;
- You will find MMA talk shows and coverage on cable television;
- The UFC's reality TV show, "The Ultimate Fighter," is scoring big ratings and in its 14th season;
- More than 45 states have sanctioned the sport.

MMA Basics

The sport — in which a fighter can win via tapout (concede defeat gracefully), submission or knockout — has evolved from "anything goes" to a strict set of rules that places the safety of the fighter first. The gladiators who participate in these events are experts in a wide variety of martial arts and dedicate themselves to training. And that's where we come in.

From Ultimate Grappling to Ultimate MMA

Some of us who have been around the sport since the beginning, and we initially knew MMA as NHB (no-holds barred). A new generation of fans has come to know the sport as MMA and/or "ultimate fighting." Hence, a few years ago, we added Ultimate to our name and have been known as Ultimate Grappling ever since.

In April 2009, we adapted once again. We are now Ultimate MMA. But that's the only change. Our full-color magazine still features stories for new fans, casual fans, hardcore fans and fighters. Plus, we've beefed up our paper quality and increased the size of the magazine.

Inside the Magazine

In each and every issue of Ultimate MMA magazine, we'll have sizzling interviews with the biggest names in the sport, profiles, instructional and lifestyle stories, pictorials, fight previews, training tips and technique pieces. And you can always count on three pages for the smokin' hot Ring Girl of the Month. Of course, you'll get the usual spicy columns, which includes product reviews, rankings, nutritional advice and our column for beginners that introduces new fans to the sport.

But that's not all. This 116-page full-color mag features in-your-face photos from some of the best photographers on the planet. Casual fans, die-hard fans and fighters have something to look forward to in each issue.



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**VISIT US ON OUR WEBSITE:
www.ultimatemmag.com**

CALL: 800-332-3330 ext. 1930

ULTIMATE MMA

KEY DEMOGRAPHICS AND STATS

- Ultimate MMA magazine, now 12 years old, is the leader in its field.
- Statistics indicate that more than three million people participate in the martial arts in the course of a year.
- The bulk of MMA's readers participate in the grappling arts.
- These readers are in the market for cool clothing, cutting-edge gear and hot grappling products.
- When they are not rolling, the readers watch MMA on television. Statistics reveal that viewership in the age bracket from 18-49 is significantly up over last year.
- For the UFC's reality show "The Ultimate Fighter," ratings indicated that 3.0 million viewers tuned in.

CIRCULATION: Curtis Circulation-which distributes such titles as Maxim, Mens Health, Forbes and Newsweek-distributes Ultimate MMA Magazine.

DISTRIBUTION: USA, Canada, England, Mexico

RETAIL PARTNERS: 7-Eleven, Albertsons, Army/Airforce, Borders, Frys, Kroger, Long's, Safeway, Stater Bros, Tops, Wal-Mart

AGE: 18-34: **89%**

GENDER: Men **89%**, Women **11%**

COLLEGE: **48%**

COLLEGE GRADUATES: **42%**

ANNUAL INCOME: \$25K-\$49K: **18%**, \$50K-\$99K: **62%**, \$100K or more: **20%**

COMPUTER: Own desktop/laptop: **89%**, High speed connection: **78%**

MOBILE: Own a cellphone: **91%**, Will purchase in next 12 months: **9%**

VIDEO GAMES:

Own a video game console: **78%**, Will purchase a video next 12 months: **22%**, Purchases at least 1 game per month: **46%**

THE TEAM

- Our photographic team is led by an array of industry photographers, who have been shooting sports for more than 20 years.
- Our crew of Contributing Editors is comprised of outstanding journalists.
- In addition to having trained in BJJ and submissions, Doug Jeffrey, the editor, has been writing about the martial arts for more than 16 years.

CONTACT INFORMATION

ULTIMATE MMA MAGAZINE

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ULTIMATE MMA

COVER ISSUE	AD CLOSE	ON SALE DATE
JANUARY 2012	SEP 21, 2011	NOV 15, 2011
FEBRUARY 2012	OCT 26, 2011	DEC 20, 2011
MARCH 2012	NOV 21, 2011	JAN 17, 2012
APRIL 2012	DEC 21, 2011	FEB 14, 2012
MAY 2012	JAN 18, 2012	MAR 13, 2012
JUNE 2012	FEB 22, 2012	APR 17, 2012
JULY 2012	MAR 21, 2012	MAY 15, 2012
AUGUST 2012	MAY 2, 2012	JUNE 26, 2012
SEPTEMBER 2012	JUNE 6, 2012	JULY 31, 2012
OCTOBER 2012	JULY 18, 2012	SEP 11, 2012
NOVEMBER 2012	AUG 29, 2012	OCT 23, 2012
DECEMBER 2012	OCT 10, 2012	DEC 4, 2012
.....		
JANUARY 2013	NOV 21, 2012	JAN 15, 2013
FEBRUARY 2013	JAN 2, 2013	FEB 27, 2013
MARCH 2013	FEB 6, 2013	MAR 31, 2013

ULTIMATE MMA magazine 2012 Advertising Rates

SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
FULL PAGE	\$1,884	\$1,827	\$1,698	\$1,638
2/3 PAGE	\$1,520	\$1,472	\$1,372	\$1,319
1/2 PAGE	\$1,142	\$1,108	\$1,032	\$993
1/3 PAGE	\$846	\$821	\$763	\$735
1/4 PAGE	\$652	\$633	\$586	\$563
1/6 PAGE	\$444	\$431	\$400	\$386
1/12 PAGE	\$237	\$230	\$215	\$208
G2 or G3	\$2,245	\$2,178	\$2,020	\$1,949
G4	\$2,515	\$2,439	\$2,266	\$2,182

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ULTIMATE MMA

ADVERTISING SPECIFICATIONS

FINAL TRIM: 7-3/4" x 10-1/2"

STANDARD UNITS

	WIDTH AND DEPTH
Full Page (live)	*7" x 9-3/4"
2/3 Page (vertical)	4-1/2" x 9-3/4"
1/2 Page (horizontal)	7" x 4-3/4"
1/2 Page (vertical)	3-1/4" x 9-3/4"
1/3 Page (horizontal)	4-3/8" x 4-3/4"
1/3 Page (vertical)	2-1/8" x 9-3/4"
1/4 Page (vertical)	3-1/4" x 4-3/4"
1/6 Page (vertical)	2-1/8" x 4-3/4" - marketplace ad
1/6 Page (horizontal)	3-1/4" x 3-1/8" - marketplace ad
1/12 Page (square)	2-1/8" x 2-1/4" - marketplace ad

* **LIVE AREA:** All text and images not intended to bleed, must be kept 1/4" from trim.

FULL PAGE BLEED (ALL 4 SIDES): 8" x 10-3/4"

FULL PAGE NON-BLEED SPREAD: 14-3/4" x 9-3/4"

FULL BLEED SPREAD (ALL 4 SIDES): 15-3/4" x 10-3/4"

(*keep live matter centered to 14-3/4" x 9-3/4")

HALF PAGE BLEED (INCLUDING BLEED): 8" x 5-1/4"

SOFTWARE SUPPORTED: BECKETT MEDIA can accept electronic files created in QuarkXpress up to 7.3, Adobe Creative Suite 5 (InDesign, Illustrator, Photoshop, Acrobat). For all jobs sent in QuarkXpress and InDesign, these must be supplied with all fonts resident in the files, including fonts embedded or used with EPS files. All images (logos, photos and associated artwork) must be included. BECKETT MEDIA supports the Adobe Type Library. Any non-Adobe fonts must be provided by the customer. BECKETT MEDIA needs a copy of the screen & printer font for each font used. These fonts will be treated as support material for the customer's job, and will be deleted when the job is completed.

MEDIA SUPPORTED: BECKETT MEDIA accepts files delivered by email, ftp site or by CD/DVD. BECKETT MEDIA will not be held responsible or assume liability for any damages to, or loss of disk, data or information. Customer agrees not to supply original disks or materials. Upon request disks will be returned if a self-addressed stamped mailer is included.

PROOF: In this increasingly digital world, sending paper proofs is not always practical. While a press ready color proof is always preferred for color files, laser proofs and Jpeg digital proofs however are acceptable. We do recommend that a proof be supplied for each file at 100% of size. For digital jpeg proofs, a low resolution file will suffice. Please be aware that if no proof is furnished by the customer, BECKETT MEDIA will not be held responsible for ads printed incorrectly.

DIGITAL IMAGES: Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded (PDFX-1a recommended)

Required Resolutions: Color files must be CMYK at a resolution of 300 dpi

Black & White files must be Grayscale at a resolution of 266 dpi

Total maximum dot densities - 180% for 2 colors, 280% for 4 colors.

(files set at lower resolutions, cannot be corrected by Beckett Media, and therefore Beckett Media takes no responsibility for how these files appear in print)

PUBLISHER SET: (PUBSET) Ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad.

BECKETT MEDIA analyzes all digital files. In the occurrence that the supplied file needs work done, the customer will be given the option to replace any file that requires alterations, corrections or restructuring or to have the work completed by our Production Department. Any files that are re-worked by Beckett Media will be held for customer approval.



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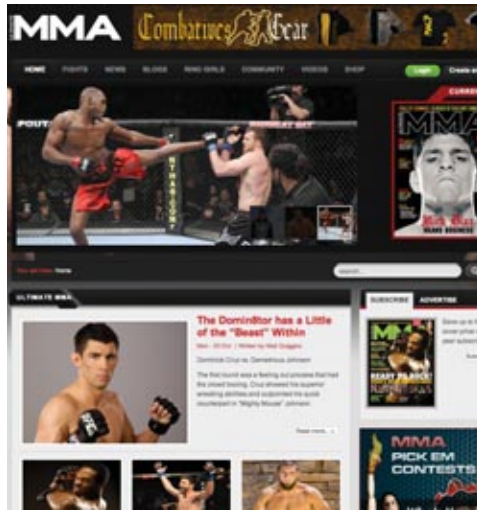
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WWW.ULTIMATEMMAMAG.COM

We have 3, 6, and 12 month plans available for your **ULTIMATE MMA** Web Site Ad campaign.

Three size options to suit your Web site advertising needs.

(Max File Size: 20k; File Types: JPEG, GIF)
* Rates per month



RESERVE YOUR ONLINE ADVERTISING TODAY!

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BANNER AD RATES

SIZE	3-MONTH	6-MONTH	12-MONTH
300 X 250	\$400	\$350	\$300
160 X 600	\$400	\$350	\$300
728 X 90	\$300	\$250	\$200

EXISTING MAGAZINE ADVERTISERS

SIZE	3-MONTH	6-MONTH	12-MONTH
300 X 250	\$300	\$250	\$200
160 X 600	\$300	\$250	\$200
728 X 90	\$200	\$150	\$100

Three size options to suit your web site advertising needs.

(Max File Size: 20k; File Types: JPEG, GIF)

* Rates per month

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