

# 2008 | MEDIA FACTS



National Strength and Conditioning Association



# How the NSCA is Different

The more than 33,000 NSCA members who comprise our readership are professional coaches, trainers, and educators with direct influence over millions of athletes at all levels. An advertisement not only reaches a group with significant buying power, it also impacts the future using and buying habits of their athletes, students, and clients.

Articles in each publication are based in the science of sport. No new fads, diets, or training regimens that will fall out of style as quickly as they came in. Just what you would expect from a peer reviewed publication—proven facts that bridge the gap between research and practical application.

Our writers are experts in the field, not journalists. Their articles and features are based on years of experience and extensive research—making the NSCA's publications the most trusted and widely utilized in the industry.

This renowned integrity gives you an opportunity to build brand awareness and product credibility you won't find elsewhere. Now is the time to showcase your products with the worldwide authority.

Reach a key audience of strength and conditioning coaches, personal trainers, athletic trainers, physical therapists, sports medicine physicians, and sport science researchers—advertise with the NSCA today.

## THE NSCA BRINGS YOU

- **Decision Makers & Buyers**
- **Brand Credibility and Awareness**
- **Professionals & Influencers**
- **A Diversified Market**
- **Loyal, Responsive Readership**



**NSCA**

*National Strength and Conditioning Association*

# Strength and Conditioning Journal

*Strength and Conditioning Journal* incorporates both the practical applications of research and the knowledge gained by experienced professionals, striking the perfect balance between laboratory and locker room. This equilibrium between science and sport provides a foundation of credibility to showcase your products.

By advertising in the *Journal*, you tap into this high standard of integrity. Rated the #1 resource for strength and fitness professionals by an independent survey, *SCJ* delivers a captive audience with a vast readership of professionals who actively purchase products for both themselves and their athletes.

With a lower cost per thousand than similar publications, *Strength and Conditioning Journal* is the best way to maximize your marketing dollars. Make sure our coaches, athletes, trainers, and administrators consider your products for their next purchase. Reserve space today!

RATES					
	1x	3x	6x	12x	18x
Spread	\$3,350	\$3,230	\$3,095	\$3,100	\$3,030
Full page	\$1,745	\$1,695	\$1,660	\$1,570	\$1,565
2/3 page	\$1,425	\$1,390	\$1,345	\$1,300	\$1,255
1/2 page	\$1,300	\$1,270	\$1,245	\$1,220	\$1,180
1/3 page	\$1,110	\$1,075	\$1,055	\$1,000	\$935
1/6 page	\$785	\$740	\$700	\$655	\$610

COLOR	
2 Color (Black plus one color)	\$565
4 Color	\$925
Spread 4 color	\$1,800

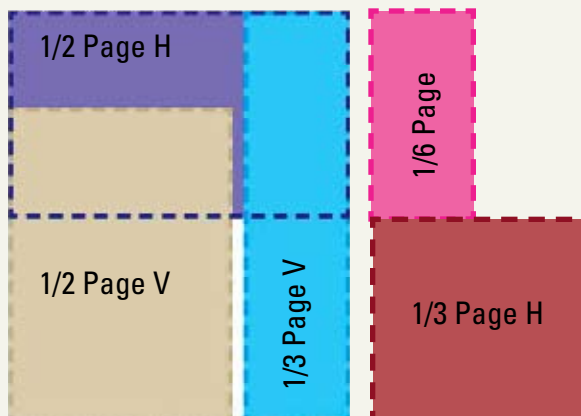
COVER	
Add to earned B/W rate (color additional)	
2nd Cover .....	50%
3rd Cover .....	25%
4th Cover .....	50%
Special Positions: Add to earned B/W rate (color additional)	
Page Facing Editorial Board .....	25%
Page Facing First Editorial .....	25%
Page Facing First Text .....	25%
Page Facing Contents .....	25%

DEADLINES			
Issue	Space		
	Reservation	Materials	Inserts
Feb./Mar	01/11/08	01/18/08	01/25/08
Apr./May	03/7/08	03/14/08	03/21/08
Jun./Jul	05/8/08	05/15/08	05/22/08
Aug./Sep	07/11/08	07/18/08	07/25/08
Oct./Nov	09/5/08	09/12/08	09/19/08
Dec./Jan	11/5/08	11/12/08	11/19/08

The *Journal* trims 0.125" off top, bottom, and outside edges. Final trim size of publication is 8.125 x 10.875". Live matter should be a minimum of 0.5" inside trimmed edges, and a minimum of 0.5" should be allowed for the bind.



AD SIZES		
	Non Bleed Width x Height	Bleed Width x Height
Full Page	7 x 10"	8.375 x 11.125"
1/2 Page H	7 x 5"	
1/2 Page V	3.5 x 10"	
1/3 Page H	2.328 x 10"	
1/3 Page V	4.688 x 5"	
1/6 Page	2.328 x 5"	



The *Journal of Strength and Conditioning Research* arms readers with the latest scientific breakthroughs for understanding all aspects of training and performance.

This valuable research tool serves as the foundation for cutting edge conditioning techniques, sports nutrition, and fitness programs.

Because of its groundbreaking content and original research, JSCR is much more than a collection of articles; it's a necessary reference that readers will turn to again and again.



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Spread 4 color	\$1,800

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Final Trim Size: 8.125" x 10.875"

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Issue	Space Reservation	Materials Due	Inserts
January	12/04/07	12/11/07	12/18/07
March	02/7/08	02/14/08	02/22/08
May	04/11/08	04/18/08	04/25/08
July	06/06/08	06/13/08	06/20/08
September	08/07/08	08/14/08	8/21/08
November	10/10/08	10/17/08	10/24/08

The *Bulletin*, the NSCA's newsletter, gives members in the United States and Canada a personal look at the latest NSCA news. The association's activities, calendar of events, conferences, and educational courses are all updated in this bi-monthly publication. Be sure your product or event gets the exposure it deserves with the *Bulletin*.

The *Bulletin* trims 0.125" off top, bottom, and outside edges. Final trim size of publication is 8.25" x 10.75." Live matter should be a minimum of 0.25" inside trimmed edges.



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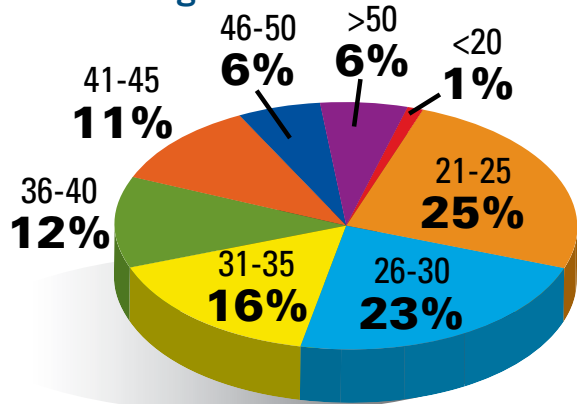


# Demographics

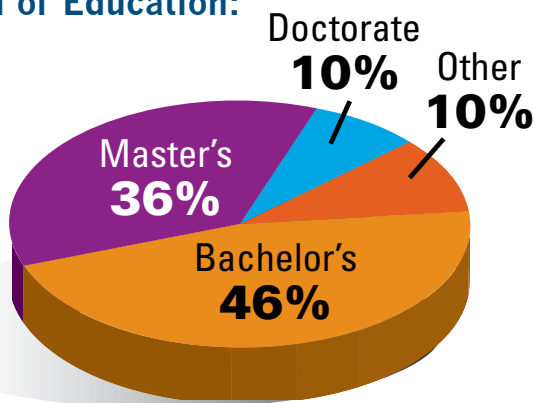
# 27,985 U.S. Members

**Worldwide Members: 33,000**  
**Countries: 60**

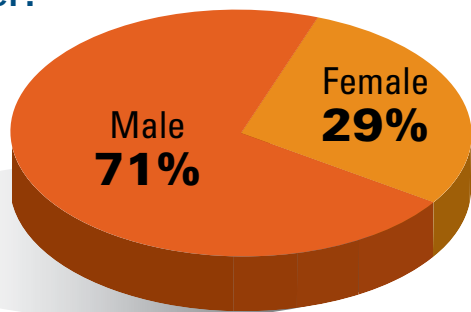
### Member Age:



### Level of Education:



### Gender:



### Certified Members:

47% of NSCA members have either a CSCS® or NSCA-CPT® credential.

### PRIMARY JOB

Personal Trainer	17%
Athletic Trainer	15%
Physical Therapist	14%
Student	12%
Educator	10%
Other	8%
Strength & Conditioning Coach	8%
Exercise Physiologist	5%
Sport Coach	5%
Health Club Personnel	3%
Administration	3%

### EMPLOYER

Self Employed	18%
Sports Medicine Clinic	16%
High School	16%
Health Club	11%
Hospital/Wellness Center	8%
College Athletic Department	7%
Student	7%
College HPER Department	5%
Corporate Fitness Center	5%
Professional Sports Team	4%
YMCA/YWCA	2%
Other	1%

### LENGTH OF AFFILIATION WITH NSCA

0 – 2 years	50%
3 – 5 years	25%
6 – 8 years	12%
9 – 11 years	5%
12 – 14 years	3%
15 – 17 years	2%
18 or more years	3%

## NSCA-Lift.org

Advertising on the Internet can have an immediate impact on brand awareness and loyalty. Besides communicating a message to the audience and increasing recognition, online advertising has the power to go beyond the core identity of a brand. With over 500,000 page views per month and an ever-increasing list of members, nsca-lift.org provides a unique opportunity to blend the impact of the NSCA and its loyal members into your advertising mix. Link your brand and message with the premier strength and fitness organization on nsca-lift.org.

Rates	1 Month	3 Months	6 Months	Sizes
Banner Ad	\$1050	\$875	\$600	486 pixels x 60 pixels
Button Ad	\$500	\$395	\$275	120 pixels x 90 pixels

## Conference Program Books

Thousands of fitness professionals will converge on the conference sites to learn about the latest advancements in performance science, sports medicine, injury prevention, diet, and nutrition. They'll also be searching the exhibit hall for the newest products for both themselves and their athletes. Over 43% of our attendees are authorized to make purchases at the conference and another 25% will make future buying recommendations.

### Sport Specific Training Conference Anaheim, CA January 4-5, 2008

Cover 2 (inside front) .....	\$5,440
Cover 3 (inside back) .....	\$4,535
Cover 4 (outside back).....	\$5,440
Full Page .....	\$3,625
1/2 Page .....	\$1,300

### Personal Trainer's Conference Las Vegas, NV March 9-10, 2008

Cover 2 (inside front).....	\$5,440
Cover 3 (inside back) .....	\$4,535
Cover 4 (outside back).....	\$5,440
Full Page.....	\$3,625
1/2 Page.....	\$1,300

### National Conference Las Vegas, NV July 9-12, 2008

Cover 2 (inside front).....	\$5,440
Cover 3 (inside back) .....	\$4,535
Cover 4 (outside back).....	\$5,440
Full Page.....	\$3,625
1/2 Page.....	\$1,300

## Mechanical Requirements

**REPRODUCTION REQUIREMENTS:** We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is: PDF/X1-a: Adobe Acrobat 6.0 + up. Media Requirements: CD-ROM. Electronic Transfer: Internet, FTP. Please contact your Production Associate prior to submitting a file via FTP or e-mail • Supply as single page files only • Laser proof must accompany all digital file submissions • Ads must be complete and sized at 100% (Confirm final trim size of journal) • Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side) • All fonts and graphics must be embedded; Type 1 fonts are recommended • Ads must be saved as high resolution for print publication (Between 266 and 400 dpi for images containing pictures and text, 900-1200 dpi for black & white text) • Four-color solids should not exceed SWOP density of 280%; maximum density of 300% • Convert all RGB to CMYK • Color ads must be accompanied by SWOPcertified proof (Kodak Approval, IRIS, etc.) • We will print to the density provided in the PDF file whether a proof is provided or not • Any low-resolution PDF files NOT intended for print should be clearly marked as FPO on the file submitted • For additional digital submission information, including distiller options for PDF files, please visit our web site at: <http://www.lww.com/resources/advertisers/guidelines.html> If you need additional help or have a question not covered, refer to <http://www.ddap.org> (Digital Distribution of Advertising for Publications) for more information on digital ad file preparation and submission.

### PAPER STOCK:

- a. 45 lb. coated stock
- b. 80 lb. coated cover stock

### HALFTONE SCREEN: 133-150

### INSERT REQUIREMENTS:

- a. All inserts must be furnished printed, folded, and untrimmed. Sample must be submitted to Production Associate for approval. Carton packing preferred, with quantity, publication, and month clearly indicated.  
2-page insert: 8 3/8 x 11 1/8"  
4-page insert: 16 1/2 x 11 1/8"  
Stockweight: Subject to approval of the Publisher.

### DISPOSITION OF REPRODUCTION MATERIAL:

Reproduction material will be held one year from last insertion.

### ADDRESSES:

- a. Insertion orders and contracts to: Michele Burch, Lippincott Williams & Wilkins, 530 Walnut Street, 7W, Philadelphia, PA 19106, Phone: (410) 885-5210; Fax: (215) 827-5817, E-mail: [michele.burch@wolterskluwer.com](mailto:michele.burch@wolterskluwer.com).

For Classified Sales please contact: Jennifer Williams, Lippincott Williams & Wilkins, 351 W. Camden Street, Baltimore, MD 21201, Phone: 800-528-1843, Fax: (410) 528-4452 Email: [jennifer.m.williams@wolterskluwer.com](mailto:jennifer.m.williams@wolterskluwer.com)

- b. Send all digital ad materials (ROB) Joanne Stato, Lippincott Williams & Wilkins, (Issue Date), 351 W. Camden Street, Baltimore, MD 21201, Phone: (410)-528-4283; E-mail: [joanne.stato@wolterskluwer.com](mailto:joanne.stato@wolterskluwer.com).
- c. Send all inserts to: Cadmus Professional Communications, Name of Journal (issue date), CJS/Lancaster, Attention: Kelli Parmer 3575 Hempland Road, Lancaster, PA 17604-3657 Phone: 1-800-724-4400, ext. 6819 E-mail: [parmerk@cadmus.com](mailto:parmerk@cadmus.com)

