

bodyLIFE®

Europe's No. 1 For Your Healthy Business

Introduction

bodyLIFE UK is the latest addition to our family of successful European trade fitness magazines.

bodyLIFE is a high-quality magazine, up-market but popular and easy to read. It carries independent high calibre reports on trends and developments in fitness, wellness and related markets.

Extensive market surveys and product focus articles aim to help improve readers' business decisions.

Thanks to its European industry contacts, and to being part of a European editorial concept, **bodyLIFE UK** is at the forefront of European developments and trends in fitness and related industries, keeping the reader always up-to-date.

Circulation

Readers are key decision-makers at managerial level of fitness centres, gyms and hotel complexes around the UK. Total circulation: 6000

Core readership 70%: Managers and owners of fitness clubs and chains, FIA members

Secondary readership 30%: Managers and owners of: Spas and saunas; local council sport and fitness facilities; leisure centres; pools; hotel complexes with fitness, sport and spa facilities; sport clubs, tanning and beauty centres. Also physiotherapists, sport professionals and fitness catering managers

Publishing Details

Publishing schedule 2012: 6x a year

Feb, April, June, Sept, Nov, December

Launch issue: July 2011

Subscriptions: £35 per year

bodyLIFE is published in Germany, Spain, Switzerland, Poland, Netherlands, Belgium and Luxembourg

Editor: Femke van Iperen

T: +44 (0)1329 832290

M: +44 (0)7896 339 141

E: femke@bodylifemagazine.co.uk

First sales contact:

Femke van Iperen, see above for details

Second sales contact:

Jordey de Joode

T: 0031(0) 24 642 3449

E: jordey@vanmunstermedia.nl

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2011 Publishing Schedule

Issue	Publication	Editorial	Advertising
1	16 May	18 April	15 April
2	22 Sept	5 Sept	5 Sept
3	16 Dec	18 Nov	11 Nov

Rates and Formats

Cross media all-inclusive package (adverts always include free banner)

FORMAT	TYPE AREA	TRIM AREA (+3 mm overlap)	PRICE 1X	3X	6X	INCLUDES BANNER
Double page	-	420 x 297 mm	£2,700	£2,565	£2,430	6 months
Single Page*	172 x 260 mm	210 x 297 mm	£1,700	£1,600	£1,150	4 months
Half Page (H)	-	172 x 127 mm	£ 995	£950	£900	2 months
Half Page (V)	-	83 x 260 mm	£ 995	£950	£900	2 months
Quarter page (H)	-	83 x 127 mm	£ 500	£495	£480	1 month
Quarter page (V)	-	210 x 70 mm	£ 500	£495	£480	1 month
Quarter page (strip)	-	52 x 297 mm	£ 500	£495	£480	1 month
1/16 page/ classifieds	95 x 30 mm	52 x 30 mm	£ 150, 3 issues			
Company Profile, Double Page **		420 x 297 mm	£ 2,850			
Company Profile, Single Page**		210 x 297 mm	£1,850			
Internet banner	230 x 100 pixels (GIF format)		£995 full year			

Art work design

For a range of competitive prices check with our design team to help present text and image the optimal way. Your advert can be tailored to include the amount of information you want. In some cases Classifieds artwork can be included in the advert price.

*Cover Positions plus 25%

** Company Profile of your company, written by a trained journalist. Includes a PDF copy and copyright clearance to use the material for your own promotion

Most Sizes available on Request

Technical information

We accept no responsibility for format, size, copy and colour of advertisements sent by digital transfer

Accepted formats: Illustrator CS4; Photoshop CS4; TIF, EPS (convert text to paths); PDF (high resolution, min 300 dpi X3, printable quality)

All fonts, graphics and images used must be supplied with open, separate files. Save image files as EPS, JPG (min. quality: 8) or TIF. File must be in its final size format (100%). Please supply 4 colour adverts in CMYK format (Euro-Scale). Minimum resolution (in original size): CMYK (32 Bit) 300 dpi; Gray Scale (8 Bit) 300 dpi; Bit Map (1 Bit) 1200 dpi

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Editorial Formula

Since its first publication in 2001, this glossy trade magazine has sparkled in many a European fitness centre!

Running to at least 52 pages an issue, it has a comprehensive, yet easy-to-digest structure that allows readers to swap swiftly between various sections. Hence, key news pieces and analysis sections can be found quickly.

bodyLIFE stands for healthy body and mind and covers: Health clubs, gyms, fitness equipment, spas, health farms, wellness and holistic treatments, tanning and beauty salons and treatments, property, insurance, management, marketing, training, and innovations.

Editorial concepts: News from UK and European health and fitness industries, features, columns, company and club chain profiles, product and operator reviews, interviews, authoritative views, discussions, analysis and new products, industry developments

Classifications: Central to the reports and articles carried by bodyLIFE UK are easy-to-find sections such as: Fitness Today; Products & Concepts; Business & Marketing; Medical Fitness; Wellness & Beauty. This helps make it an uncomplicated journal with something for everyone.



www.bodylifemagazine.co.uk

2011 Editorial schedule

Issue 1, July

Product Focus: Treadmills

Trend Feature: Zumba Gold; how to cater for the elder generation and fitness beginners

Expert Report: European fitness developments from Jörg Hidding from Aktiv Consult

Review: FIBO 2011 – who was there

Profile: London chain Gymbox. The wild and weird workout from 'thug' to 'voguing'

Training and qualifications: Further training for fitness managers

Wellness: Europe's indoor tanning enters wellness era with new legislation

Medical Fitness: Exercise is Medicine™. ACSM's global initiative reproduced in The Netherlands

Marketing: How to improve your online presence, by the CEO of Infoserve, a UK leading online local business search company

Issue 2, September

Fitness Today: The role of social networking as online motivational support to complement personal training sessions, by Stuart Dyson of SDA Solutions

Product Focus: Software-controlled training equipment: The new customer care

Business: Special interview with FIBO director Olaf Tomscheit

Human Capital Management: Transform your business performance and profitability, by management consultant Alan Erskine from Adventis Consulting

Untapped Markets: Rehabilitation and fitness

Holistic treatments: Sports massage, reflexology and hopi ear candling. Beginner's guide to easy-to-learn treatments with low-tech requirements

The last word: Column by CEO FIA David Stalker

Q&A: How gym training helps Le Mans drivers become some of the best athletes, with Pete Webster, Head of Driver Training

Issue 3, December

Good Practice feature: Sustainability – A fitness centre business case?

Children's fitness: how you can cater for the next generation and not only help children get healthy and fit, but also provide them with a sense of achievement and focus

Product Focus: Indoor cycling equipment

Regular Interview: Sports celebrity on sport-specific training in the gym

Business: The role of the gym in medical rehabilitation: Aqua Training

Profile: Everyone Active – Local authority leisure centre operator, just awarded 2011 FIA Leisure Centre Operator of the year for second year running



Time to go holistic

A beginner's guide to easy-to-learn treatments with low-tech requirements: Hot Stone Massage and Manual Lymphatic Drainage

As the trend for day spas and holidays to far-off places has increased, so have clients' expectations. Every fitness centre and beauty salon should, therefore, be constantly looking for ways to boost revenue by offering valuable services to its members/guests.

Hot Stone Massage uses practical examples to demonstrate how to use easy-to-learn holistic treatments with low-tech equipment requirements to perform the Stone Massage and Manual Lymphatic Drainage.

Hot Stone Massage uses smooth, basalt stones that retain heat, allowing it to be used on the body to increase circulation and relieve muscle tension. The heat also helps to relax the body and reduce stress.

Manual Lymphatic Drainage (MLD) is a specialised therapy that can be used in a variety of settings. It is a gentle, non-invasive technique that uses light, rhythmic strokes to stimulate the lymphatic system and improve circulation.

Both treatments are easy to learn and can be performed in a variety of settings, from spas and day spas to fitness centres and beauty salons. They are also suitable for a wide range of clients, including those with chronic conditions.

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