

IT'S CRUNCH TIME for many men's fitness/lifestyle magazines, with spending down from auto, retail, fragrance and grooming categories. Luxury also has softened, reports American Media Inc.'s *Men's Fitness* publisher Marc Richards. Even Rodale's *Men's Health* is off, contrary to its latest performance; the title had a 12.3 percent increase in page growth last year. Vp, publisher Jack Essig predicts the second half will be stronger, pointing to a 20th anniversary issue, two Urbanathlon events and *Men's Health Blue Book*, a new denim-themed issue running in October. In other factors, *GQ* had its 50th anniversary last year, which makes for tough year-over-year comparisons, while Condé Nast sibling *Details* had a publisher change in April when Steve DeLuca replaced Chris Mitchell, who became publisher of another corporate sibling, *Wired*. DeLuca also is replacing associate publisher Pam Madden, who's leaving the company. Among those showing gains this year are newer titles aimed at sophisticated men: Rodale's three-year-old *BestLife* and Condé Nast's two-year-old *Men's Vogue*. Helping *Men's Vogue* was an extra issue in the first half of 2008, when the title went to an annual schedule of 10 times, from eight in '07.



MAGAZINE MONITOR

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Men's Lifestyle/Fitness/Outdoor

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
BestLife ¹⁰	June	75.81	June	58.76	29.02%	271.58	232.65	16.73%
Complex	June/July	101.85	June/July	107.68	-5.41%	362.51	403.10	-10.07%
Details ^{11/D}	June/July	98.84	June/July	104.13	-5.08%	541.10	541.20	-0.02%
Esquire	June	81.89	June	81.24	0.80%	432.24	460.43	-6.12%
Field & Stream ¹¹	June	49.63	June	47.75	3.94%	257.07	257.48	-0.16%
Flex ^E	June	221.25	June	186.90	18.38%	1,232.61	1,139.86	8.14%
GQ	June	96.05	June	115.58	-16.90%	667.36	702.27	-4.97%
Maxim	June	85.01	June	91.21	-6.80%	381.03	385.46	-1.15%
Men's Fitness ^D	June/July	103.18	June/July	104.11	-0.89%	452.25	452.33	-0.02%
Men's Health ¹⁰	June	115.08	June	113.41	1.47%	478.69	524.71	-8.77%
Men's Journal	June	104.60	June	104.58	0.02%	616.05	550.61	11.89%
Men's Vogue ^A	June/July	50.93	May/June	N.A.	N.A.	275.77	248.85	10.82%
Muscle & Fitness ^E	June	161.48	June	157.91	2.26%	981.40	940.13	4.39%
National Geo. Adventure ¹⁰	June/July	64.18	June/July	61.28	4.73%	244.43	239.20	2.19%
Outdoor Life ¹⁰	June	48.61	June	43.96	10.58%	199.62	208.34	-4.19%
Outside	July	63.93	July	55.80	14.57%	481.47	523.30	-7.99%
Penthouse	June	31.97	June	28.98	10.32%	173.30	179.19	-3.29%
Playboy	June	47.33	June	44.41	6.58%	215.70	221.19	-2.48%
CATEGORY TOTAL		1,601.62		1,507.69	6.23%	8,264.18	8,210.30	0.66%

FOOTNOTES: A=JUNE/JULY 2008 ISSUE HAS NO COMPARABLE 2007 ISSUE; D=DOUBLE ISSUE; E=ESTIMATE; 10=PUBLISHES 10 TIMES PER YEAR; 11=PUBLISHES 11 TIMES PER YEAR.