



FHM

RATECARD 2012

FOR MEN WHO DON'T TAKE LIFE TOO SERIOUSLY

FHM is an exciting monthly magazine for men between 18 and 30 years old with a clear view on women, gadgets, games, cars, fashion and of course, themselves.

EDITORIAL

The following editorial topics make the hearts of our readers beat faster:

Topics:

- The latest on electronics
- Recently published games personally reviewed by our editors
- The fastest and smoothest cars
- Fashion & lifestyle because FHM is a lifestyle
- Grooming and skin/haircare
- The best travel tips to relax or ... to party



The FHM reader*:

- Male (86%)
- 20-34 years old (55%)
- Education: Higher (39%), Medium (43%)
- High available income (50%)
- Employed (73%)
- Married/living together (46%), single (46%)

*according NOM Print Monitor 2010



FHM

FACTS & FIGURES 2012

Circulation:	50.000 copies (total)
Frequency:	10x regular issues per year plus FHM500 special edition
Subscription:	€ 54,95/years excluding FHM500
Cover price:	€ 5,95 (FHM500: € 9,95)
Print:	Offset, paper 80 grs (inside), 170 grs (cover pages)
Size:	202 x 280 mm (type size) 222 x 300 mm (trim size)
Bleed:	plus 5 mm
Material:	Certified pdf

RATES

Size	Rate
2/1 page*	€ 9.995
1/1 page	€ 5.145
1/2 page	€ 3.860
1/3 page	€ 2.575
1/4 page	€ 1.995
Back cover	+ 20%
Special position	+ 15%
Reply cards	on request
Inserts	on request
Discounts	on request

*2 single pages required

PLANNING

Issue	Published	Closes	Special topic
1	28-dec	9-dec	Wintersport
2	22-feb	1-feb	Outdoor/Xtreme Sport
3	21-mrt	28-feb	Fashion/Spring
4	18-apr	26-mrt	Grooming
5	23-mei	1-mei	Summerwear/Euro'12
6	27-jun	5-jun	Auto & Travel
7	22-aug	31-jul	Fashion/Autumn
8	19-sep	28-aug	Games (preview)
9	17-okt	25-sep	Fashion/Winter
10	21-nov	30-okt	Gadgets
11	Half December		FHM500

EVENT

Each year we organise the FHM500 event listing the 500 most beautiful women in the Netherlands. We present the special edition during a glamorous event,. The list is put together after continuous voting on www.fhm500.nl.

CONTACT

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