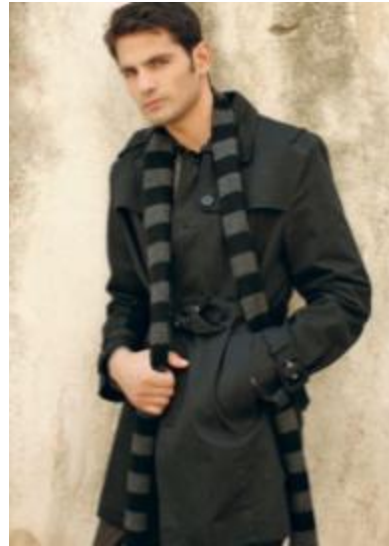


FHM

The Best Selling Magazine for Men in Romania!



- Millions of men from entire world share a common passion: **FHM** magazine.
- Launched in 1994 in United Kingdom, FHM is now read each month by men from 22 countries in Europa, Asia, Australia, Africa.
 - 2.2 million sold copies every month
 - 8.1 million readers every month

FHM is the lifestyle magazine that best describes what means to be a men.

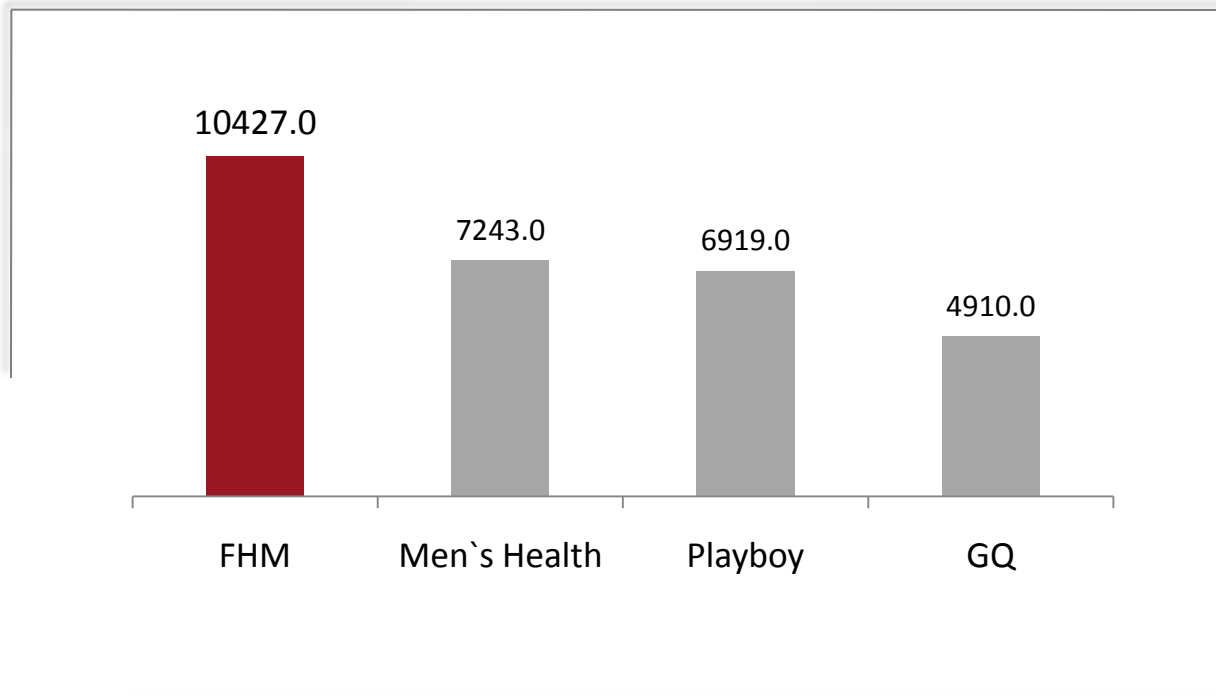


- In Romania, **FHM** magazine has become a very active brand that interacts frequently with its readers.
- Each issue surprises its readers with something new, an article or an event. The most exciting are the parties but also all the top event that **FHM** is media partner.
- Men like **FHM** for its ironic and humorous tone of voice, decent but provocative women pictorials, sport information, the newest and most sophisticated gadgets and also auto presentations.





Present for 10 years in Romania, FHM is
The Best Selling Magazine for Men.



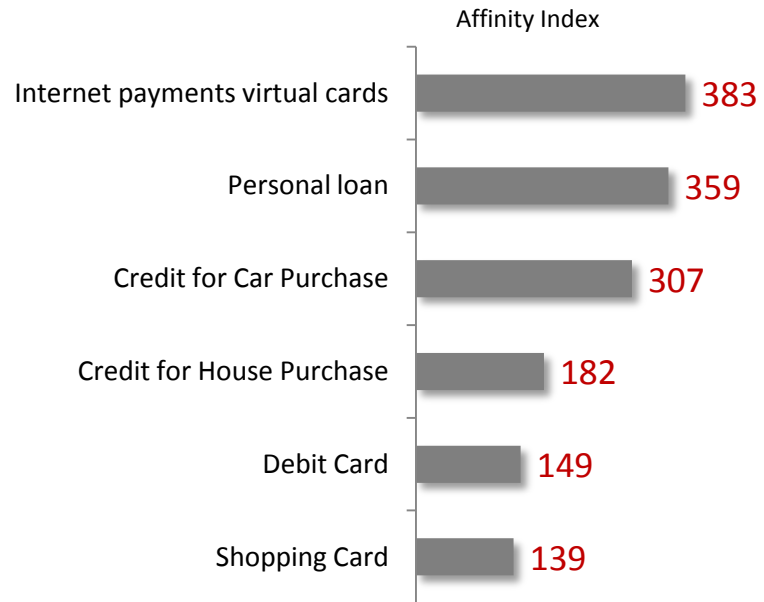
Source: Audit Bureau for Circulation in Romania, Jan – Sep 2011



Source: SNA Focus, Jan10-Jan11

An affinity index over 100 shows that FHM readers plan to contract loans and insurances.

Intention in the next 12 months:



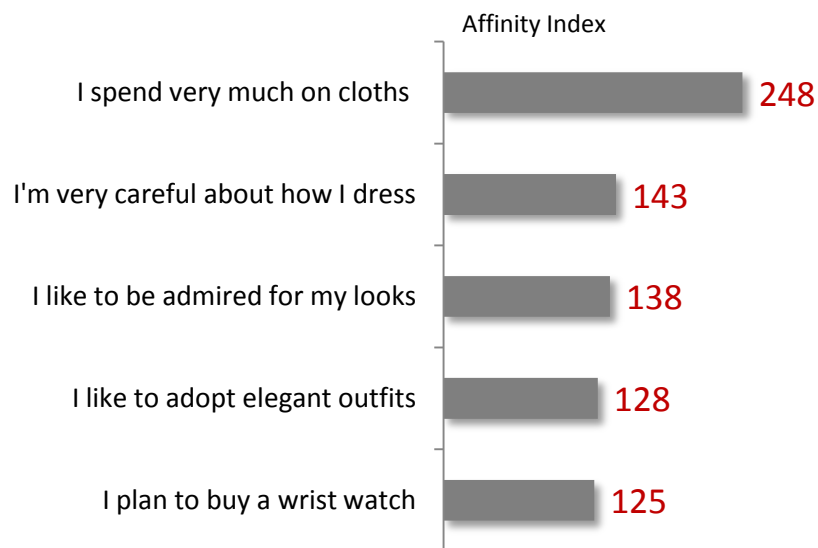


An affinity index over 100 shows that FHM readers are interested in self care products





An affinity index over 100 shows that FHM readers are interested in fashion.



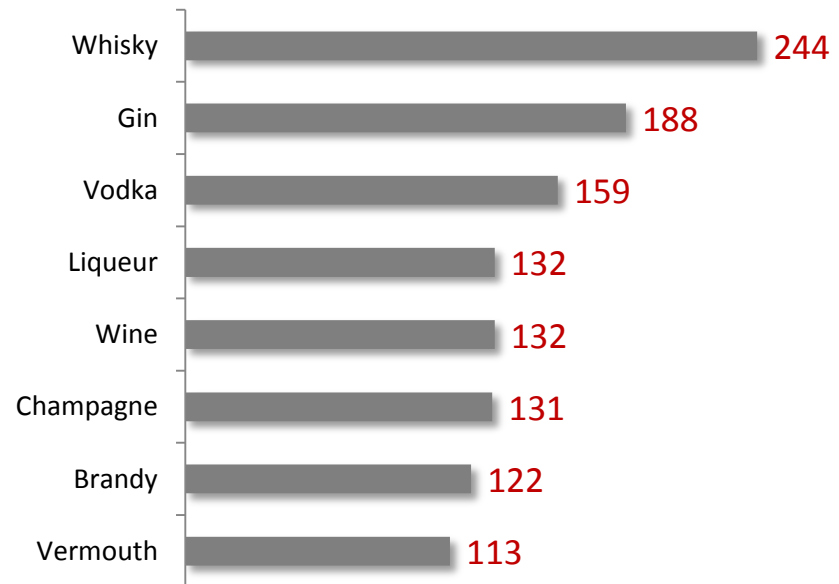


Source: SNA Focus, Jan10-Jan11

An affinity index over 100 shows that FHM readers consume alcoholic drinks.

Consumption of:

Affinity Index



UPGRADE



HARDWARE

Trăi-ne-ar butoanele...

...și să ne bucurăm de ele până la consumarea bateriilor și dincolo de reincărcarea lor. Garmin!



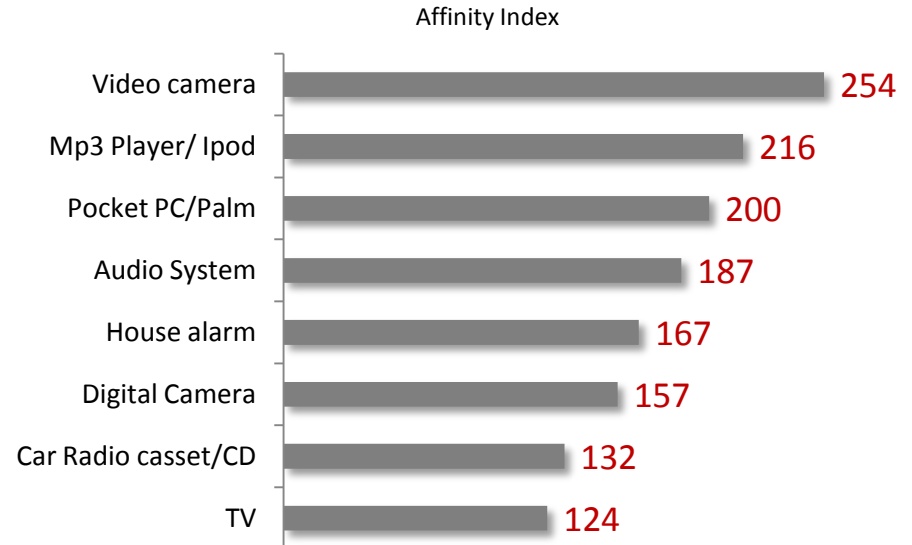
Altre Learning Network
 (Text describing the network and its benefits)

Logitech Alien Corbine
 (Text describing the Logitech Alien Corbine device)

Nikon D3000
 (Text describing the Nikon D3000 camera)

An affinity index over 100 shows that FHM readers are oriented to purchasing electronics.

Intention in the next 12 months:



THE collection of everything that is HOT this year: sexiest pictorials, naughty questions, hot cars and spice jokes



Frequency (once a year): 2 months on market (Aug - Sept)
 Print run : 15.000 Format (pocket): 205 x 280 mm
 Pages: 96 + 4 pages Price: 5.90 lei

“COOL” is the ultimate guide for men to stay connected with latest trends.



Frequency (once a year): 2 months on market (Dec - Jan)
 Print run : 15.000 Format (pocket): 205 x 280 mm
 Pages: 96 + 4 pages Price: 5.90 lei

Format	Size	Rate card
2/1 page (spread)	410 x 280	11000 euro
1/1 page	205 x 280	5500 euro
1/2 page vertical	102 x 280	3800 euro
1/3 page	68 x 280	2900 euro
1/4 page	51 x 280	2300 euro
Cover 4	205 x 280	8300 euro
Cover 3	205 x 280	6000 euro
Cover 2	205 x 280	7000 euro
Opening Spread	410 x 280	12500 euro
½ page horizontal	205 x 140	3800 euro

Technical Specifications:

Media

Our preferred method of delivery is CD-ROM, but we can also accept digital transmissions (FTP, e-mail). Each disk should be properly labeled and accompanied by a full directory printout.

Each page should be accompanied by a proof.

Bleed, Trim Marks and Page Size

Our standard bleed size is 5mm. Trim marks should be included in the final .PDF, .TIF or .PS files. Please ensure that all page elements required to appear entirely within the trimmed product are placed at least 5mm inside the trim. Similarly, please ensure that all parts of items intended to be trimmed off are placed at least 5mm outside the trim.

Inserts (for 1,000 copies)

PLEASE ASK FOR AN OFFER:
cristina.muresan@sanomahearst.ro

Publisher: Sanoma Hearst Romania

Frequency: monthly

Print run : 18.000

Pages: 116+4 pages

Size: 205 x 280 mm

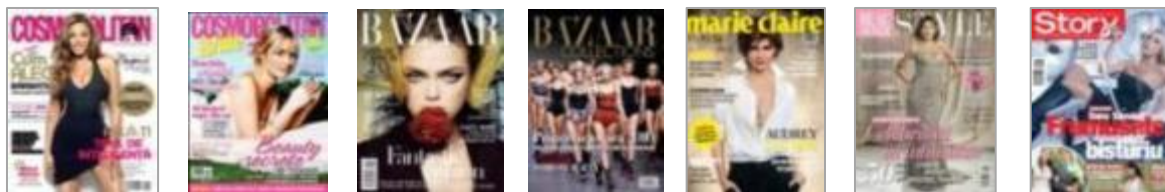
Paper: 65g gsm interior; 170 gsm cover

Price: 9.9 RON/15.9 RON(cover mount)

Rate Card: 5500 euro

Issue	Ad Booking	Ad Materials Deadline	Leaving for print	On The Market
January / February	02-Dec-2011	09-Dec-2011	Friday, December 16, 2011	Wednesday, December 28, 2011
March	06-Feb-2012	13-Feb-2012	Saturday, February 18, 2012	Wednesday, February 29, 2012
April	05-Mar-2012	12-March-2012	Saturday, March 17, 2012	Friday, March 30, 2012
May	03-Apr-2012	10-Apr-2012	Tuesday, April 17, 2012	Saturday, April 28, 2012
June	03-May-2012	10-May-2012	Thursday, May 17, 2012	Wednesday, May 30, 2012
July/ August	05-June-2012	12-June-2012	Tuesday, June 19, 2012	Saturday, June 30, 2012
September	03-Aug-2012	10-Aug-2012	Friday, August 17, 2012	Thursday, August 30, 2012
October	04-Sep-2012	11-Sep-2012	Tuesday, September 18, 2012	Saturday, September 29, 2012
November	03-Oct-2012	10-Oct-2012	Wednesday, October 17, 2012	Tuesday, October 30, 2012
December	05-Nov-2012	12-Nov-2012	Monday, November 19, 2012	Friday, November 30, 2012

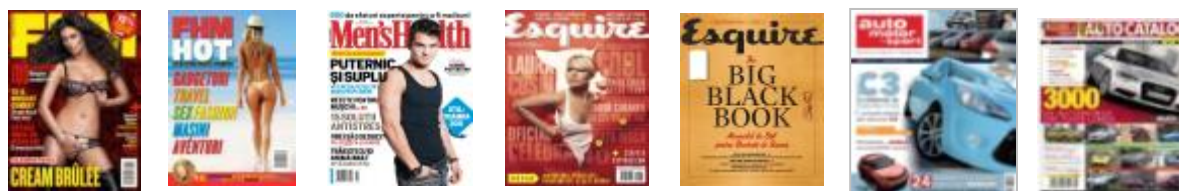
Women's Glossy



Family



Men & Auto



Special Interest



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