

ACSM's Health & Fitness Journal

- **6,581** Total Subscribers
- **37,144** Average Monthly Visits

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Journal Cover Image Society Image

Website

<http://www.acsm-healthfitness.org/>

Content Focus

ACSM's Health & Fitness Journal®, an official publication from the American College of Sports Medicine (ACSM), is written to fulfill the information needs of fitness instructors, personal trainers, exercise leaders, program managers, and other front-line health and fitness professionals. Its mission is to promote and distribute accurate, unbiased, and authoritative information on health and fitness. The journal covers all aspects of exercise science and nutrition research, with components of ACSM certification workshops, current topics of interest to the fitness industry, and continuing education credit opportunities.

Organizational Affiliation

American College of Sports Medicine

Impact Factor

1.172

Impact Factor Ranking

74/85 in Sport Sciences

Editor-in-Chief

Brad A. Roy, PhD, FACSM

Frequency

6 issues / year

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

Print Circulation: 6,512
Electronic-Only Circulation: 69
Total Subscribers: 6,581

Website Engagement

Average Monthly Visits: 37,144
Average Monthly Page Views: 54,857

Run of Book Rates

Rates apply to inclusion in Print issues.

Volume Full Page Color Full Page B/W (PI) 1/2 Page Color 1/2 Page B/W (PI)

1x	\$1,330	\$1,330	\$910	\$910
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Cover and Preferred Position Rates

- **Cover 2:** 50% of earned B/W (PI) page rate
- **Cover 3:** 25% of earned B/W (PI) page rate
- **Cover 4:** 35% of earned B/W (PI) page rate
- **Other Preferred Positions:** 25% of earned B/W (PI) page rate

Insert Rates

- **2-page:** 2.5 times earned B/W (PI) page rate
- **6-page:** 6.5 times earned B/W (PI) page rate
- **Larger units, gatefolds, BRCs:** consult Sales Specialist.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

Full Page 1/2 Page 1/4 Page 1/8 Page

\$2,690	\$1,850	\$1,225	\$800
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Agency Commission

15% agency discount should be applied. All prices shown as gross.

Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions. Exclusive advertisers can run different ads in each position for maximum exposure.

3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

Premium Sponsorship Opportunities

- Print and Digital Supplements
- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts
- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.
- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.
- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.
- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.
- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

Reprints

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book	Space Career & Events	Section Space and Materials	Run of Book	Print Materials	Insert Materials	Approximate Mail Date
January	11/24/2020	12/1/2020		12/8/2020		12/8/2020	12/28/2020
March	1/21/2021	1/26/2021		2/2/2021		2/2/2021	2/22/2021
May	3/22/2021	3/25/2021		4/1/2021		4/1/2021	4/20/2021
July	5/20/2021	5/25/2021		6/2/2021		6/2/2021	6/21/2021
September	7/22/2021	7/27/2021		8/3/2021		8/3/2021	8/20/2021
November	9/23/2021	9/28/2021		10/5/2021		10/5/2021	10/22/2021

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Saddle-stitched.

Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size		Bleed Size	
	Width	Height	Width	Height
Full page:	7"	x 10"	8 3/8"	x 11 1/8"
1/2 page horizontal:	7"	x 5"	8 3/8"	x 5 1/2"
1/2 page vertical:	3 1/2"	x 10"	4 1/4"	x 11 1/8"

Career & Events Section Page Sizes

	Non-Bleed Size	
	Width	Height
Full page:	7 1/4"	x 9 7/8"
1/2 page horizontal:	7 1/4"	x 4 3/4"
1/2 page vertical:	3 1/2"	x 9 7/8"
1/4 page:	3 1/2"	x 4 3/4"
1/8 page:	3 1/2"	x 2 1/8"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

- **Acceptance:** Sample must be supplied to Sales Representative for approval.
- **Sizes:** 2 page insert: 8 3/8" x 11 1/8", 4 page insert: 8 3/8" x 11 1/8". Larger sizes upon request.
- **Trim:** 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert. Add a 2" lip for saddle wire.

- **Paper Stock:** 70 lb. minimum, 100 lb. text maximum.
- **Quantity:** Consult Production Associate.
- **Packing Instructions:** Carton packing preferred with publication, quantity and issue clearly indicated.
- **Shipping Address:** Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Advertising Representative (U.S.)

- **Name:** Michael Kokell
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Related Media Kits

- [Medicine & Science in Sports & Exercise](#)
- [Exercise and Sport Sciences Reviews](#)
- [Current Sports Medicine Reports](#)
- [Translational Journal of the American College of Sports Medicine](#)

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