



mf

unduplicated reach

**ACROSS 10 MEN'S MAGAZINES,
MEN'S FITNESS HAS A LOW AVERAGE
DUPLICATION OF 10.8%.**

**% of Audience That Reads
Mens Fitness and...**

MEN'S HEALTH	28.7 %
MEN'S JOURNAL	15.1
MAXIM	13.0
ESPN	11.1
GQ	10.6
SPORTS ILLUSTRATED	10.2
ROLLING STONE	7.7
ESQUIRE	6.5
SPIN	2.6
OUTSIDE	2.4

SOURCE: MRI FALL 2009

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Men's Fitness
www.mensfitness.com