

2008 MEDIA PLANNER

WALK!

MAGAZINE

THE MAGAZINE FOR ALL WALKERS

WALK! Magazine, the only national magazine for walkers, provides walkers of all types, from competitive walkers, racewalkers and marathoners to beginning fitness walkers and hikers, information specific to walking.

WALK! is published quarterly - Spring, Summer, Fall and Winter with an e-mail newsletter between issues. Each magazine issue includes regular columns by Dave McGovern, Olympian Tim Seaman and Bonnie Stein.

Other features include gear reviews, race/event reviews, nutrition news and stories from walking clubs all over the country. And we include interviews with all kinds of walkers.

ADVERTISING INFORMATION

CONTACT

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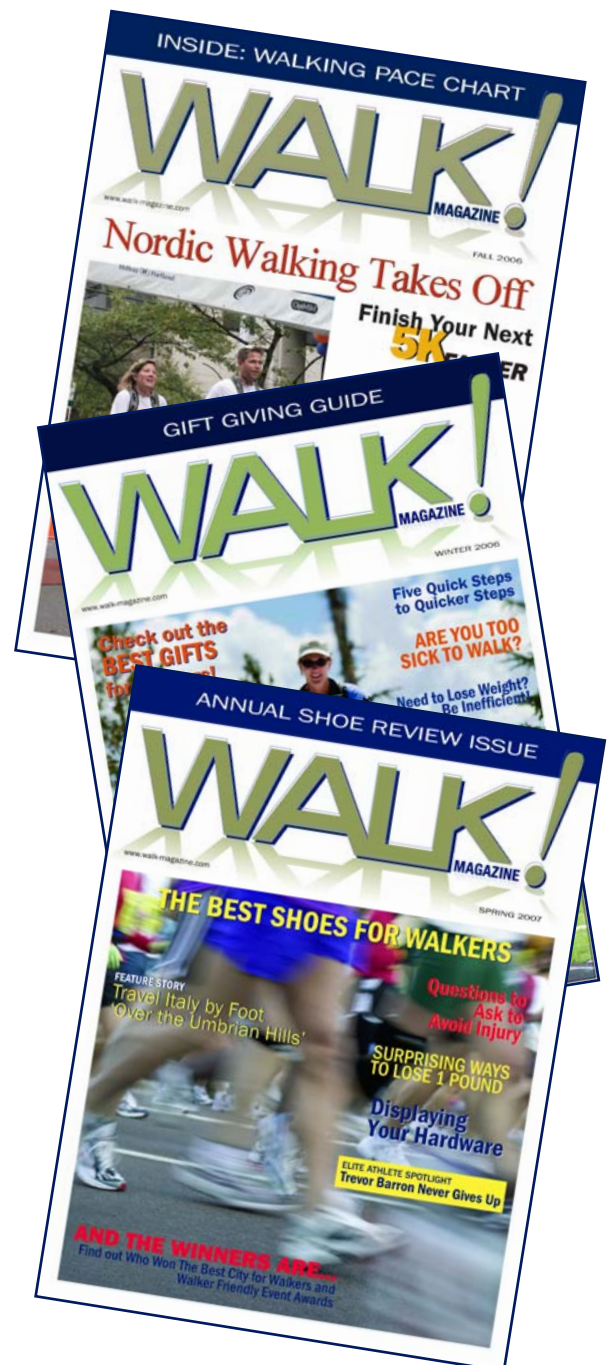
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614/306-5094





THE MAGAZINE FOR ALL WALKERS

Editorial Calendar

UPCOMING FEATURES

Spring 2008

Annual Shoe Review Issue

Winter 2008

Annual Gift Giving Guide

2008 RATES

Black & White	1X	2X	4X
Full	850	800	750
2/3	700	660	620
1/2	530	500	470
1/3	355	330	305
1/4	290	275	260
1/6	200	185	170
4-Color	1X	2X	4X
Full	1360	1280	1200
2/3	1000	950	900
1/2	860	820	800
1/3	568	528	488
1/4	464	440	416
1/6	320	296	272
Covers	1X	2X	4X
2nd Cover	1500	1400	1300
3rd Cover	1500	1400	1300
4th Cover	1700	1550	1400

Agency Discounts

15% for invoices paid by advertising agencies within 30 days of invoicing.

Race/Event Calendar

The cost for each 60-word ad is \$40. Discounts do not apply to this listing.

COLUMNS

COACH'S CORNER: Expert advice from Dave McGovern, member of the U.S. Racewalking Team.

RACEWALKING: Olympic racewalker Tim Seaman provides highlights of the largest judged racewalks.

FROM THE START: Get started walking with walking coach Bonnie Stein.

CANADIAN CONNECTION: Canadian coach Roger Burrows provides a northern perspective.

DEPARTMENTS

EVENT REVIEWS: Walkers send in their opinions of events they've entered.

NUTRITION NEWS: Provided by sports nutritionists.

WALKING CLUBS: Features Clubs from across the U.S. and Canada.

EVENT CALENDAR: Listing of all types of walking events.

PRODUCT REVIEWS: Throughout the year.

DEADLINES

Issue	Reservation	Ad due
Spring 2008	2/1/08	2/10/08
Summer 2008	5/1/08	5/10/08
Fall 2008	8/1/08	8/10/08
Winter 2008	11/1/08	11/10/08

SIZES

Full page bleed	8 3/4 X 11 1/4
Full page	7 1/2 X 9 1/2
2/3 page	4 7/8 X 9 1/2
1/2 page	7 1/2 X 4 1/2
1/3 page	2 3/8 X 9 1/2
1/4 page	3 5/8 X 4 1/2
1/6 page	2 3/8 X 4 1/2

Electronic files should be 300 dpi tiff, jpeg or eps.

DEMOGRAPHICS

Paid subscribers	1,700
Total distribution	4,000
Distribution locations	
Running store sales	5%
Charity walking groups	10%
Race/event expos	85%
Gender	
Male	31%
Female	69%
Age range	
Under 30	5%
30-39	14%
40-49	23%
50-59	41%
Over 60	18%
Type of walker	
Fitness/casual walker	38%
Racewalker	20%
Long-distance walker	23%
Power/speed walker	12%
Volksmarcher/hiker	7%
How long walking	
Fewer than 6 months	5%
6 months to 1 year	10%
1-2 years	11%
Longer than 2 years	74%
Type of shoes worn	
Running shoes	57%
Racewalking shoes	26%
"Walking" shoes	20%
Hiking shoes	3%
Types of events entered in previous 12 months	
Charity/noncompetitive	36%
5K race with runners	38%
10K race with runners	30%
Half marathon	36%
Marathon	35%
Judged racewalk	20%
Volksmarch	6%
Types of nutrition/energy supplements used	
Energy bars	28%
Meal replacement bars	7%
Energy gels	24%
Electrolyte replacement drinks	23%
Meal replacement drinks	5%
None	13%

ADVERTISING INFORMATION

Contact Holly Loberg

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Combine your print advertisement with an ad on our web site

<www.walk-magazine.com>

or in our quarterly e-mail newsletter.