



Sports Literature

For all favorite sports, a magazine to match

Whether you're someone who is interested in competitive sports, or you just want some information on fitness or recreational sports, there is probably a magazine to fit your preference.

For the great numbers of outdoor recreation enthusiasts throughout the country, **Outside** magazine is a worthwhile addition to skis, packs and all the other equipment necessary for outdoor pursuits.

This magazine is geared for the avid adventure-seeker who enjoys climbing, canoeing and

biking as well as the riskier sports like hang-gliding and parachuting. The "Dispatches" department provides interesting updates on issues such as environmental clean-up projects and star-gazing. The stylish, well-written articles cover various approaches to safely discovering and enjoying the wilderness, and they are presented in a scientific, common sense manner.

Narrative stories of the "How I Kayaked the Baja Peninsula" genre are full of anecdotal

humor, wisdom and a clear love of the outdoors. The style of the magazine is personable and mature; it's not trying to "sell" outdoor sports but rather reflect

The articles cover a wide variety of topics from hormones and dieting to pain thresholds. This magazine includes all the working, eating and sweating advice one would ever need in order to make your muscles look like those of the champs.

Being published and edited by Weider, **Muscle and Fitness** is highly promotional and includes almost as many ads for Weider products as articles.

The science and medicine related updates emphasize sound principles such as balanced dieting, intelligent training and the psychology that lays the foundation of the bodybuilder's drive toward success.

Rippling abdominals, bulging pectorals, and oil-slicked quads are all there in this magazine, which bears a strong resemblance to the ads at the back of comic books that promise "In only 30 days, you too can look like Atlas Man. Guaranteed!"

However, the material is specifically addressed to the concerns of bodybuilders, and for those who are "hardcore" about pumping iron, **Muscle and Fitness** would be a good source of both information and inspiration to do one more rep.

Fit, on the other hand, is a publication designed for women who want to "get fit." It focuses on the activities that women are getting involved in to trim down and tone up, such as aerobics, dance and weight lifting.

Written entirely by and for women, **Fit** looks at issues such as nutritional, low-calorie menu planning, injury prevention, coping with stress and acquiring the "strong and sexy" look. It also includes interviews with successful spa-owners and actresses (like Jane Fonda) who have enhanced their lives through exercise.

Fit tends to emphasize the sexy, glittery aspects of fitness, making it fun to browse through but not incredibly substantial reading.

Somewhat of a cross between *Mademoiselle*, *Ladies' Home Journal* and *Seventeen*, **Fit** delivers the latest in aerobics, diets and fashions and will help the female in the beginning stages of her health and fitness program to do it right and stick with it.

The growing popularity of running has brought about the emergence of several running magazines, but **Runner's World** is still one of the best around. This publication has existed for 18 years and continues to offer its readers quality writing and "state of the art" information.

Runner's World is aimed at the upwardly-mobile runner who doesn't mind spending a high price for the best equipment and who wants to know about the current trends and new inventions on the running market. How to prepare for a race, what to eat and not to eat, how to train, where to join a running club and running psychology are some of the scientifically-oriented stories.

In keeping with the increased popularity of long distance racing, **Runner's World** offers personal closeups of winners and physiological advice for the beginner, the Boston Marathoner or the athlete with Olympic ambitions. There is also a variety of detailed articles on the runner's most important piece of equipment — shoes — and reports on the good and bad effects of zealous running.

Toward the back of the magazine, there is a directory of sports equipment retailers and a question-and-answer column on healthy eating.

By Lori Stephens

Review

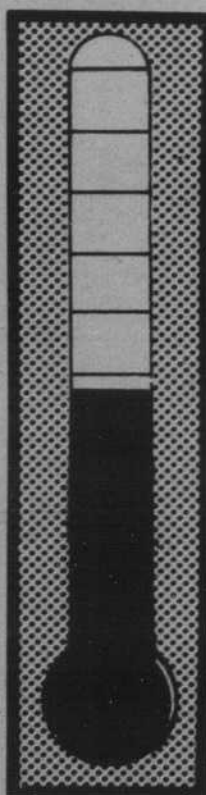
on them.

In the back pages, an Expedition Services Directory provides information on wilderness treks and workshops, and the "Review" section comments on high quality clothing, equipment and books.

For 100 pages of informative writing and excellent photography, **Outside** is truly a value at only \$1.95. It delivers quality fireside reading for the man or woman who loves to play in the great outdoors.

Joe Weider's **Muscle and Fitness** magazine has a different approach as the opening statement on the first page indicates — "We take bodybuilding seriously. Because you do." No one can deny that bodybuilding is "big" in the arena of today's sports, and **Muscle and Fitness** is a good magazine for those men and women who want to make bodybuilding their lifestyle and ultimate pursuit.

U of O Foundation Annual Fund TELEFUND STATISTICS



125,000
112,500
100,000
87,500
75,000
62,500
50,000
37,500
25,000
12,500

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