

MEDIA KIT  
**2025**

**fitness**  
**MANAGEMENT**<sup>®</sup>

September 2024



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**GIVE THEM QUALITY.  
THAT'S THE BEST KIND  
OF ADVERTISING."**

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Milton Hershey

# OUR COMPANY

Congratulations! If you are reading this, you have already taken the first important step towards successfully marketing your company. We have been an opinion leader in the fitness and health industry since 1995. As a leading B2B publisher, we have access to over 20,000 professionals and decision-makers in the German-speaking fitness industry via our print and online media with our magazines fitness MANAGEMENT international (fMi) and medical fitness and healthcare (mfhc). Our readers can become your customers!

## QUALITY DECIDES

A wide reach is essential, but not everything. Quality is also crucial. And this is where I would like to explain our corporate philosophy to you. Our team aims to be the best possible and most reliable source of information for fitness and health centre operators in the GSA region with every print edition of our trade magazines, every online report, every social media post and every newsletter. "Creating added value for operators and advancing our industry" – that is our credo.



## ONE IN THREE RECOMMENDS US TO OTHERS

Despite the increasing speed, especially in the online sector, our top priority is scientifically sound and practice-orientated reporting. We always remain true to this approach and our readership appreciates this. The willingness of our readership to recommend us, measured by the Net Promoter Score, increased to 42 last year. At the same time, one in three readers actively recommends us to others. This confirms our work and shows that we are on the right track with our philosophy.

## A STRONG TRADE MAGAZINE WITH STRONG PARTNERS

We have strong partners at our side to help us maintain this high standard. Firstly, we are the official body of the German fitness association DSSV e. V. – Arbeitgeberverband deutscher Fitness- und Gesundheits-Anlagen, which counts over 3,500 fitness centres among its members. Secondly, we cooperate with the German University of applied science for Prevention and Health-Management (DHfPG) and the BSA-Akademie as well as BSA-Zert, which give us access to 4,300 fitness operators, 8,400 students and 10,000 professionals per year. We also reach around 5,500 physiotherapy practices as well as tanning companies via the Bundesfachverband Besonnung (BfB) e. V. (German Tanning Association). We are also represented at an international level through our partnership with the European fitness association EuropeActive. This strong network serves us as a valuable source of content, which we in turn share with the entire industry.

## BECOME PART OF OUR NETWORK

What we offer you is not simply advertising space. We offer you the optimal embedding of your content in added value content and expertise – points that are highly relevant for operators of fitness and health centres. Do you have a product of the highest quality? Work with us to give it the right presentation framework of the highest quality.

With best regards from Hamburg

A handwritten signature in black ink that reads 'Janosch Marx'.

Janosch Marx  
CEO of fitness MANAGEMENT

With every printed issue of our trade magazines we support national and international environmental protection projects.

 **Klimaneutral**  
Druckprodukt  
ClimatePartner.com/12266-2023-1001





# OUR READER- SHIP

Our specialised B2B publishing house with the publications fitness MANAGEMENT international (fMi) and medical fitness and healthcare (mfhc), stands for scientifically sound and practice-orientated reporting. We have been supporting the fitness and health industry for almost 30 years and always have our finger on the pulse of the times. The constructive and positive feedback from our readership motivates us to become even better every day.



**ARNOLD  
SCHWARZENEGGER**

Fitness icon in  
our image film



**"I find all the relevant industry news in fMi."**

Markus Vancraeynest,  
board member FitX Holding SE



**"fMi offers me an insight into current industry trends and valuable expert knowledge."**

Manuel Eberts, CEO/Owner



**"Thanks to fMi, I feel well informed at all times!"**

Stephan Schulan, CEO  
BestFit Group



**"fMi is an impressive medium with exceptional expertise within the fitness industry."**

Markus Sigl, CEO/Managing Director



**"fMi always keeps us up to date with relevant and interesting articles about the industry!"**

Alicia Goetze, Management  
BFC Balance Fitness Club GmbH



**"The fMi brings everyone of German-speaking fitness industry up to date on the relevant topics."**

Eugen Leibman, Founder/CEO  
GET FIT-Group GmbH



**"fMi provides many exciting insights and relevant industry articles."**

Christophe Collinet, CCO  
LifeFit Group



**"fMi is a very high-quality and reliable source of information for the industry."**

Michael Klein, CEO  
SPIRIT4 GmbH & Co. KG



**"A must-read for professionals and employers in our industry."**

Emma Lehner, Founder/CEO  
Bodystreet GmbH

# THE **BIG FIVE**

## OF THE **GOOD REASONS FOR FITNESS MANAGEMENT**

### RANGE

**46.4%**

of the readers are owners and decision makers of fitness companies

### RANGE

**42.6%**

of readers are specialists and (future) managers in the fitness industry

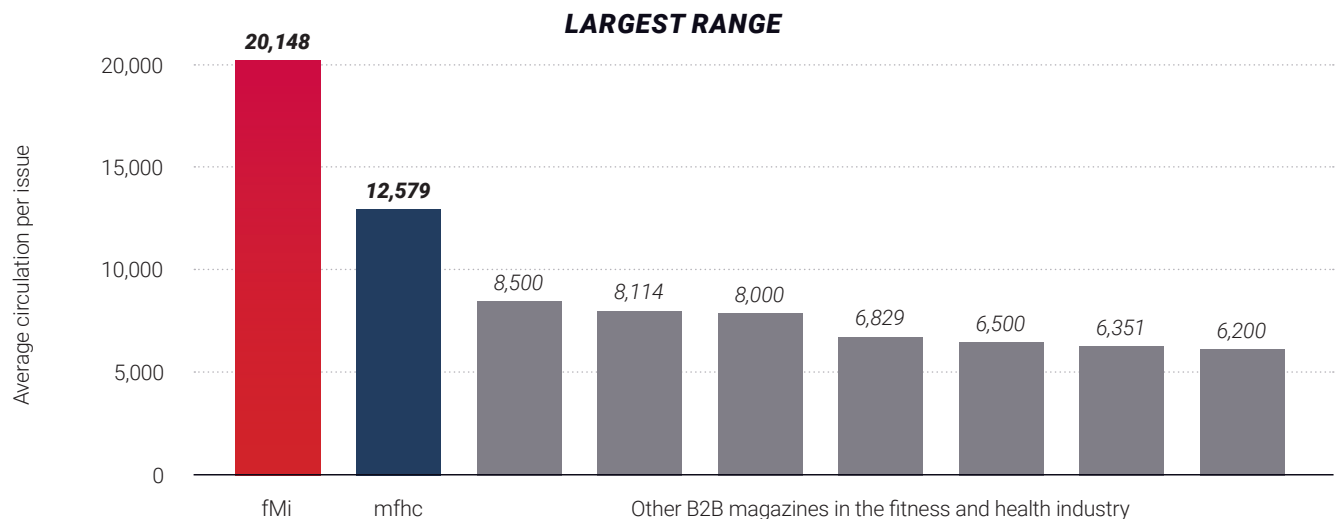
### 1. LARGEST RANGE

With a print run of around 20,000 copies per issue, fMi is one of the leading trade magazines in the German-speaking fitness and health industry. The print publication reaches a unique target group that no other trade magazine can offer:

- Company owners and decision-makers (46.4 %)
- Specialists and (future) managers: university students and Participants of the BSA-Akademie (42.6 %)

### 2. HIGH QUALITY STANDARDS

Readers rely on the high quality of the content. Close cooperation with the DSSV e. V. ensures direct practical relevance and thus the relevance of the content for operators of fitness and health facilities. The educational partnership with the DHfPG and BSA-Akademie ensures that the content is also scientifically sound. Our editorial and graphics team will be happy to support you in designing and optimising your content.



The information is based on the average circulation from 1st Sep. 2023 to 31st Aug. 2024 and information provided by the companies on their websites.

## GRADE

# 1.8

How readers rate the articles of the fMi

## NUMBER OF ONLINE REPORTS PER YEAR

# >1,000

## READING RATE

# 87%

of all articles are read on average read per issue

### 3. FAIR PRICE-PERFORMANCE RATIO

Despite the high print runs, the specialist publisher fitness MANAGEMENT pursues a fair pricing policy. Based on the Cost-per-Mille (CPM)\*, advertising partners pay only 134 euros (net) to reach 1,000 industry professionals. This price is unrivalled by other trade magazines in the industry. We are also happy to offer multi-year agreements so that you remain unaffected by possible price adjustments in the future and have planning security for your marketing budget.

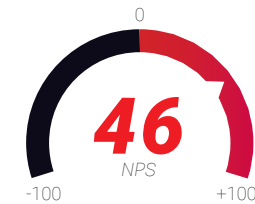
### 4. SATISFIED READERS

The specialist articles in fMi are rated 1.8 (good to very good) by readers. At the same time, readers state that they read 87 per cent of the content in each issue. Accordingly, the Net Promoter Score, which is regarded as a recommendation rate and a measure of customer satisfaction, has also increased to 46\*\*. By placing your company information in the publishing publications, you benefit from the trust of satisfied readers.

### 5. PERMANENT ONLINE PRESENCE

The content of the issues and the latest news are published daily via our online channels, such as the fM website and associated social media, which ensures a permanent online presence. With over 1,000 articles per year, fM users are informed about important and current topics. In addition to traditional print advertising, the specialist publisher offers the perfect digital supplement for your cross-media communication concept - all from a single source.

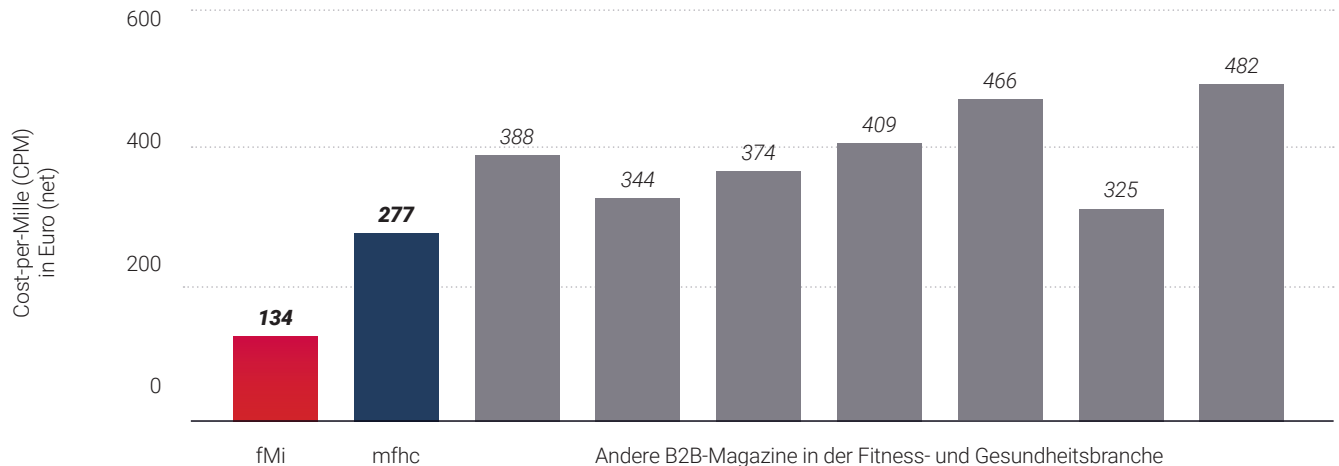
We don't want to withhold further benefits from you, such as our attractive discount scale. Please feel free to contact us.



$$*CPM = \frac{\text{price 1/1 page}}{\text{print run}} * 1,000$$

\*\* Results of the reader survey for fMi issues 05/23 to 04/24

### FAIR PRICE-PERFORMANCE RATIO



The information is based on the average circulation from 1st Sep. 2023 to 31th Aug. 2024 and information provided by the companies on their websites.

# OUR BENE- FITS

With almost 180 issues and 30 years of industry experience, fitness MANAGEMENT is one of the leading specialist publishers in the fitness and health industry. In our daily work, we therefore attach great importance to quality, expertise and customer-orientation!



**DO YOU HAVE ANY QUESTIONS?**

**Alisha Dittmer**  
+49 (0) 40 300 945 15  
dittmer@fitnessmanagement.de

## ONCE IS NOTHING AT ALL

In order to achieve the best possible effect with your advertising and draw more attention to your company and your products, you need regular visibility. Of course, we will be happy to create your personalised benefits package configured according to your individual wishes and needs.

## WE WILL GLADLY SUPPORT YOU

Do you have questions about the design of your advertising measures or do you need editorial or graphic support? Our team will be happy to accompany and support you in the creation process so that you can achieve the best results with your adverts. We can create, design and optimise your advertising measures on request.

## BOOK NOW, PAY LATER

Of course, it is important to us that you can remain financially flexible. That's why we offer monthly payment in manageable instalments as standard. On request, invoicing can also take place after publication of the respective advertising measures. Of course, you can also pay the entire invoice amount in one instalment. Please feel free to contact us.

Total volume per booking*	Discount on total volume
2,000 EUR	5 %
3,500 EUR	10 %
5,000 EUR	15 %
10,000 EUR	20 %
15,000 EUR	25 %
20,000 EUR	30 %

\* If you book several print or online advertising campaigns at once, you will receive the respective discount on the total amount of the commitment (net plus VAT) when the corresponding sales levels are reached.

## PARTNER OF AUFSTIEGSKONGRESS SECURE EXTRA DISCOUNT

Are you a partner of the Aufstiegskongress 2025? That's great! As a congress partner, you also benefit from an even more attractive special price. You will receive a further five per cent discount on all your bookings for 2025.

**Important note:** There are only a limited number of partnerships available for the congress!

## AUFSTIEGSKONGRESS

The annual congress, organised by the Deutschen Hochschule für Prävention und Gesundheitsmanagement, the BSA-Akademie and BSA-Zert, has long since established itself within the industry. With changing keynote speakers, top speakers and promising ideas, trends and developments, the annual congress in Mannheim has become a firm fixture in the diary of specialists and managers in the industry.

[www.aufstiegskongress.de](http://www.aufstiegskongress.de)



### PARTNERS 2024





# OUR READERS

For almost 30 years now, our publishing house has enjoyed the attention and trust of more than 20,000 operators and decision-makers in the German-speaking fitness and health industry. You too can benefit from our wide-ranging target groups.

Owner and managing director of fitness and health clubs in Germany

**5,918** 29.4 %

Studio manager of a fitness and health clubs in Germany

**2,362** 11.7 %

Trainers, presenters and instructors

**1,130** 5.6 %

Suppliers and service providers

**778** 3.9 %

Universities, professors, doctors and associations

**302** 1.5 %

Administrative centres of a fitness chain in Germany

**159** 0.8 %

Professionals and students

**8,586** 42.6 %

Owner and managing director in

**Austria | Switzerland | other countries outside Germany**

**392** 1.9 % **468** 2.3 % **53** 0.3 %



Physiotherapists and physiotherapy practices

**5,553** 44.1 %

Owner and managing director of a health-orientated fitness facility

**5,316** 42.3 %

Doctors, clinics, rehabilitation centres and healthcare providers

**819** 6.5 %

Supplier and service provider for physiotherapies and health-oriented fitness facilities

**438** 3.5 %

Universities, professors and speakers

**416** 3.3 %

Customers outside Germany

**37** 0.3 %

<sup>1</sup> Average circulation fMi issue 05/23 to 04/24

<sup>2</sup> Average circulation mfhc issue 02/23 to 01/24

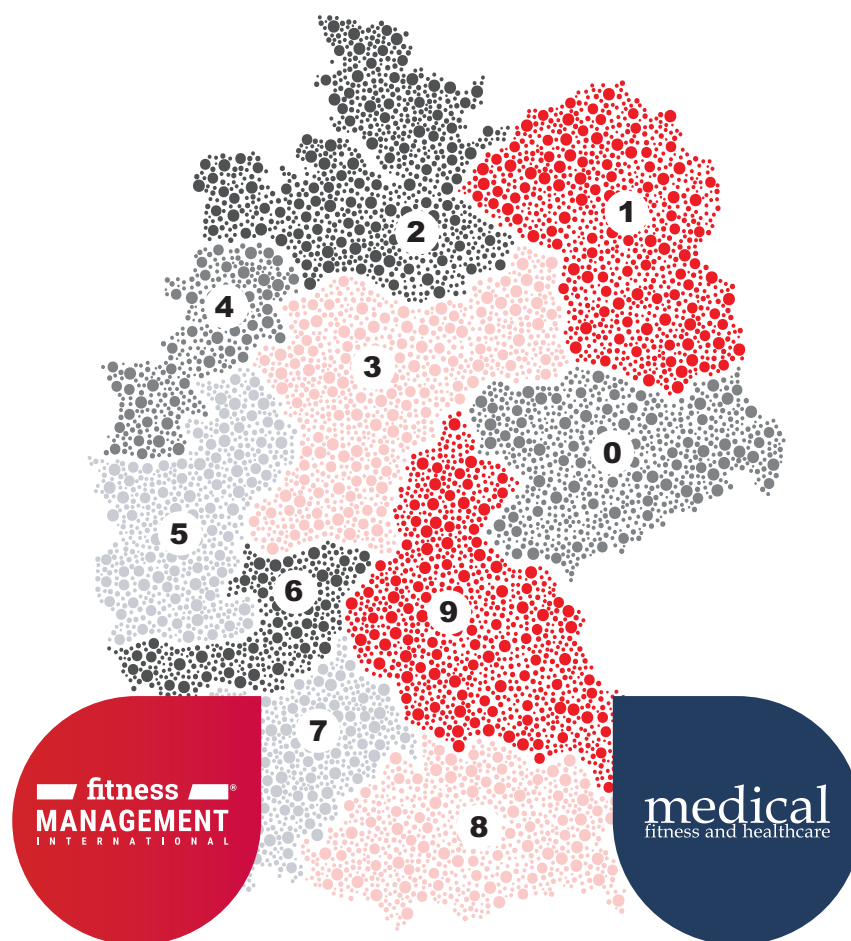


# OUR TARGET GROUP

In order to be able to show the regional distribution of our readership, we record the data according to the federal states. This gives you an even better overview of the distribution of the two specialist magazines.

ZIP CODE	Ø 05/23 TO 04/24	IN %
PLZ D-0	977	4.8 %
PLZ D-1	1,246	6.2 %
PLZ D-2	2,184	10.8 %
PLZ D-3	1,895	9.4 %
PLZ D-4	2,340	11.6 %
PLZ D-5	2,489	12.5 %
PLZ D-6	2,344	11.6 %
PLZ D-7	2,361	11.7 %
PLZ D-8	1,963	9.8 %
PLZ D-9	1,436	7.1 %
outside Germany	913	4.5 %
<b>total</b>	<b>20.148</b>	<b>100 %</b>

**Important note:** The subdivision of our distribution list into individual postcode areas is for information purposes only and to ensure comparability with the gym figures in the "Eckdaten der deutschen Fitnesswirtschaft". It is not technically possible to book partial editions.



ZIP CODE	Ø 02/23 TO 01/24	IN %
PLZ D-0	616	4.9 %
PLZ D-1	1,281	10.2 %
PLZ D-2	1,391	11.1 %
PLZ D-3	1,086	8.6 %
PLZ D-4	1,430	11.5 %
PLZ D-5	1,422	11.3 %
PLZ D-6	1,559	12.3 %
PLZ D-7	1,496	11.8 %
PLZ D-8	1,345	10.7 %
PLZ D-9	916	7.3 %
outside Germany	37	0.3 %
<b>total</b>	<b>12.579</b>	<b>100 %</b>

# fitness MANAGEMENT international



## ABOUT fMi

The trade magazine fitness MANAGEMENT international (fMi) is one of the leading magazines with the highest circulation in the fitness and health industry. With every issue, it provides indispensable information to the leading figures in the German-speaking fitness industry. Readers can rely on compact, scientifically sound and practice-orientated content. In this way, fMi serves as a source of inspiration and investment advice.

## TARGET GROUP

In addition to owners and decision-makers in fitness and health centres and specialist tanning businesses in German-speaking countries, fMi's broad readership also includes students at the Deutsche Hochschule für Prävention und Gesundheitsmanagement (DHfPG) and course participants at the BSA-Akademie. With this target group, fMi represents the entire German-speaking fitness and health industry.

<b>Circulation per issue</b>	<b>20,148</b>
<b>Frequency of publication</b>	<b>6 x annually</b>
<b>Single copy price</b>	<b>9 EUR</b>
<b>Subscription price per year (Germany)</b>	<b>43 EUR</b>
<b>Subscription price per year (outside Germany)</b>	<b>61 EUR</b>

(All prices incl. VAT, plus shipping costs)

fMi	Publication date	Delivery of inserts	Deadline advertisements	Deadline advertorial	Main topic
<b>01/25</b> Feb./Mar.	31.01.2025	15.01.2025	11.12.2024	04.12.2024	Next Generation: Customer needs and trainer competences in the age of AI
<b>02/25</b> Apr./May <b>FIBO-ISSUE</b>	28.03.2025	12.03.2025	26.02.2025	12.02.2025	The German market study 2025: Health trend, challenges and solutions
<b>03/25</b> Jun./Jul.	30.05.2025	14.05.2025	30.04.2025	16.04.2025	Modern studio concepts: the potential of target group-specific offers
<b>04/25</b> Aug./Sep.	25.07.2025	09.07.2025	18.06.2025	04.06.2025	Health Trend Longevity: stronger, more enduring and more agile through continuous training
<b>05/25</b> Oct./Nov.	26.09.2025	10.09.2025	20.08.2025	06.08.2025	30 years of fitness MANAGEMENT: The leading medium celebrates its birthday
<b>06/25</b> Dec./Jan.	28.11.2025	12.11.2025	29.10.2025	15.10.2025	Quality content is king: marketing expertise for offline and online sales

When planning the issues, the focus topics are prioritised in the in-house editorial contributions and specialist articles. Permanently relevant topics such as digitalisation, WB-EMS, business start-ups, sustainability or qualifications are therefore covered in all issues – regardless of the focus topic – in order to keep the industry permanently informed about them. The publisher reserves the right to change topics and dates at short notice.

## TIP!

To prevent graphic or text elements from being cut off, a safety margin with a distance of at least 3 mm from the edge of the final format.



## INFO

We will be happy to make you a customised offer for flaps, inserts and banderoles.

### ADVERTISEMENTS: FORMATS AND LIST PRICES

Advertisements	Format <sup>1</sup>	Price <sup>2</sup>
small advertisement	87,5 mm x 81 mm	600,- EUR
1/3 page portrait	210 mm x 100 mm	1,500,- EUR
1/3 page landscape	70 mm x 297 mm	1,500,- EUR
1/2 page portrait	210 mm x 150 mm	1,900,- EUR
1/2 page landscape	105 mm x 297 mm	1,900,- EUR
<b>1/1 page</b>	<b>210 mm x 297 mm</b>	<b>2,700,- EUR</b>
2/1 page	420 mm x 297 mm	4,500,- EUR
U2	210 mm x 297 mm	5,500,- EUR
U3	210 mm x 297 mm	5,250,- EUR
U4	210 mm x 297 mm	6,000,- EUR

<sup>1</sup> All formats plus 3 mm bleed on all sides (e. g. 210 mm x 297 mm = 216 mm x 303 mm)

<sup>2</sup> All prices plus VAT. Any agency commission is already included in the prices shown.

<sup>3</sup> Inserts over 50 g possible on request.



### INSERTS: FORMATS AND LIST PRICES

Inserts <sup>3</sup>	Format	Price <sup>2</sup>
fitness and health centres only (ca.10.000)		
until 30 g	closed max. 210 mm x 294 mm	2,700,- EUR
until 50 g	closed max. 210 mm x 294 mm	2,900,- EUR
Total circulation		
until 30 g	closed max. 210 mm x 294 mm	3,700,- EUR
until 50 g	closed max. 210 mm x 294 mm	3,900,- EUR

### ADVERTORIAL

fitness MANAGEMENT offers you the opportunity to place information about your company or your products in the best possible way with an advertorial.

Every piece of content is carefully checked by our editorial and graphic design team and optimised in terms of content and appearance to create a layout that matches the "look and feel" of our magazines. In this way, you achieve the greatest possible added value for your advertising measures and meet the tonality of our B2B readership.

Our editorial team will be happy to support you in the creation of your advertorials. For example, in consultation with our team, we can conduct a best practice interview for you or create a company portrait. The surcharge for the editorial preparation depends on the scope of your advertorial.

The term "advertorial" stands for an editorial advertisement and is made up of the words "advertisement" and "editorial", which are labelled "advertisement", "sponsored post" or similar.

Advertorial	Scope	Price <sup>2</sup>	plus editorial creation (optional) in EUR (net)
1/1 Adv. (Print)	max. 2.500 signs (incl. spaces) + 1 to 3 pictures	2,700,- EUR	+600,- EUR
1/1 Adv. (Print + Online)	max. 2.500 signs (incl. spaces) + 1 to 3 pictures	3,300,- EUR	+600,- EUR
2/1 Adv. (Print)	max. 5.000 signs (incl. spaces) + 2 to 5 pictures	4,500,- EUR	+900,- EUR
2/1 Adv. (Print + Online)	max. 5.000 signs (incl. spaces) + 2 to 5 pictures	5,100,- EUR	+900,- EUR



# medical fitness and healthcare

medical  
fitness and healthcare

## ABOUT mfhc

medical fitness and healthcare (mfhc) is one of the leading specialist magazines for the prevention and healthcare market. At the interface between the first and second healthcare market, mfhc reports in a scientifically sound and practical manner. The readership of mfhc is always up to date and receives a wide range of compact, scientifically sound and practice-orientated content.

## TARGET GROUP

mfhc is aimed at decision-makers and employees in the healthcare system. In addition to physiotherapy and medical practices, this also includes pharmacies, clinics, therapeutic facilities (including physiotherapy, occupational therapy and osteopathy) and health insurance companies. The specialist magazine also addresses providers of privately financed healthcare products and services.

<b>Circulation per issue</b>	<b>12,579</b>
<b>Frequency of publication</b>	<b>2 x annually</b>
<b>Single copy price</b>	<b>9 EUR</b>
<b>Subscription price per year (Germany)</b>	<b>14 EUR</b>
<b>Subscription price per year (outside Germany)</b>	<b>18 EUR</b>

(All prices incl. VAT, plus shipping costs)

mfhc	Publication date	Delivery of inserts	Deadline advertisements	Deadline advertorial	Main topic
<b>01/25</b> Spring	14.05.2025	24.04.2025	10.04.2025	03.04.2025	Fit after injury: rehabilitation and aftercare for various indications
<b>02/25</b> Autumn	10.11.2025	22.10.2025	08.10.2025	01.10.2025	Networked services: Interdisciplinary services in health and therapy facilities

When planning the issues, the focus topics are prioritised in the in-house editorial contributions and specialist articles. Permanently relevant topics such as digitalisation, WB-EMS, business start-ups, sustainability or qualifications are therefore covered in all issues – regardless of the focus topic – in order to keep the industry permanently informed about them. The publisher reserves the right to change topics and dates at short notice.

## TIP!

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## INFO

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### ADVERTISEMENTS: FORMATS AND LIST PRICES

Advertisements	Format <sup>1</sup>	Price <sup>2</sup>
small advertisement	72,5 mm x 80 mm	500,- EUR
1/3 page portrait	210 mm x 100 mm	1,250,- EUR
1/3 page landscape	70 mm x 297 mm	1,250,- EUR
1/2 page portrait	210 mm x 150 mm	2,000,- EUR
1/2 page landscape	105 mm x 297 mm	2,000,- EUR
<b>1/1 page</b>	<b>210 mm x 297 mm</b>	<b>3,500,- EUR</b>
2/1 page	420 mm x 297 mm	5,990,- EUR
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<sup>2</sup> All prices plus VAT. Any agency commission is already included in the prices shown.

<sup>3</sup> Inserts over 50 g possible on request.

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The term "advertorial" stands for an editorial advertisement and is made up of the words "advertisement" and "editorial", which are labelled "advertisement", "sponsored post" or similar.

Advertorial	Scope	Price <sup>2</sup>	plus editorial creation (optional) in EUR (net)
1/1 Adv. (Print)	max. 2.500 signs (incl. spaces) + 1 to 3 page	3,500,- EUR	+600,- EUR
1/1 Adv. (Print + Online)	max. 2.500 signs (incl. spaces) + 1 to 3 page	3,900,- EUR	+600,- EUR
2/1 Adv. (Print)	max. 5.000 signs (incl. spaces) + 2 to 5 page	5,990,- EUR	+900,- EUR
2/1 Adv. (Print + Online)	max. 5.000 signs (incl. spaces) + 2 to 5 page	6,490,- EUR	+900,- EUR

# OUR DIGITAL OUTLETS

With more than 80 reports per month, fitness MANAGEMENT also provides its readers digitally with all the important news. As in our print publications, we focus on quality, expertise and customer-orientation!



YOU'VE GOT QUESTIONS?

+49 (0) 40 300 945 0  
 presse@fitnessmanagement.de

## WEBSITE, SOCIAL MEDIA & NEWSLETTER

Cross-media advertising is the non plus ultra. fitness MANAGEMENT is the perfect partner to place your messages on our various online channels. Our online team will assist you with the presentation and selection of the right platforms

## INFORMATION AND KEY FIGURES

**Target group:** Decision-makers, specialists and managers in the fitness and health industry

**Distribution:** GSA-Region (German-speaking area)

**Average page views per year<sup>1</sup>:** 1,162,510









**Average users per year<sup>1</sup>:** 513,436

**Average time spent<sup>1</sup>:** 1:27 minutes

**Followers & subscribers social media (cumulative)<sup>1</sup>:** 23,582

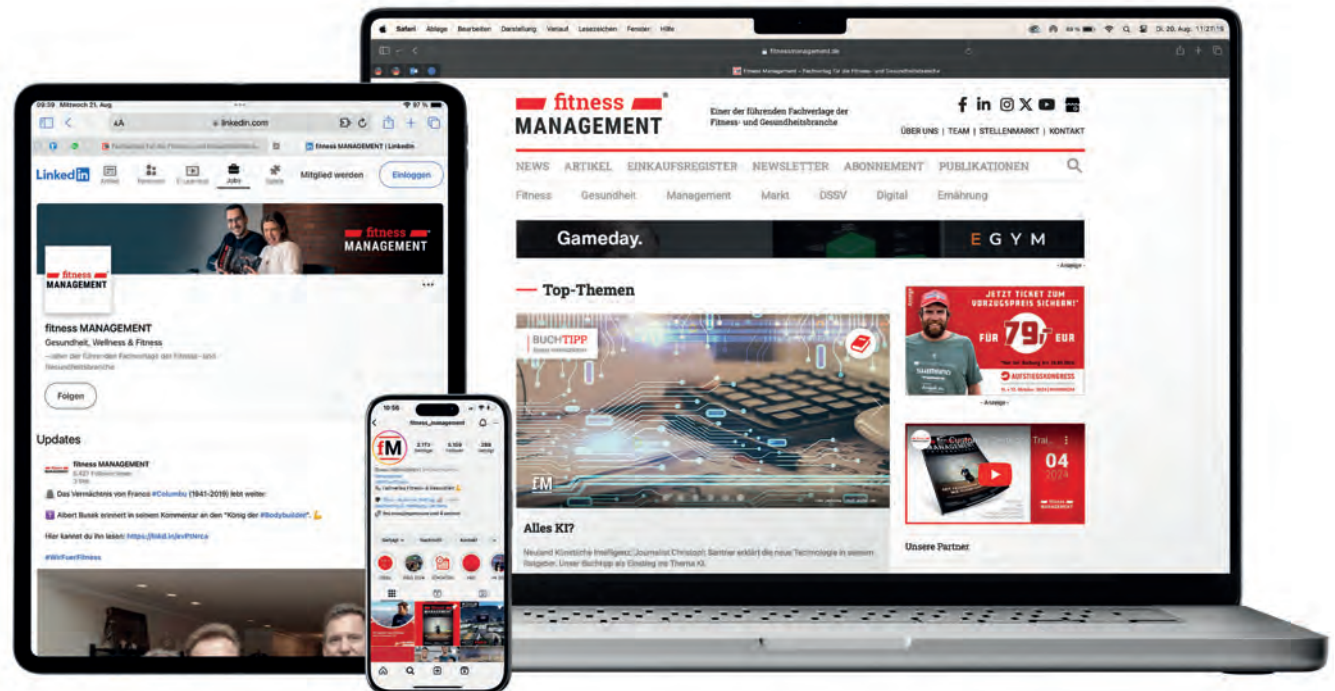
Current and further figures and information on the website and other online channels are available on request.

## DIGITAL OUTLETS

-  [www.fitnessmanagement.de](http://www.fitnessmanagement.de)
-  [fitnessmanagement](#)
-  [fitnessMANAGEMENTinternational](#)
-  [fitness\\_management](#)
-  [bit.ly/fm-whatsapp-kanal](https://bit.ly/fm-whatsapp-kanal)
-  [fm\\_aktuell](#)
-  [fitnessMANAGEMENT](#)
-  [Fitness im Ohr](#)



Follow us on our online channels!



<sup>1</sup>Status: September 2024, period from 31.08.2023 to 01.09.2024



# ONLINE ADVERTORIALS & PRESS RELEASES



## FITNESSMANAGEMENT.DE

Our website is the digital supplement to the B2B trade publications. Users find relevant content that expands the range of the print magazines. This includes industry news (product news, event reports, personal details, etc.), specialist articles, company portraits, best-practice examples and interviews. Every day, we publish between two and six online articles on our website and our social media channels and generated around 1.2 million page views in 2023/2024. Your information should not be missing.

## INFORMATIONEN AND KEY FIGURES

**Target groups:** Decision-makers, specialists and managers in the fitness and health industry  
**Distribution:** GSA-Region (German-speaking area)  
**URL:** www.fitnessmanagement.de  
**Average page views per year<sup>1</sup>:** 1,162,510  
**Average users per year<sup>1</sup>:** 513,436  
**Average page views per month<sup>1</sup>:** 95,500  
**Average dwell time<sup>1</sup>:** 1:27 minutes

## DELIVERY OF ONLINE-ADVERTORIALS

**Send to:** presse@fitnessmanagement.de  
**Text length:** approx. 2,500 characters (incl. spaces)  
**Image format:** jpg or png  
**Image quality:** at least 300 dpi incl. image source(s)  
**Note:** Images are required in landscape format without text. Send logos and images as a separate file (not in a Word document)

## DELIVERY OF PRESS RELEASES

**Send to:** presse@fitnessmanagement.de  
**Text length:** approx. 1,500 characters (incl. spaces)  
**Image format:** jpg oder png  
**Image quality:** at least 300 dpi incl. image source(s)  
**Note:** Many press releases are sent out before events or due to seasonally highlights. As capacities are limited, it is not possible to publish every press release promptly. Press releases without a picture cannot be published.

Guaranteed services	press release	Online advertorial basic package	Online advertorial reach package
Publication on www.fitnessmanagement.de	according to availability	yes	yes
Search engine optimisation (SEO)	no	yes	yes
Backlink to homepage/landing page	no	yes	yes
Publication on social media channels of fitness MANAGEMENT	no	yes	yes
Dispatch as browser push	no	yes	yes
Placement in the newsletter	no	no	yes
Advertising budget <sup>2</sup> on Social Media	no	on request	on request
Price <sup>3</sup> per publication	<b>0,- EUR</b>	<b>990,- EUR</b>	<b>1,290,- EUR</b>

<sup>1</sup>Status: September 2024, period from 31.08.2023 to 01.09.2024

<sup>2</sup>Advertising budgets are passed on 1:1. The amount and utilisation are determined with the online editorial team.

<sup>3</sup>All prices plus VAT. Any agency commission is already included in the prices shown.

## INFO

See also combined offer "Print and online advertorial" on page 11/13

# NEWSLETTER & EINKAUFSREGISTER



## NEWSLETTER

Ein Service von **fitness MANAGEMENT**

# fM INSIDE

#00/2024 September



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**Mehr erfahren**

**BEITRAG NEWSLETTER**

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**Mehr erfahren**

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**Mehr erfahren**

**BANNER NEWSLETTER**

## "EINKAUFSREGISTER" (BUYERS GUIDE)

**fitness MANAGEMENT** Einer der führenden Fachverlage der Fitness- und Gesundheitsbranche

ÜBER UNS | TEAM | STELLENMARKT | KONTAKT

NEWS ARTIKEL **EINKAUFSREGISTER** NEWSLETTER ABONNEMENT PUBLIKATIONEN

Fitness Gesundheit Management Markt DSSV Digital Ernährung

fM | Einkaufsregister | Kraftgeräte

### Kraftgeräte

Komplette Kraftstation oder spezielle Geräte, Zirkeltraining und Co. – für jede Körperregion und jeden Kunden ist das geeignete Gerät dabei.

LOGO	Atur maximil imus	Adresse
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### Themen

- Veranstaltungen
- Webinare
- Highlight
- Meist gesucht
- Kraftgeräte
- Cardiogeräte
- Abnehmkonzepte
- Aus- & Fortbildung
- Diagnostik
- Einrichtung
- EMS
- Ernährung
- Functional Training
- Gruppenfitness
- Hard- & Software
- Hygiene
- Leasing & Finanzen
- Marketing & Beratung
- Messe & Verbände
- Reha & Therapie
- Solarium & Wellness
- Vibrationsplatten
- Zirkelsysteme

## ARTICLE / BANNER IN THE NEWSLETTER

The e-mail newsletter fM INSIDE is sent to decision-makers in the fitness and health industry. In addition to industry news and articles, you have the opportunity to place articles and banners about your company..

**Distribution list:** 7.654 E-mail addresses (status: September 2024)

**Dispatch frequency:** fortnightly

**Opening rate:** 16 Percent

**Text length for articles:** 450 signs (incl. spaces)

**Image size for articles:** 748 x 390 px, 300 dpi

**Format for banners:** 748 x 249 px, 300 dpi

**Image format banners/pictures:** jpg oder png

**Linking possible:** yes

**Price<sup>1</sup>:** 500,- EUR per sending

## ENTRY IN THE EINKAUFSREGISTER

The buyers guide is the online platform that provides operators with an overview of manufacturers and service providers, sorted by product category. **Tip:** You can increase your findability by booking several entries in different categories.

**Text length:** : 250 signs (incl. spaces)

**Logo Format:** Vector file

**Linking possible:** yes

**URL:** www.fitnessmanagement.de/ekr

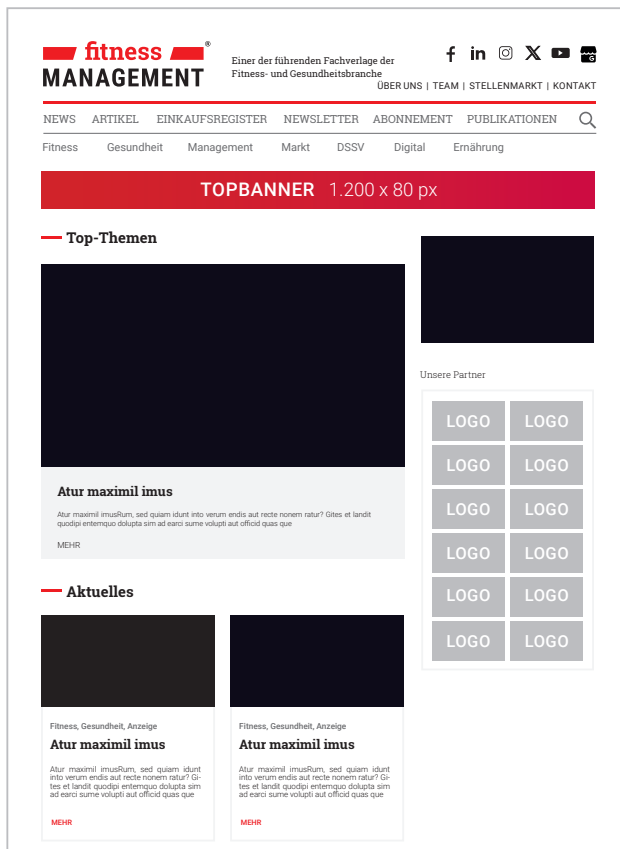
**Price<sup>1</sup>:** 480,- EUR per category per year

<sup>1</sup>All prices plus VAT. Any agency commission is already included in the prices shown.

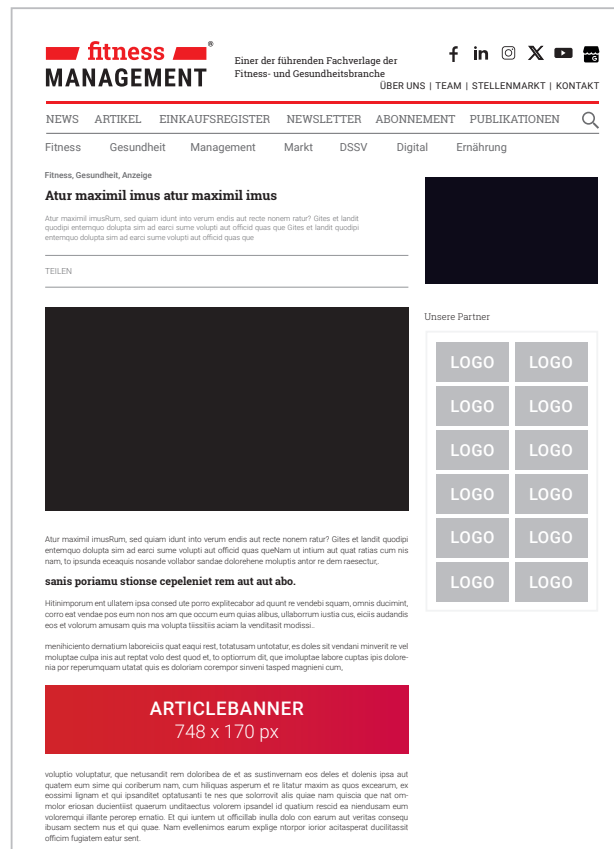
# WEBSITE & ARTICLE BANNER



## TOPBANNER AT HOMEPAGE



## ARTICLE BANNER



## TOPBANNER

The top banner is placed on the homepage below the header and is only displayed on this page in desktop and tablet size. Top banners are delivered in rotation; a maximum of 3 top banner placements are sold per quarter.

**Size:** 1.200 x 80 px, 300 dpi

**Format:** jpg, png oder gif

**File size:** max. 1 MB

**Linking possible:** yes

**URL:** www.fitnessmanagement.de

**Runtime:** 1 month

**Price<sup>1</sup>:** 910,- EUR per month

## ARTICLE BANNER

The article banners are placed in suitable positions in the articles/news on the fM website. A change of motif is possible within the booking period.

**Size:** 748 x 90 px, 300 dpi

**Format:** jpg, png oder gif

**File size:** max. 1 MB

**Linking possible:** yes

**URL:** www.fitnessmanagement.de

**Runtime:** quarterly (min. 3 months)

**Price<sup>1</sup>:** 890,- EUR per month

<sup>1</sup>All prices plus VAT. Any agency commission is already included in the prices shown.



# OUR PARTNERS

The German fitness association DSSV e. V. has been pursuing the goal of representing the interests of the industry since 1984. The DSSV is Europe's largest employers' organisation for the fitness industry, one of the leading associations of the German economy, a member of the Confederation of German Employers' Associations (BDA) and is represented at EU level via the employers' association BusinessEurope. As a social partner, the DSSV is always in demand, be it for regulations in social policy or in vocational training.



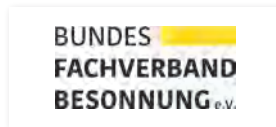
[www.dssv.de](http://www.dssv.de)

The state-recognised private University Deutsche Hochschule für Prävention und Gesundheitsmanagement offers seven dual Bachelor's degree programmes, four Master's degree programmes, a graduate programme to prepare students for a doctorate and more than 100 university continuing education courses. The dual Bachelor's degree programmes combine distance learning with compact courses and work in a training company. The courses can be completed digitally and/or at one of the eleven study centres in Germany (nationwide), Austria and Switzerland.



[www.dhfg.de](http://www.dhfg.de)

Bundesfachverband Besonnung e. V. (BfB) represents the interests of tanning salon operators and the manufacturers and service providers of their technical equipment in Germany. In this way, the BfB is transforming itself into a learning industry platform that improves the dialogue between tanning salon operators, manufacturers and training institutions at regular congresses and symposia, thus creating the basis for providing scientific and qualitative support for the innovation process within the industry.



[www.bundesfachverband-besonnung.de](http://www.bundesfachverband-besonnung.de)

With more than 275,000 participants since 1983, the BSA-Akademie is one of the leading training providers in the future market of prevention, fitness and health. It offers over 90 state-certified and authorised qualifications for all fields of activity in the industry. The course system combines distance learning phases and compact attendance phases, which can be completed digitally or at one of the course centres in Germany (nationwide) and Austria. This enables a flexible, practice-orientated and part-time qualification.



[www.bsa-akademie.de](http://www.bsa-akademie.de)

EuropeActive has been in existence for over 20 years and previously operated as the European Health and Fitness Association (EHFA). In 2015, the name changed to EuropeActive to better reflect its position as a European association for fitness and physical activity. This change signalled the explicit anchoring of the association's values in its new name. At the centre of the positioning is the ambition to get more people moving more often and more actively, thereby serving the European fitness and health industry.



[www.europeactive.eu](http://www.europeactive.eu)

BSA-Zert is the certification body of Deutsche Hochschule für Prävention und Gesundheitsmanagement. It was founded in 2012 and currently offers two legally required and DAkkS-accredited personal certifications: "Fachkraft UVSV" to fulfil the UV Protection Ordinance (UVSV) and "Fachkunde EMF" to fulfil the NiSV. It also carries out the "ZertFit" service certification for compliance with DIN EN 17229/DIN 33961 for fitness studios and EMS facilities as well as hygiene certification in accordance with the BSA-Zert hygiene standard for service companies.



[www.bsa-zert.de](http://www.bsa-zert.de)

# OUR CUSTOMERS



This is a selection of customers who booked advertising measures with fitness MANAGEMENT in 2024.

# OUR TEAM



**JANOSCH MARX**

CEO & editors-in-chief

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Head of Office Management

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**DENNIS WENDT**

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+49 40 300 945 48



**STEFANIE REIFSCHNEIDER**

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**LARA-CHANTAL MÜLLER**

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**KATHARINA MÜHLENBERG**

Graphics & Layout

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+49 40 300 945 34



**FREDERIC REUTER**

Photo- & Videography

reuter@fitnessmanagement.de

+49 40 300 945 0

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**OUR TEAM WILL BE HAPPY TO HELP YOU AT ANY TIME.  
GET IN TOUCH WITH US!**

# OUR TECHNICAL DATA

## **PAPER FORMAT**

210 x 297 mm (width x height) plus 3 mm bleed on all sides. Bleed levelling max. 3 mm

## **LAYOUT**

Documents must be created in the final format. (Please note the format specifications.) For motifs placed right up to the edge of the document, a **bleed of 3 mm** must be taken into account at all edges. Text and important information such as logos and contact details, which must not be trimmed, must be placed at least 5 mm from the edge of the final format. Black text must be set in 100 per cent black.

## **IMAGES AND LOGOS**

Images must be supplied in TIF or JPG format. They should be created in CMYK with 300 dpi. The resolution for line drawings is 1,200 dpi and 300 dpi for greyscale images. Colour profiles should neither be attached nor embedded. Logos are to be supplied as vector files (AI or EPS).

## **PDF-DATA**

Data should preferably be supplied in **PDF/X-4 format**. Fonts must be embedded or converted into paths.

## **OPEN DATA**

For open files, all fonts, graphics and images used must be supplied as separate files. Do not use TrueType fonts. Only send images, logos and fonts etc. that are actually to be used.

## **DOCUMENT FORMATS**

Open files can be processed: InDesign, Illustrator and Photoshop files (CC 2024 or newer) in AI, TIF and JPG formats. Office documents are only used for the text modules.

## **PRINTING AND BINDING PROCESS**

Sheetfed offset, Adhesive binding

## **COORDINATION OF INSERT PRINTING**

We will be happy to coordinate the printing of your inserts for you via our printing house. You will only be charged the cost price for printing the inserts. There are no additional costs for our coordination. With this offer, we save you time, ensure the quality of your inserts and guarantee a smooth process for the realisation of your advertising measures. Simply get in touch with us.

## **DELIVERY INSERT**

Inserts can only be used in closed format (folded). Unfolded inserts will be folded by our service provider. The costs for this will be invoiced separately. Due to the large number of deliveries please send us the print file of the insert (reduced resolution) and the (reduced resolution) and the delivering company with tracking number (as soon as available). Delivery should be made to:

Güll GmbH  
Production [Confirmation code]  
Heuriedweg 19 | D-88131 Lindau am Bodensee | Germany

## **ONLINE-ADVERTORIAL**

Our online editorial team will help you to optimise the presentation of your news item. Please send your text (approx. 1,500 characters incl. spaces), a website for linking and images (JPG or PNG; 748 x 390 px, min. 300 dpi) incl. source by e-mail to: [presse@fitnessmanagement.de](mailto:presse@fitnessmanagement.de). Please allow a lead time of one week (five working days) for the desired publication date. Press releases can also be published as an online advertorial.

## **NEWSLETTER**

The fM INSIDE newsletter is sent out every month. Send us your news in short form (max. 450 characters incl. spaces), a website for linking and an image (JPG or PNG; 748 x 390 px, 72 dpi) incl. source to: [presse@fitnessmanagement.de](mailto:presse@fitnessmanagement.de). The date of receipt of all documents determines the date of publication.

## **"EINKAUFSREGISTER" (BUYERS GUIDE)**

Please send your text (approx. 250 characters including spaces), contact details (address, e-mail, telephone, contact person if applicable), a website for linking and the company logo (AI or EPS) by e-mail to: [kleemann@fitnessmanagement.de](mailto:kleemann@fitnessmanagement.de). Alternatively, the contribution can also be ordered directly via the website [www.fitnessmanagement.de/ekr/eintrag-schalten](http://www.fitnessmanagement.de/ekr/eintrag-schalten).

The technical data for all other online advertising measures can be found on the previous pages or will be provided with the order confirmation.

### **PUBLISHER'S DETAILS**

fitness MANAGEMENT – a brand of PIPG GMBH

Privates Institut für Prävention und Gesundheitsmanagement GmbH

### **ADDRESS**

Beutherring 9  
21077 Hamburg  
Germany

### **MANAGING DIRECTOR**

Janosch Marx, Johannes Marx

### **CONTACT**

Tel.: +49 (0) 40 300 945 0

Fax: +49 (0) 40 300 969 90

E-Mail: [info@fitnessmanagement.de](mailto:info@fitnessmanagement.de)

Tax number: 47/751/00651

VAT identification number: DE138344298

Amtsgericht Hamburg HRB 147152

You can find our general terms and conditions at: [www.fitnessmanagement.de/agb](http://www.fitnessmanagement.de/agb)

ClimatePartner ID  
11266-2002-1001



**GIVE THEM QUALITY.  
THAT'S THE BEST KIND  
OF ADVERTISING."**

Milton Hershey

**fitness**<sup>®</sup>  
**MANAGEMENT**