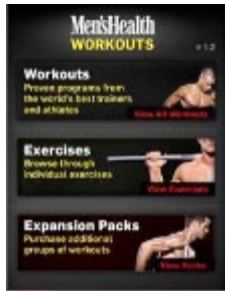



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Men's Health Magazine Debuts iPhone Workout Application

-- "Men's Health Workouts" One of the First to Utilize App Purchase Capabilities of the New iPhone OS 3.0 --

NEW YORK--(BUSINESS WIRE)--Men's Health, the largest men's lifestyle magazine brand in the world, announced today the launch of its first iPhone application, "Men's Health Workouts." The \$1.99 application includes 18 exclusive workouts and 125+ exercises from the world's top strength coaches, athletes, and fitness experts. Each workout features step-by-step instructions, high-quality photos, advanced logging functions, and is powered by a one-of-a-kind circuit training interface.

"Circuit training is one of the most efficient ways to burn fat and build muscle, and we're excited to be the first application to bring this free-flowing, fast-acting fitness approach to the iPhone," said SVP/Editor-in-Chief, David Zinczenko. "Whether guys want to get back in shape or target specific fitness goals, "Men's Health Workouts" can help them see results in record time."

"Men's Health Workouts" is also one of the very first applications to utilize the newly released iPhone OS 3.0's In App Purchase function, allowing users to purchase additional groups of workouts directly within the application itself. Available expansion packs at launch include, "The Ultimate Abs Pack," "Build a Beach Ready Body," "Huge Arms in a Hurry," and "The Ultimate Golf Workout."

"Men's Health is leading the industry by adapting our print products to emerging digital platforms," said SVP/Editor-in-Chief, David Zinczenko. "While other magazines have offered iPhone applications before, we are the first to embrace Apple's In-App purchase function, and in doing so, we are the first to deviate from these traditional marketing methods. In essence, we are creating a distribution channel within the iPhone for our content."

"Men's Health Workouts" is available for the iPhone and iPod Touch for \$1.99 from Apple's App Store at www.itunes.com/appstore/. Additional expansion packs can be purchased for \$0.99 and up.

About Men's Health (www.menshealth.com)

Men's Health is the largest men's lifestyle magazine brand in the world with 40 editions worldwide. Published 10 times a year in the U.S. by Rodale, *Men's Health* is the best-selling men's magazine on newsstands, each month providing its 12 million readers with the latest information on all aspects of a guy's life including health, fitness, fashion, nutrition, relationships, travel, technology and finance. The magazine has garnered numerous accolades in the industry including several appearances on Advertising Age's "A List", Adweek's "Hot List" and Capell's Circulation Report, which recently named the magazine "Best Newsstand Performer of the Decade." In 2007, Men's Health Editor-in-Chief David Zinczenko was named "Editor of the Year" by Adweek magazine shortly after the title secured the top spot on their "Brand Leaders Hot List" in 2006. The magazine has also



received a National Magazine Award in the personal service category. Men's Health also publishes several branded books, DVDs, special interest publications and the online subscription service www.menshealthtrainer.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5989937&lang=en>

Contacts

For Men's Health
Allison Falkenberry, 212-573-0524
Allison.Falkenberry@Rodale.com

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