

THE HUNDRED[®]

JOURNAL OF THE PILATES METHOD ALLIANCE



The Hundred![™] is the newsletter of the Pilates Method Alliance[™]. It is published quarterly and is available to all members. The Hundred contains the most up-to-date information on the Pilates Method Alliance[™] and news from the general world of Pilates.

MISSION STATEMENT

The Pilates Method Alliance[®] (PMA) is the international, not-for-profit, professional association dedicated to the teachings of Joseph H. and Clara Pilates. The PMA's mission is to protect the public by establishing certification and continuing education standards for Pilates professionals.

GOALS

- Establish and maintain a national certification exam.
- Encourage professional growth through continuing education.
- Define the parameters of Pilates teaching and expertise.
- Maintain standards while respecting the various approaches to Pilates.
- Promote the benefits of Pilates exercise to the consumer public.
- Serve as an information resource for all Pilates constituents.
- Maintain an international registry of Pilates teachers and training organizations which includes verified information for review and comparison.
- Establish a public outreach program for Pilates in the public schools.

CIRCULATION

5,000

READERSHIP

The Hundred is distributed to PMA members, at PMA events and through PMA-certified trainers. The newsletter is received and read by practitioners, trainers, medical professionals and Pilates equipment and supply manufacturers and distributors.

There are more than 2,500 PMA members spanning the globe including the United States, Canada, Russia, Italy, United Kingdom, Australia, South Africa, Mexico, Bolivia, Venezuela, Chile, Argentina, Brazil, Colombia, Israel, Spain, Germany, France, Singapore and Malaysia.

Pilates consumers are:

- ❖ The number of people practicing Pilates has increased by 97% since 2001. There are currently more than nine million people in the U.S. practicing Pilates.
- ❖ 1.1 million people did Pilates workouts for 100 days or more during 2003 - a 74% increase over 2002
- ❖ 89% of Pilates exercisers are women
- ❖ 47% are 18-34
- ❖ 23% are 35-44
- ❖ 64% have an annual income of \$50,000 or more
- ❖ more than 50% earn more than \$75,000 per year
- ❖ 58% live in a market area of 2,000,000+
- ❖ 51% have a college degree or higher

Source: SGMA International, Superstudies[®] performed by American Sports Data, Inc. (January 2004 edition)

CONTENTS

Pilates updates from around the world	Body/mind practices Research
Upcoming events	New products
Certification	Personal training
Physical therapy	Profiles
Program design	Resources: Books, CDs, tapes, websites
Nutrition	

DISPLAY ADVERTISING RATES

All display advertising is four-color

	1x	3x	4x
Full Page	\$1025	\$1004	\$974
1/2 Page	800	784	760
1/3 Page	512	502	486
1/4 Page	410	402	390
Inside Front Pg:	1175	1152	1116

CLASSIFIED ADVERTISING

Newsletter only:

\$50 for 25 words or fewer; \$1 each additional word

Both newsletter and online at

www.pilatesmethodalliance.org:

\$60 for 25 words or fewer; \$1.25 each additional word

PAYMENT

• Visa / Master Card / American Express / Discover

• Payment mailing instructions:

Please mail check to:

Pilates Method Alliance

P.O. Box 0906

Miami, FL 33137-0906

DEADLINES

Fall 2005	October 7, 2005
Winter 2006	January 6, 2006
Spring 2006	March 10, 2006
Summer 2006	June 9, 2006
Fall 2006	September 8, 2006
Winter 2007	December 8, 2006
Spring 2007	March 9, 2007

MECHANICAL SPECIFICATIONS

ACCEPTABLE DIMENSIONS:

FULL PAGE AD

Bleed Ad:	Trim	8.5" x 11"
	Live	8" x 10.5"
	Bleed	8.75" x 11.25"
Non-Bleed Ad:		8" x 10.5"

HALF PAGE AD

Non-Bleed Horizontal Ad:	8" x 4.812"
Non-Bleed Vertical Ad:	3.937" x 9.75"

QUARTER PAGE AD

Non-Bleed Ad:	3.937" x 4.812"
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EIGHTH PAGE AD

Non-Bleed Horizontal Ad:	3.937" x 2.344"
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PREPARE FILES AND PROOF

Ads are accepted in Black and White, Grayscale or CMYK formats. All images must be 300dpi, saved as a tiff or eps at 100% and embedded in PDF file. All fonts must be embedded in PDF file. For color ads, all images must be converted to CMYK. For bleed ads, set bleeds and include bleed and trim marks. Submit all ads as Adobe Acrobat PDF file. Submit color proof for color ads and B&W proof for B&W ads.

RATE PROTECTION

Contracts received by March 2006 will be honored at 2005/2006 advertising rates, providing there are no changes in size or frequency requested during calendar 2006 that would lessen the overall value of the contract.

CANCELLATION CLAUSE

Advertisers who cancel space after the close date will be billed for contracted space unless specified with a new contract that supersedes the original contract and is approved by a Pilates Method Alliance representative.

COVERS

Only four-color advertisements will be accepted for cover placement. Contracted cover positions may not be cancelled.

CREDIT AND BILLING INFORMATION

Pre-payment is required from new advertisers and from advertisers who have not purchased space in the preceding 24 months. PMA will perform credit checks on advertisers in the following situations: first-time advertisers and those who show no advertising activity in the previous six months. Pilates Method Alliance reserves the right to deny advertising space at anytime to companies that have overdue balances.

Terms and Conditions

Publisher reserves the right to reject any advertising that does not conform to the standards of the publication.

Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of advertisements printed, and assume responsibility for any claims against the publisher resulting from their advertising, including any and all legal costs associated with defending such claims.

Advertisers and their agencies are jointly responsible for the cost of any advertising contracted for and published.

Positioning of advertisements is at the discretion of publisher unless the advertiser has contracted for guaranteed position. No positions will be guaranteed unless noted in contract.

The publisher is not responsible for errors in backing coupons or in key codes, or with the advertiser's index.

Claims for errors in advertising must be brought to the publisher's attention within thirty (30) days following publication date. If the advertisement runs twice with the same error, without the publisher's knowledge, the advertiser is responsible for any consequences.

In the event that an advertisement is inadvertently omitted from a scheduled issue, the publisher's liability is limited only to placing the advertisement in the next issue, mailing or online rotation.

If contract advertisers do not provide other instructions, the most recently published advertisement will run. If a change in copy is not received in accordance with confirmed deadline schedules, publisher will insert the previous advertisement copy.

The publisher reserves the right to place the word "advertisement" or "advertorial" on copy that resembles editorial material or, in extreme cases, reject the advertisement unless it is revised—at the advertiser's expense—in an acceptable format.

Although every effort is maintained to ensure the timely release of each issue, the publisher accepts no liability for any issue published late.

Pre-payment and satisfactory credit references are required from first-time advertisers.

The publisher reserves the right to reject any advertising from companies that have delinquent payment histories.

Cash is not acceptable for payment of advertising.

All payments must be made by check or credit card (Visa, MasterCard, American Express or Discover) in U.S. dollars, drawn on a U.S. bank.

Insertions must be paid in full within 30 days of invoice. Invoices that remain unpaid 45 days after issuance will be turned over for collection. A late fee of 1.5% per month (18% per year), plus collection fees, will be added to all invoices that are 30 days past due. Statements are generated to reflect current amount due and emailed/mailed to invoice address.

The terms and conditions apply to all advertising accepted by the publisher. These terms and conditions supersede any advertiser contract clauses not specifically acknowledged above.

CONTACT FOR ADVERTISING:
advertising@pilatesmethodalliance.org