

Men's Health

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***Men's Health* Named Top-Ten Circulation Performer 2005**

BY CAPELL'S CIRCULATION REPORT

A Record-Setting Nine-Time Winner of this Award and Only Men's Magazine to Win This Year

New York, NY, January 19 – *Men's Health* was named a Best Performer in Circulation 2005, by *Capell's Circulation Report (CCR)*, announced Jack Essig, VP/Publisher. This is the third consecutive year that the magazine has won this distinction and the ninth time it has been named a "Best Performer" by *Capell*. In 2004, *CCR* also named *Men's Health* a "Best Performer of the Decade," the third-best "Newsstand Performer of the Decade" and a "Top Ten Audit Performer" with the cleanest white sheet performance.

"We're thrilled that *Capell* continues to recognize *Men's Health's* impeccable circulation story," says Essig. "Circulation quality and integrity have never been more important to advertisers, and *Men's Health* delivers."

Men's Health is listed #7 on this annual *CCR* "Top-Ten" list and credited for: "Making the top ten list for the ninth time, a *CCR* best audit performer of the last decade. With a very effective use of editorial premiums, almost all subscriptions are sold at the \$24.94 full annual price. Newsstand sales up again last year with a \$3.99 cover. Madison Avenue is finally catching on to *Men's Health's* successes as ad pages topped 1,100 in 2005."

The only other publications to appear on this list as often as *Men's Health* are *Barron's* and *In Style*. This year, *Men's Health* (#7) joins *People* (#1), *Real Simple* (#2), *Us Weekly* (#3), *In Style* (#4), *Dwell* (#5), *Weight Watchers* (#6), *Martha Stewart Living* (#8), *Runner's World* (#9) and *Barron's* (#10) on the *CCR* top-ten list.

Men's Health publisher Rodale Inc. is also the fourth most-honored company by *Capell*, with 18 wins total. (Only Time Warner, Hearst Magazines, and Condé Nast have been honored more times.)

CCR's Best Performers in Circulation 2005 is based on all circulation statistics published in 2005 for all ABC audited magazines. This data was then compared to 2003 and 2004 to determine

which titles showed the greatest improvement. Rate base management, pricing, source mix, newsstand sales, audit reports and circulation performance in relation to the competitive environment surrounding the magazine were the key selection criteria. Advertising pages were used as an indicator of circulation and advertising sales working together.

Men's Health is the largest men's lifestyle magazine brand in the world with 34 editions serving 40 countries. Published 10 times a year in the U.S. by Rodale, *Men's Health* speaks to every aspect of a man's life, providing its readers with the latest information on health, fitness, fashion, nutrition, relationships, travel, gear and money. *Men's Health* was named to *AdWeek's* "Hot List" of top-ten magazines ('04, '05), *Advertising Age's* "A-List" for general excellence ('03, '04), a "Best Newsstand Performer of the Decade" by *Capell's Circulation Report* ('04, '05), and, most recently, one of *MIN* magazine's "Most Notable Launches" of the past 20 years. The magazine also won a National Magazine Award in the personal service category ('04). In addition, Rodale publishes *Best Life*, *Women's Health*, *Prevention*, *Runner's World*, *Organic Gardening*, *Backpacker*, *Bicycling*, and *Mountain Bike* magazines, as well as nearly 100 new books a year. Recent *New York Times* Bestsellers include Martha Stewart's *The Martha Rules*; Bill Maher's *New Rules: Polite Musings of a Timid Observer*; *The Abs Diet*; *The South Beach Diet*; *The South Beach Diet Cookbook*; *Pete Rose: My Prison Without Bars*; and *Dr. Shapiro's Picture Perfect Weight Loss*.

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