

INSIDE

PREMIER ISSUE

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First and foremost congratulations. You made a great decision picking up the premier issue of Inside Fitness Magazine.

This first issue is very special to me and I have a lot of people to thank for making it possible including Robert Kennedy, Publisher of Musclemag International and Oxygen magazines. If he hadn't made the (brilliant) decision to hire me at the tender age of 22 and teach me all about fitness and bodybuilding, I would probably be digging ditches somewhere right now (no offense to the ditch diggers of the world!) Bob is one heck of a guy and truly a legend in the bodybuilding world. It was an honor to learn and work with him.

I also have to thank Johnny Fitness (a.k.a Gino), Editor-in-Chief of Musclemag International and one of the funniest and smartest guys in the biz! He kept things interesting at Musclemag and I always appreciated the support and advice he gave me.

A special thanks to Rich White and Barry Griffing of Sportika Export for offering me the chance of a lifetime. I look forward to working closer with Sportika on bringing you this magazine.

This premier issue of Inside Fitness Magazine covers topics you've always wanted to know about, from effective exercise routines and sports nutrition advice to the answers to your most pressing health and fitness questions. We give you an inside look into fitness and bodybuilding with features such as Insider Information by Mr. X (who actually is a real person in the bodybuilding business, not a made up character) and Body by Bart by Gary Bartlett and showcase some of the most successful companies in the sports nutrition world.

Charles Poliquin, Steve Cardillo, Rehan Jalali, John Dalimonte, Joe DiAngelo, Darrin Robinson and Jezzabella Reith, some of the most respected and knowledgeable people in the fitness world offer their expertise on this first issue and I am proud they are a part of the Inside Fitness team.

It is with their valuable contributions and the help of many others who put this magazine together that I hope will make Inside Fitness your new favourite magazine.

I look forward to bringing you the very best training tips, fitness news and more each and every issue. If you have any questions or would just like to make a comment, don't hesitate to email me anytime at editor@insidefitnessmag.com.

Enjoy this premier issue!



Terry E. Frendo
- Publisher



Charles Poliquin, Arizona, USA

Coach Poliquin has been hailed as the most successful strength coach in the world. He has spent years researching European journals (he is fluent in English, French and German) and speaking to other coaches and scientists in his quest to optimize training methods.

www.charlespoliquin.com



Darrin Robinson, Hamilton, Canada

Darrin has been involved in the fitness industry for over a decade. He has seen many sides of the industry, from his own physique transformation to fitness model to trainer and fitness manager for Canada's largest chain of fitness clubs. He has been certified as a personal trainer for 7 years and has been involved in the success of over 1000 clients.



Paul Buceta, Toronto, Canada

A few years ago Buceta - a former Investment Advisor - took up photography as a hobby. Of course, having a type-A personality, Buceta decided he needed to know everything there was about his new hobby, attacking it with great dedication. Buceta is one of the most sought-after photographers in the world.

www.paulbuceta.com



Joe DiAngelo, New York, USA

www.musclebomb.com

An accomplished athlete, and winner over 20 medals in competition, Joe DiAngelo has become one of New York's most coveted fitness experts and personal trainers. His novel and complete approach to his clients' fitness training and his dedication to his task have produced the amazing results that his clients require and has kept them coming back for more.

www.musclebomb.com



Michelle Weise, Toronto, Canada

Michelle Weise has been writing creative copy, articles, business correspondence, and newsletter content for many years. She has experience writing press releases, dynamic brochure copy, technical papers and web articles. Her wide range of experience also includes journalistic writing, marketing, public relations and event coordination.

www.weisecomunications.com



Rehan Jalali, California, USA

Long considered an authority on sports nutrition, Rehan has published numerous articles, been quoted in several newspapers, appeared on radio shows and conducted seminars across the US. As a consultant and trainer, Rehan has worked with thousands of doctors, fitness enthusiasts, professional athletes, and well known actors. He has held numerous bodybuilding titles, including Mr. Texas and the Ironman Naturally Bodybuilding Champion.

www.tsrf.com



Peter Kyriazis, Toronto, Canada

Design is second nature in Peter's world. He honed his production and graphic design skills working on several international fitness magazines including MuscleMag International. He brings to Inside Fitness the passion and creativity of a true professional and we are proud to have him on our team.



Steve Cardillo, Massachusetts, USA

Steve Cardillo has been involved in extensive research and development in training techniques and nutritional programs for power lifters, world-class boxers, and other strength-related athletes. Having won the 1986 National Drug-Free Powerlifting Championship Steve is well respected in the Fitness Industry. Steve has also designed and distributed various weight lifting belts and other support devices for such athletes as: Ronnie Coleman, Dorian Yates, Ray Bourque, Magic Johnson, Michael Jordan, and Bobby Orr.

www.cardillousa.com

HEALTHIEST VEGETABLES ON THE PLANET

BY JOE DIANGELO

Onions

The Power: Quercetin, one of the most powerful flavonoids (natural plant antioxidants). Studies show it helps protect against cancer. A cup (chopped) has 61 calories, 0 grams of fat and 3 grams of fiber. Chop onions for maximum phytonutrient boost, or roast them with a little olive oil and serve with rice or vegetables.

Artichokes

The Power: These odd-looking vegetables contain silymarin, an antioxidant that helps prevent skin cancer, and fiber to help control cholesterol. One medium artichoke packs 60 calories, 0 grams of fat and 7

grams of fiber. Steam over boiling water for 30 to 40 minutes. Squeeze lemon juice on top, then pluck the leaves off with your fingers and use your teeth to scrape off the rich-tasting skin. When you get to the heart, you've found the best part!

Ginger

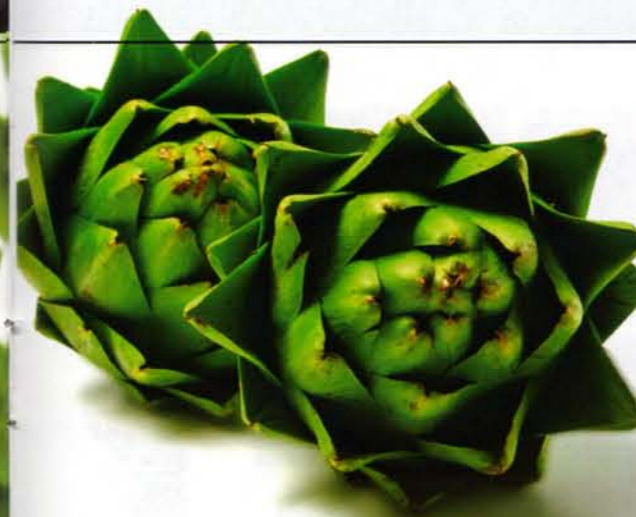
The Power: Gingerols may help reduce queasiness and other compounds could help ward off migraines and arthritis pain by blocking inflammation-causing prostaglandins. A teaspoon of fresh ginger-root has only 1 calorie and 0 grams of fat and fiber. Peel the tough brown skin and slice or grate into a stir-fry.

Broccoli

The Power: Indole-3-carbinol and sulforaphane, which help protect against breast cancer. Broccoli also has loads of vitamin C and beta-carotene. One cup (chopped) has 25 calories, 0 grams of fat and 3 grams of fiber. Don't overcook broccoli - instead, microwave or steam lightly to preserve phytonutrients. Squeeze fresh lemon on top for a zesty taste, added nutrients and some extra vitamin C.

Spinach

The Power: Lutein and zeaxanthin, carotenoids that help fend off macular degeneration, a major cause of blindness.



Plus, studies show this green fountain of youth may help reverse some signs of aging. One cup has just 7 calories, 0 grams of fat and 1 gram of fiber. Add raw leaves to a salad or sauté with a little olive oil and garlic.

Bok Choy (Chinese cabbage)

The Power: Brassinin, which some research suggests may help prevent breast tumors, plus indoles and isothiocyanates, which lower levels of estrogen, make this vegetable a double-barreled weapon against cancer. A cup will give you 158mg of calcium (16 percent of your daily recommended requirement) to help beat osteoporosis. A cup (cooked) has 20 calories, 0 grams of fat and 3 grams of fiber. Find it in your grocer's produce section or at an Asian market. Slice the greens and juicy white stalks, then sauté or toss into a stir-fry just before serving.

Squash (Butternut, Pumpkin, Acorn)

The Power: Winter squash has huge amounts of vitamin C and beta-carotene, which may help protect against endometrial cancer. One cup (cooked) has 80 calories, 1 gram of fat and 6 grams of fiber. Cut squash in half, scoop out the seeds and bake or microwave until soft, then dust with cinnamon.



Watercress and Arugula

The Power: Phenethyl isothiocyanate, which, along with beta-carotene and vitamins C and E, may help keep cancer cells at bay. One cup has about 4 calories, 0 grams of fat and 1 gram of fiber. Do not cook these leafy greens. Use them to garnish a sandwich or add a pungent, peppery taste to salad.

Garlic

The Power: The sulfur compounds that give garlic its strong flavor can also lower LDL ("bad") cholesterol and blood pressure and can even reduce your risk of developing stomach and colon cancer. A clove has 4 calories, 0 grams of fat and fiber. Bake a whole head for 15 to 20 minutes, until soft and sweet and spread on bread instead of butter.



Joe DiAngelo is one of New York's most sought after fitness experts and personal trainers because his unique approach to fitness and nutrition produces amazing results. An accomplished athlete, Joe DiAngelo has won more than 20 medals in competition. Personal Trainer/Nutrition Expert to the stars, his clients have appeared in major motion pictures, television shows, concerts, radio, Fashion and Beauty magazines and on MTV.