

mf

A FIT APPROACH

THE Delaney Report

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Monthly men's magazine *Men's Fitness* is looking to gain ground during the next 12 months. "Our goal is to keep on picking up (market) share and focusing on our core (ad) categories – grooming, personal care, packaged goods," said MF publisher **Marc Richards**. MF, owned by financially-troubled **American Media Inc.**, also is touting its positioning vis-à-vis its competitors. "We're saying that (MF) is not about aspiration you can't afford. It's about what (men) are going to do with their lives today. About active activities and fitness," Richards said.

MF also is putting more muscle behind its web site. "We're investing in the site, adding video and new content. The point is to have it live on its own," he said.

Men's Fitness