Muscle & Performance is a monthly digital magazine for active men and women who are highly motivated in the quest to improve their physiques and health. Muscle & Performance offers a wealth of workouts, diets, supplementation strategies and advice for gaining muscle mass, getting stronger, losing weight and enhancing sports performance. Our content serves three purposes:

**GUIDE**
We provide tangible tools a reader can use instantly, whether it’s a weight-training routine, meal plan, supplement stack or fitness-related tip.

**INFORM**
Our readers are serious about training and nutrition — they shop at The Vitamin Shoppe because they have made a commitment to themselves to adhere to a fitness lifestyle, and thus they need the latest expert-driven information geared toward them.

**MOTIVATE**
Through articles that deliver positive messages about the power of sport, exercise and healthy nutrition, Muscle & Performance aims to inspire at every turn of the page. Muscle & Performance is a monthly destination for people nationwide who don’t just dream of a better body — they create one.

**YOUR MARKETING PARTNER**
Editorial support with an impact! We work with you every month, devoting columns and other sections of the magazine to promoting your products and company. The end result is the perfect platform to reach your customers.

**DIGITAL MAGAZINE**
Each issue of Muscle & Performance is distributed as a digital version with interactive features to the Email and Social Media lists of both The Vitamin Shoppe and Muscle & Performance Magazine. It is also offered as a subscription magazine on iTunes and Zinio. Over 5 million links sent out monthly.

**WEBSITE**
Muscle & Performance has a complete website with features complementing the magazine and promoting readers’ connection to The Vitamin Shoppe. The website (muscleandperformancemag.com) offers articles that are heavily service oriented, with information to help readers design workouts, diets and supplementation regimens to suit their needs. Other features include contests and sweepstakes promoting advertiser products, a link to The Vitamin Shoppe website and a store locator.

**BOOKLETS**
Muscle & Performance produces a number of sports-nutrition-themed booklets to be distributed by The Vitamin Shoppe online and at the Muscle & Performance website.
DEMOGRAPHICS

60%  40%
Male  Female

Ages 55+  9%
Ages 45-54  27%
Ages 35-44  21%
Ages 24-34  19%
Ages 18-24  23%
Median Age: 39

$75K
Median Income

60%
Read 4 out of 4, on average, of printed issues that are published, of Muscle & Performance

71%
read Muscle & Performance within a day of receiving their issue

70%
Have made brand choices based on our editors' recommendations

Source: 2017 Muscle & Performance Audience Study, AIM Corporate Research Insights
DIGITAL / SOCIAL

246K
Page Views

198K
Sessions

153K
Unique Visitors

1 MILLION
Facebook Followers

126K
Twitter Followers
EDIT CALENDAR 2018

FEBRUARY
The Cross-Training Issue

MARCH
The Abs/Core Issue

APRIL
Fuel on the Go: Bars, Gels and Mixes

MAY
The Summer Shred Issue

JUNE
The Nutrition Issue

JULY
The Health & Wellness Issue

AUGUST
The Performance Issue

SEPTEMBER
The Outdoor Issue

OCTOBER
The Sports Issue

NOVEMBER
The Strength Issue

DECEMBER
The Functional Training/Bodyweight Issue

AD CALENDAR

2018 AD CALENDAR FOR DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close:</th>
<th>Materials Due:</th>
<th>Upload:</th>
<th>Release Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>1/31/18</td>
<td>2/3/18</td>
<td>2/7/18</td>
<td>2/15/18</td>
</tr>
<tr>
<td>MARCH</td>
<td>2/13/18</td>
<td>2/20/18</td>
<td>3/2/18</td>
<td>3/8/18</td>
</tr>
<tr>
<td>APRIL</td>
<td>3/13/18</td>
<td>3/20/18</td>
<td>3/23/18</td>
<td>4/1/18</td>
</tr>
<tr>
<td>MAY</td>
<td>4/10/18</td>
<td>4/17/18</td>
<td>4/23/18</td>
<td>5/1/18</td>
</tr>
<tr>
<td>JUNE</td>
<td>5/8/18</td>
<td>5/15/18</td>
<td>5/23/18</td>
<td>6/1/18</td>
</tr>
<tr>
<td>JULY</td>
<td>6/5/18</td>
<td>6/12/18</td>
<td>6/22/18</td>
<td>7/1/18</td>
</tr>
<tr>
<td>AUGUST</td>
<td>7/10/18</td>
<td>7/17/18</td>
<td>7/23/18</td>
<td>8/1/18</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>8/7/18</td>
<td>8/14/18</td>
<td>8/23/18</td>
<td>9/1/18</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>9/4/18</td>
<td>9/11/18</td>
<td>9/21/18</td>
<td>10/1/18</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10/9/18</td>
<td>10/16/18</td>
<td>10/23/18</td>
<td>11/1/18</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>11/6/18</td>
<td>11/13/18</td>
<td>11/22/18</td>
<td>12/1/18</td>
</tr>
<tr>
<td>JANUARY (2019)</td>
<td>12/4/18</td>
<td>12/11/18</td>
<td>12/19/18</td>
<td>1/1/19</td>
</tr>
</tbody>
</table>

AD SPECS

<table>
<thead>
<tr>
<th>Spread</th>
<th>16 x 10.5&quot; *</th>
<th>ONE-THIRD PAGE VERTICAL 2.25 x 9.3&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8 x 10.5&quot; *</td>
<td>ONE-FOURTH PAGE 3.375 x 4.5&quot;</td>
</tr>
<tr>
<td>One-Half Page Vertical</td>
<td>6.75 x 4.5&quot;</td>
<td>ONE-SIXTH PAGE 2.125 x 4.5&quot;</td>
</tr>
</tbody>
</table>

*requires 0.25" bleed area on all four sides. All ads submitted must be 300 dpi or higher. We accept .jpg, .pdf, .ai, .psd and .indd.

THE VITAMIN SHOPPE

MUSCLE & PERFORMANCE

ACTIVE INTEREST MEDIA
MUSCLE & PERFORMANCE’S ANNUAL
SUPPLEMENT GUIDE

WHY ADVERTISE IN THE SUPPLEMENT GUIDE

• Targets more than a million sports-nutrition consumers
• Serves as an annual educational tool for store managers and sales associates
• Used by The Vitamin Shoppe employees year-round
• Offers educational editorial on specific products and how they work

WANT TO KNOW WHAT’S INSIDE?
Here’s a list of the chapters and examples of the products that are included:

PROTEIN POWDERS Anabolic blends, beef, egg, meal replacements, plant-based, sustained release, weight gainers, whey protein (including whey isolate and whey hydrolysate)

RTDS High protein, preworkout, endurance, energy

HEALTHY EATING Bars, including high protein and meal replacement; other healthy snacks (protein puddings and chips, Paleo foods, natural foods)

AMINO ACIDS Branched-chain amino acids, individual aminos, glutamine

WEIGHT MANAGEMENT Thermogenics, nonstimulant formulas, appetite suppressants, carb blockers, fat blockers, conjugated linoleic acid, diuretics/water control

MUSCLE & STRENGTH BUILDERS Creatine, muscle-building formulas, sports supplements, testosterone boosters

PREWORKOUT Nitric-oxide boosters, preworkout aids

INTRAWORKOUT/POSTWORKOUT Glycogen-replenishing formulas, fast-digesting protein/carbs

FUNCTIONAL FITNESS Supplements for endurance, energy support and fitness (amino acids, carb and protein mixtures, electrolytes); accessories (shakers, blender bottles); equipment and gear for functional fitness (training accessories, fitness electronics)

HEALTH & WELLNESS Performance multivitamins and multi-minerals, vitamin D, essential fatty acids, digestive enzymes/probiotics, CoQ10, anti-inflammatories, muscle and joint support, green superfoods, homeopathic formulas

Reach our digital audience with the comprehensive
Digital Supplement Guide Program
Live link participation in a special supplement guide newsletter
Web & social promotion
Full page product insider feature placed within the chapter of your choice in the digital edition of the supplement guide (you provide 400 words on one product sold in The Vitamin Shoppe)
Are You Looking for Digital Direction?

Consumer expectations are higher than ever before—and that means everyone is upping their game. The future of marketing is all about delivering relevant, useful, and assistive experiences. Your brand needs insights and technology to build for today’s consumer. They have hundreds of touchpoints on their path to purchase, and you need to figure out what resonates—and what doesn’t. AIM is introducing new tools and innovations to make digital easier and more effective.

Lead Generation

**Good sales leads are hard to find...we’ve made it easy!**

Our lead generation experts can help you zone in on your top prospects spanning across AIM’s 30 million engaged active audiences to find the right lead, the right geo and the right fit for your sales team to work with. We can zone in on the Sport Fit Group, branch across the Healthy Living Group, and expand to the Outdoor Sector or a number of other markets that Active Interest Media serves. Let us get your sales team quality leads to start working immediately!

Social Strategy & Execution

**Social media offers a world of opportunity, from building brand awareness to making your company a thought leader.**

It also plays a vital role in research, whether you want to know more about your audience or help them learn about you. AIM offers comprehensive social audits and actions, from strategy down to granular best practices. Our mission is to help you engage, expand, and monetize your networks. We identify competitors, analyze metrics, and forecast growth to place high-performing content on each platform. The result: a social following that generates revenue, traffic, leads, and brand awareness.

SEO & Traffic Audit

**Presenting a new turnkey traffic booster for 2018.**

Content creation is on the tip of every brand’s tongue, but many companies spend on storytelling without a plan for search engine optimization. That’s like planting grass without water or fertilizer. To make your traffic grow, our search and content experts can evaluate your site, SEO tags, and keyword universe to provide actionable improvements.

Brand Reputation Audit

**We’re excited to make AIM’s research expertise and discerning readers available to partner brands seeking actionable customer intelligence.**

AIM will deploy our 20-question survey model to a hand-selected audience to evaluate your brand awareness and perception vis-a-vis key competitors. Our promise: Insights that help you craft more effective marketing, content, and product plans.
CONTACT

ASSOCIATE PUBLISHER
Donna Diamond Riekenberg
818.271.8956
ddiamond@aimmedia.com

GROUP PUBLISHER
Joanna Shaw
303.946.8137
jshaw@aimmedia.com

EDITOR-IN-CHIEF
Maureen Farrar
661.257.4066 ext. 1628
mfarrar@aimmedia.com

PRINT PRODUCTION MGR.
Patrick Sternkopf
818.653.3877
psternkopf@aimmedia.com

DIGITAL PRODUCTION MGR
Carl Kurdziolek
812.339.5868
ckurdziolek@aimmedia.com

EDITORIAL OFFICES
26131 Alejandro Drive
Valencia, CA 91355
661.257.4066

CORPORATE OFFICES
Active Interest Media
2520 55th St. Suite 210
Boulder, CO 80301
720.565.9315

ACTIVE INTEREST MEDIA, INC.
AND SUBSIDIARIES