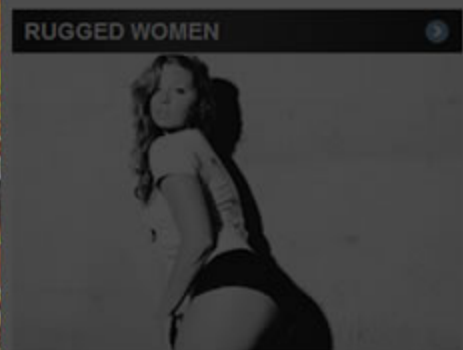


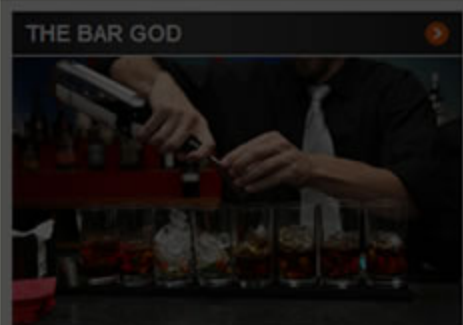
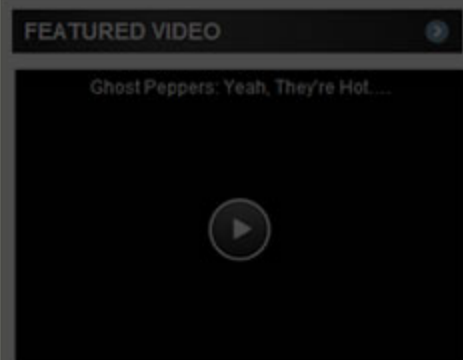
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(2) 728 x 90 Ad Space

(3) 300 x 250 Ad Space



Jordan Wentz
 Birthday: 10/11/1987
 Height: 5'4"
 Weight: 113
 Measurements: 34/25/35
 Shoe Size: 7
 Hair Color: Red
 Ethnicity: Caucasian
 Country of Origin: USA
 Sign: Libra
 Hobbies: Dance, Snowboarding
 Assets: My Denier
 Vices: DiGiorno Pizza and Beer



Irish Coffee

Ingredients:
 2-1/2 oz strong, hot coffee
 1-1/2 oz Irish whiskey
 1 tsp brown sugar
 1 oz whipping cream

Method:
 Nothing says Ireland than a piping hot glass of Irish Coffee. 1. Pour the coffee, Irish whiskey and brown sugar into an Irish coffee glass or mug. 2. Stir well. 3. Float the cream on top. Recipe courtesy of Colleen Grant.

ASK RUGGED
 Relationship on the rocks? Questions about your diet? Just need general advice? ASK OUR PANEL OF EXPERTS!

Name Email

Remain anonymous

Write your question here...

Submit

CULINARY ZEN

Bear Braised Irish Stew and Colcannon

Ingredients:
 Irish Stew
 1 tablespoon vegetable oil
 1/3 pound) beef chuck roast, trimmed fat and cut into 3/2-inch cubes.
 2. Preheat oven to 325 degrees F (165 degrees C). 2. Heat the vegetable oil in a large Dutch oven over medium-high heat until very hot, and brown the meat in 2 batches, stirring.

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 and Become Featured!

Sick of Hot Chick Vampires? We're Not.

We Are the Night is a new movie about a group of immortal vampire women who turn a girl into one of their own. I like the look of the film. The shots look gritty and the world they live...

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Pick-up Lines You Need to Put Down

When it comes to pick-up lines, you may not quite have the skill. Many men will come off cheesy, cocky, or just plain creepy. A pick-up line happens to be more than just about words. It involves timing

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Supplements for Your Fitness Goals

When it comes to choosing the best supplements for your workout there is no question that you have SO many options. What to take, when to take them, how much you should take, it can actually be very

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The Greatest (and Not-So-Great) Hits of the White House Correspondents Dinner

Since 1920, both politicians and the press have gathered for one night in what is the White House Correspondents Dinner. As is tradition, the

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Friday Link Drop

Tonight is the Smallville season finale and no better way to celebrate than having Lois Lane herself on The Link Drop, MMA Ring Girls That Will Blow Your Mind (CagePotato) The Only Reason to go to a...

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Rugged Fantasy Baseball: 5/13/11

In this weeks episode of TheRugged.com's Fantasy Baseball we talk about Adrian Gonzalez's hot streak and his trade value, David Wright's complaining over a sore neck, and of course your weekly waiver pickups.

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Ghost Peppers: Yeah, They're Hot...

Bhut Peppers reached out to us to try some of their Ghost Pepper candy and frankly, we're all a little scared. You see the ghost pepper is the hottest pepper in the world. According to the

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Our 5 Favorite "Angry" Comedians

There's always been this dark subsection of stand-up comedy for the "angry" comic - that comic that has a lot to say about the society we live in and he or she will yell it at us until we get...

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POPULAR ARTICLES

Week 11: Fantasy Football's Bench or Flex
 Three weeks until Fantasy playoff! At this point you're either jockeying for playoff seeds or sitting and dawning your way into a playoff spot. Every team has finished their bye weeks so your squad should be at 100% set.

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Who's Winning?
 I've always been under the impression that women have all the power when it comes to dating. They are prettier, they are (often) smarter and they are the ones that say "yes" or "no" when we ask them out. It's which the

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Nashly Estefania Sokoli
 Interview: 1. Where did you grow up? I grew up in Jersey and I still reside here. 2. What do you feel is your biggest accomplishment? My biggest accomplishment was learning how to speak and write English in 6 months. I was not born

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Hunter Jones
 Interview: 1. Where did you grow up? Being, OR it exists. Google that sh*t. 2. What do you feel is your biggest accomplishment? I've owned 3 businesses and am starting 2 more, so on paper, those are my accomplishments. But what I'm most proud of

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Tracking Your Sex Life... Online
 Several months ago, "Anon Bestman" launched a Twitter account, newlywedstodot. "I was recently asked to be best man to my best mate in the world." Anon revealed, "The site condition was my mate made me swear, NO jokes before the

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BATTLEFIELD3

Media Kit

TheRugged.com is a fast growing mens online magazine catering primarily to the male 18-34 demographic who's interest are beyond just the normal male centric websites.

Fresh, original video content is produced daily in our dedicated studio allowing us to create a wide variety of videos:

1. Product testing and review
2. Sports related news
3. Movie trailers
4. Green screen production
5. Remote location production (events, concerts, etc)
6. Content specific subdomain pages
 *sugartime.therugged.com
 *battlefield3.therugged.com

Written content is produced by our highly skilled and dedicated writers. Written and video content is promoted through our social media channels (Youtube, Dailymotion, Reddit, Facebook, Twitter, etc) creating a larger fan base then just the core site itself.

Impressions: Video (US and Global):

US: 500,000-700,000 daily video views
 CA: 100,000-300,000 daily video views
 UK: 80,000-120,000 daily video views
 AU: 30,000-60,000 daily video views

Engagement (ctr) averages 2.5 percent and can increase to 5 percent and above on content specific subdomain pages (see above).

Impressions: Display (US and Global):

US: 1,500,000-3,000,000 daily impressions
 CA: 800,000-1,000,000 daily impressions
 UK: 150,000-250,000 daily impressions
 AU: 50,000-90,000 daily impressions

Overall average ctr is .09-1.7 percent (rolling 3 month average) collectively for all banner impressions

Demographics: Audience

67 percent male 18-34
 17 percent male 35-45
 9 percent female 18-34
 7 percent other male/female

By the numbers: **Analytics**

Quantcast

therugged.com

6.1M Monthly US People | 6.5M Global People

192 US RANK

This site reaches over 6.5 million monthly people, of which 6.0 million (93%) are in the U.S. The typical visitor watches heavy.com, reads Mail.com, and visits gamecity.com.

Traffic
 Daily Global People: 117,810 - 5/16/11

US Demographics

Age	Male	Female	Index
18-24	32%	28%	132
25-34	24%	21%	69
35-44	14%	12%	32
45-54	10%	9%	54
55-64	8%	7%	143
65+	6%	5%	187

Comscore

Key Measures

1,754 Total Unique Visitors (000) | 0.3 Average Minutes per Visit | 87 Average Daily Visitors (000) | 1.7 Average Visits per Visitor | 5 Total Pages Viewed (MM)

Demographics

Gender: Male 25%, Female 75%

Age: 2-11, 12-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+

World Metric

Region	% Comp	Index
Asia Pacific	2.1	5
Europe	4.2	15
North America	93.7	619

Advertising Potential

Banner Advertising
 We offer standard banner size placement:
 * 300x250
 * 728x90

Pencil Ad
 We also offer top header placement. Called a "Pencil Ad" this placement is highly visible and can be tailored to an advertisers specific request.

Video page with companion banner
 Our videos have the highest engagement of all of our content. We can accommodate most requests for a preroll. A companion banner is available on the videos page as well as the subdomain pages

Contact us today and let us discuss what TheRugged.com can do for you! Email contact@therugged.com

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