



get an edge...



210 Route 4 East, Suite 211 • Paramus, NJ 07652
Tel. (201) 843-4004 • Fax (201) 843-8775

INTRODUCING...

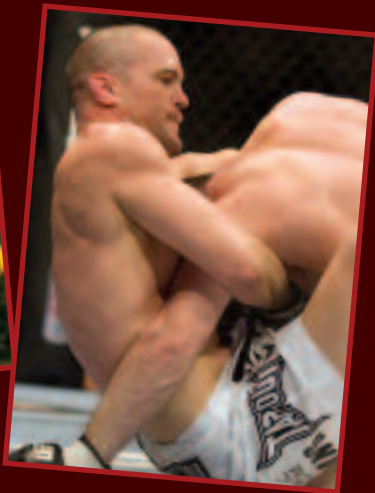
MMA **EDGE** MAGAZINE™



The Enoble Media Group is pleased to announce a new breed of Mixed Martial Arts magazines, MMA EDGE. MMA EDGE isn't your typical Mixed Martial Arts publication. Appealing to both the casual fan and hardcore enthusiast, MMA EDGE brings together award-winning photographers and top sports journalists to provide readers with a magazine they'll want to read cover-to-cover until the next issue hits the streets. MMA EDGE brings the world's fastest growing sport to all major retailers and newsstands where magazines are sold with exclusive interviews and profiles on the top fighters and figures in MMA. We'll also capture all of the action on the top matches from around the world with a unique perspective, provide bone-crushing features on the sport, training tips from the fighters themselves, rankings, results, previews, news, rumors, facts and figures. If it has anything to do with MMA, we'll be there to give you the edge!



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MMA FACTS & FIGURES

- ◆ An episode of Spike TV's "Ultimate Fighter" reality show delivered more males aged 18-34 than an NBA Playoff game, NHL Playoff game and major baseball game combined!
- ◆ Last year, the UFC generated over \$220 million in pay-per-view revenue with 10 events, easily breaking the record for a single year of business in the industry. In comparison, trade publications reported the 2006 earnings for World Wrestling Entertainment at \$132 million and HBO at \$177 million on their 11 pay-per-view boxing shows.
- ◆ MMA programs and events have deals with networks such as ESPN, MyNetworkTV, Showtime, Spike, Vs., and Fox Sports, among others.



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MMA EDGE MAGAZINE

Just in case you haven't heard the news, Mixed Martial Arts is the world's fastest growing sport. As it continues to set box office and pay-per-view records around the globe, it's making headlines daily. Whether it's organizations such as the UFC, IFL, PRIDE, K-1, WEC, M-1, Bodog or EliteXC, or one of the many fledgling promotions popping up worldwide, MMA and its fighters are gaining fans with each punch or kick thrown. Everyone from the Wall Street Journal and Sports Illustrated to "60 Minutes" has profiled this billion-dollar business. Not a night goes by that you can't find the sport on your television, and it all translates to delivering an advertiser's dream of that all-elusive male 18-34 demographic.

ADVERTISING RATES

SIZE	1x	3x	6x	12x
1 page	\$1200	\$1140	\$1080	\$1020
2/3 page	1080	900	810	765
1/2 page	732	695	659	622
1/3 page	514	488	462	437
1/4 page	397	374	356	343
1/6 page	269	256	242	229
1/12 page	140	133	126	119
C2 or C3	1305	1245	1183	1123
C4	1350	1295	1268	1239

20% discount for mail order advertising - applied to 1/6 page and larger advertisers only.

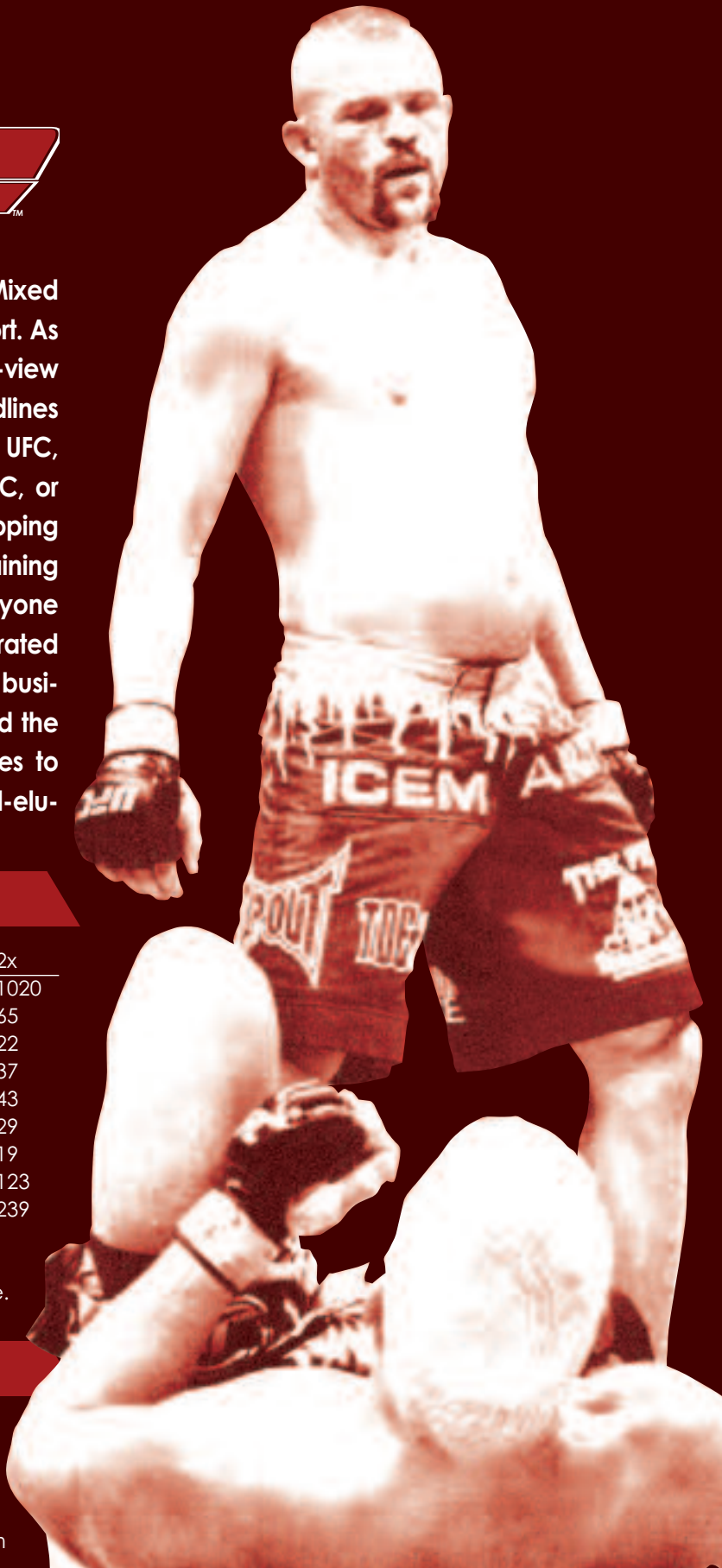
No cancellations accepted after space closing date.

ADVERTISING CONTACT

Mail advertising contracts and space orders to:
MARTIN PUNTUS (Tel) 201-843-4004 x113
MMA Edge Magazine (Fax) 201-843-8775
210 Route 4 East, Suite 211
Paramus, NJ 07652 mpuntus@enoblemedia.com



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ADVERTISING DIMENSIONS

Full Page	
- Live Area	7 3/8" X 10 1/4"
- Bleed	8 1/8" X 11 1/8"
- Trim	8" X 10 7/8"
Two Page Spread	
- Live Area	14 3/4" X 10 1/4"
- Bleed	16 1/4" X 11 1/8"
- Trim	16" X 10 7/8"
2/3 Page	4 7/8" X 10 1/8"
1/2 Page Horizontal	
- Live Area	7 3/8" X 5 1/16"
- Bleed	8 1/8" X 5 1/2"
- Trim	8" X 5 3/8"
1/3 Page Square	4 7/8" X 5"

1/3 Page Vertical	2 3/8" X 10 1/8"
1/4 Page Horizontal	7 3/8" X 2 7/16"
1/4 Page Vertical	2 3/8" X 7 9/16"
Double Business Card	3 1/2" X 4"
1/6 Page Vertical	2 3/8" X 5"
1/6 Page Horizontal	4 7/8" X 2 7/16"
1/12 Page	2 3/8" X 2 7/16"
Business Card	3 1/2" X 2"

COMMISSION & CASH DISCOUNT

15% to recognized agencies; 2% cash. Payment in full with first insertion order. No exceptions.

DIGITAL FILE SPECIFICATIONS

Submissions are subject to rejection if they do not meet specifications.

Media – Hybrid Mac/PC Compatible CD. Files should not be compressed. E-mail submissions cannot be accepted.

File Format Preferences

1. PDF /X-1a
2. PDF – press optimized
3. EPS – fonts embedded

Type must be maintained as a vector in your file. Preferably fonts should be converted to outlines. Fonts should never be converted to a bit-mapped image.

All files should meet SWOP specifications.

They can be found here:

http://www.swop.org/specification/SWOP_EdX_Specs.pdf

Please take note of the following important type limitations-

Thin lines, fine serifs and light weight or very small type should be restricted to one color. Reproduce all colored type with a minimum of colors. Reverse type and line art should not be less than .007" (1/2 point rule) at the thinnest part of a character or rule. Reverse type should use dominant color (usually 70% or more) for the shape of letters. Where practical, and not detrimental to the appearance of the job, make the type in subordinate colors slightly larger to minimize register problems on the production press. Small type and fine serifs should not be used for reverse type. The surrounding tone must be dark enough to ensure legibility.

Overprinted (surprinted) type should not be less than .004" (1/3

point rule) at the thinnest part of a character or rule. When type is to be overprinted, the background should be no heavier than 30% in any one color and no more than 90% total in all four colors for legibility.

A SWOP proof, made from the supplied file(s), must be furnished. **Files not conforming to the submitted proof may be rejected.** Differences in our software from yours may create unexpected results. This is why a proof is essential in conveying the results that you want.

Embedded images should be a minimum of 300ppi for color/grayscale images, line art should have a resolution of 2400ppi. When preparing the file(s), images should be scaled and rotated during the scanning process, not in the page layout application.

The files must be CMYK. **The file may not contain RGB data.** Be sure to define colors as CMYK not as spot colors.

All "printer" fonts must be embedded. Do not submit unused fonts.

The bleed should be included in the document size (e.g. 8.125" x 11.125" not 8" x 10.875"). Do not place any bleed or register marks in the bleed or trim area.

It is the Publishers sole discretion to make corrections to submitted materials. A service charge may apply.

Include a technical contact on all material submitted. This should include a name, telephone, e-mail and any internal reference number for the ad. Any technical questions please email – ads@gecolor.com

Please send ad material to:

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mma ***edge*** MAGAZINE™



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