

STARS AND STRIPES[®]

Introduces
Stripes MMA



Competition and combat is what defines Mixed Martial Arts and these same traits are synonymous with the Military mindset. The US military is full of enthusiastic fans of the fastest growing sport in the world, MMA. This is why we are bringing you the opportunity to reach this growing audience with Stripes MMA. Stars and Stripes is seeking to expand its coverage of mixed martial arts, the next generation of military unarmed combatives and to provide world-class health and fitness content to its customers.

Stripes MMA will be an ideal vehicle for reaching a worldwide audience of military combat sports fans and health and fitness enthusiasts.

The market for Mixed Martial Arts is growing at an unbelievable rate and our military falls right in the primary demo-graphic of males between the ages of 18 and 34. Stripes MMA will provide a new and unique perspective on MMA around the world especially within the military community.

Publication Date

February 6, 2012

Ad Space Deadline:
January 3, 2012

Ad Materials Due:
January 10, 2012

200,000 total circulation with a 2.3 readership factor putting readership at approximately 460,000 readership

Covers the Overseas area including the Middle East. Ft Hood, Ft Bragg, Ft Benning and Ft Polk. We will also insert in the US weekly in the National Capital Region which includes the Pentagon, Quantico, Belvoir, Meade, Meyer, Andrews and Bolling AFB.

Overseas Sizes

Full Pg	10.25" X 13.75"
1/2 Pg (Horizontal)	10.25" X 6.75"
1/2 Pg (Vertical)	6.083" X 10.75"
1/4 Pg	6.083" X 6"

Stateside Sizes

Full Pg	9.5" X 10.75"
1/2 Pg (Horizontal)	9.5" X 5.25"
1/2 Pg (Vertical)	5.632" X 8.5"
1/4 Pg	5.632" X 4.75"