

PUBLISHING DETAILS

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License publisher: Body & Beauty Productions B.V. from The Netherlands (a subdivision from the Van Munster Media Group www.vanmunstermedia.nl)

Yearly publishing schedule: 4x a year; Feb, May, Sept and Dec

UK launch issue: July 2011

bodyLIFE is a registered Trademark of Health and Beauty Business Media GmbH from Germany (www.health-and-beauty.com)

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

SUBSCRIPTIONS:

For £35 a year, readers can subscribe online to this most versatile and informative trade magazine for the fitness professional at managerial level

INTRODUCTION

body•LIFE UK is the latest addition to a successful family of European trade fitness magazines. The first body•LIFE Germany was published 25 years ago, and the family has grown since then. bodyLIFE is currently published separately in Germany & Austria, Switzerland, The Netherlands & Belgium (Flanders), Poland and Spain.

body•LIFE UK 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, in-depth features 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, body•LIFE UK is at the forefront of European developments and trends in fitness and related industries, keeping the reader always up-to-date.

CIRCULATION Total circulation: 6000

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

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, and beauty centres. Also physiotherapists, sport professionals and fitness catering managers.

bodyLIFE UK is also viewable in an online version on our website www.bodylifemagazine.co.uk.

Our website has a direct link from the mother company and website bodylife.com

EDITORIAL FORMULA

Since its first publication in 1988, 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 busy readers to swap swiftly between various sections. Hence, key news pieces and analysis sections can be found quickly.

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, new club installs around the country, new products, and industry developments.

bodyLIFE stands for **healthy body, mind, and business** and covers: Health clubs, gyms, fitness equipment, spas, wellness and holistic treatments, property, insurance, management, best practice, marketing, training, and innovations.

Style: Each European bodyLIFE follows the same style. Central to the reports and articles carried by body•LIFE UK are easy-to-find sections such as: Fitness Today; Products & Concepts; Business & Marketing; Health & Wellness.

2013 FEATURES' LIST

Please note articles may change for subjects to remain topical

Issue 1, February

Editorial and advertising artwork: Jan 15, 2013 / Advertising booking: Jan 8

- **One milestone at a time:** Keep your clients happy with activity tracking (Fitness Today)
- **PRODUCT FOCUS:** Indoor running (Products & Concepts)
- **Improving standards in the sector:** A look at 2012 and 2013, with a focus on Quest (Right Directions) (Business & Marketing)
- **Recruiting fitness professionals:** What are the options available for operators? (Business & Marketing)
- **Knowing your spa:** How local authorities are increasingly getting involved with new high-end spas (Health & Wellness)

Issue 2, May

Editorial and advertising artwork: April 17 / Advertising booking: April 10

- **Cage fighting** in the gym (Fitness Today)
- **PRODUCT FOCUS:** Virtual training (Products & Concepts)
- **Medical emergencies:** Safeguard pools and your facility (Business & Marketing)
- Bringing **rehab patients with severe injuries** back to normal walking mechanics (Health & Wellness)
- How to...help clients with **MS** (Health & Wellness)

Issue 3, Sept

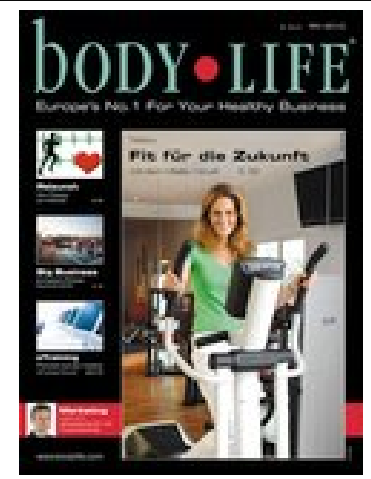
Editorial and advertising artwork: Aug 13/ Advertising booking: Aug 6

- Can **new types of sport** such as bike polo inspire (new) clients? (Fitness Today)
- **PRODUCT FOCUS:** Rehab equipment (Products & Concepts)
- How to access **public funding** for your business (Business & Marketing)
- **Nurturing our 'fan base':** Customer relationship management (CRM) and the value of business strategy in sports (Business & Marketing)
- **Meditation and mindfulness:** How to open your club to this type of wellness (Health & Wellness)
- How to...help clients with **back pain** (Health & Wellness)

Issue 4, December

Editorial and advertising artwork: Nov 13/ Advertising booking: Nov 6

- Catering for **children and babies** (Fitness Today)
- The low-down on **new group trends:** Vbarre, Bokwa Fitness; Piloxing; which ones are here to stay? (Fitness Today)
- **PRODUCT FOCUS:** Unusual forms of training and equipment (Products & Concepts)
- **Gym design:** How delivering the 'appropriate market experience' can help attract different types of clientele and increase sales and participation (Business & Marketing)
- How to...help clients with **chronic illness** (Health & Wellness)



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Editorial and advertising artwork: April 17
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Issue 3, Sept

Editorial and advertising artwork: Aug 13
Advertising booking: Aug 6

Issue 4, December

Editorial and advertising artwork: Nov 13
Advertising booking: Nov 6

CROSS MEDIA PACKAGES

For **cross-media package** can help ensure maximum exposure

All adverts include banners and company links on our website and or newsletter

From a combination of any of our options presented, **taylor-made to your company's current marketing needs**, please call Jordey de Joode +31(0) 24 373 25 85 or the Editor 01329 832290

NEW to our magazine? Call us NOW to discuss our special introductory rates and to discuss strategic ad placement

EUROPEAN PACKAGES

Contact us to find out about our European packages!

INSERT

- £1,450/ 4 issues includes free full page ad

COVER ADS

Front cover

Make your company stand out with a subtle image on the cover of body•LIFE UK
(Specification: 200 x 138 mm)

- £1,500

Inside Front Cover / Inside Back Cover

- + 15%

FULL PAGE

Specification: Type area: 172 x 260 mm / Trim area (+3 mm overlap): 210 x 297 mm

- 1 issue: £1,200 / 4 issues: £995

½ PAGE

Specification: Trim area (+3 mm overlap): H: 172 x 127 mm/ V: 83 x 260 mm

- 1 issue: £650 / 4 issues: £510

1/3 PAGE

Specification (vertical): Trim area (+3 mm overlap): 297 (H) X 70 (W)

- 1 issue: £560 / 4 issues: £420

¼ PAGE

Specification: Trim area (+3 mm overlap): H: 83 x 127 mm / V: 210 x 70 mm/ Strip 52 x 297 mm

- 1 issue: £475 / 4 issues: £325

CLASSIFIED 1/16 PAGE

Specification for 1 box: Type area: 95 x 30 mm / Trim area (+3 mm overlap): 52 x 30 mm

- 1 issue: £150/ 4 issues: £450

Please note, our articles and editorial are independently written; without focus on any one company in particular (or it would be an advertorial). We do however provide scope to focus on a company related to the subject of an article, with a separate Fact Box adjacent to an article for instance.

body•LIFE LabTest

Use body•LIFE UK to put your products and services to a user test. On the terms of the seller, body•LIFE UK will first dedicate editorial space to the product to invite readers to come forward to test the product in their facility, for a set amount of time. The user experiences that follow will form the basis of an editorial published in body•LIFE UK.

- 1 page advert + 2 pages editorial: £ 1,500
- Online, with company link: + 10%

ADVERTORIALS

For maximum credibility; designed to simulate editorial content, an advertorial can simultaneously offer valid information to your prospective clients.

- 1 page: £1,200 / 2 pages: £ 1,600
- Online, with company link: + 10%

Company Profile

Are you a new company, or do you feel it may be the right time to let your (potential) clients really know what sort of company you are? Allow our readers to get a look behind the scenes, or introduce your business in depth with the help of a trained journalist who can help you find the right angle or focus.

Q&A

Up close and personal! Do you want our readers to get to know the face behind your CEO? Or hear about the new Director who has steered the company into a new exciting direction? Tell our readers! We can send you the questions, or do the interview over the phone/ in person.

New Product or Line Report

Do you have a new product or line? Our readers will definitely want to know about this, so tell them in detail in our Products & Concepts section.