



AUSTRALIAN FITNESS NETWORK

MEDIA KIT

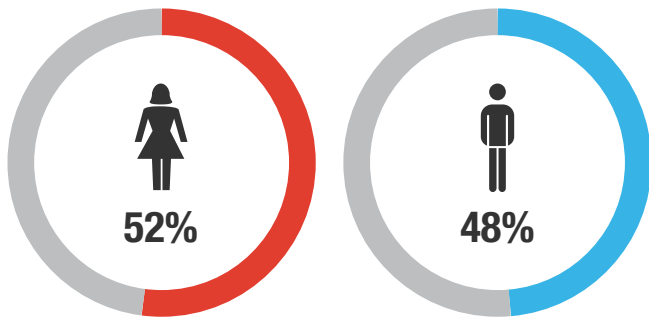
Put your brand in front of thousands of fitness industry buyers



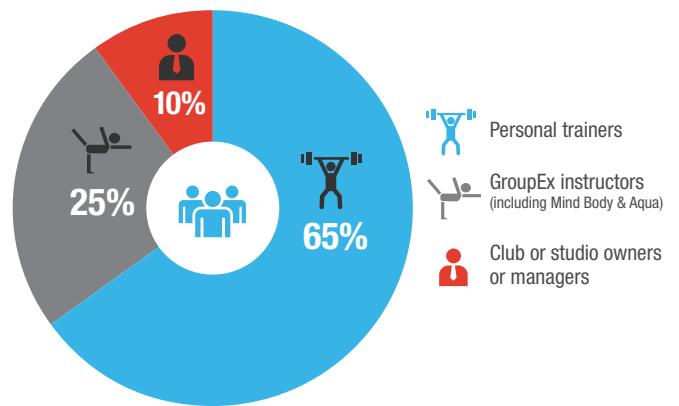
Australian Fitness Network has been leading the way for the fitness industry since 1987. Today, we offer a range of options to get your brand message across to our membership of around 7,000 fitness industry professionals.

WHO WILL YOU REACH?

GENDER



ROLE

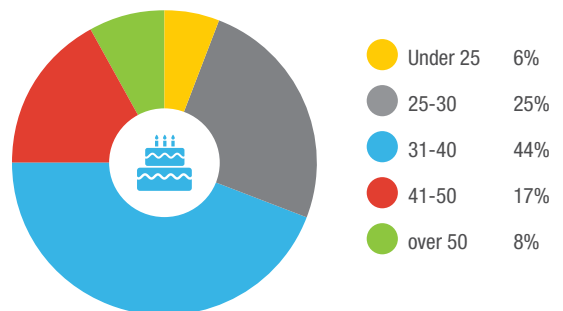


LOCATION

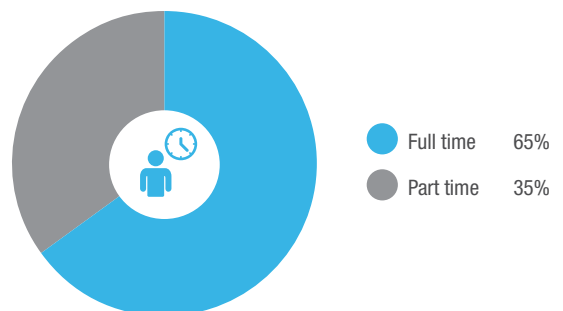
Network Members are based all over Australia and New Zealand



AGE GROUP



EMPLOYMENT





NETWORK MAGAZINE

Published quarterly online, *Network* magazine is a great way to raise awareness of your brand among fitness industry buyers.

Network is the flagship publication of Australian Fitness Network.

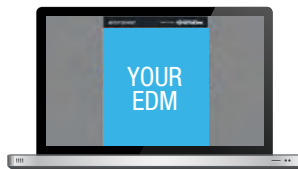
Delivered online quarterly (March, June, September and December) to Network's approximately 7,000 members, the fitness industry's leading magazine is packed with the latest information and research relevant to fitness professionals and business operators.

Featuring content on everything from training techniques and club sales, to group fitness and nutrition strategies, *Network* is written by leading figures in the fitness industry. It is distributed predominantly throughout Australia and New Zealand.

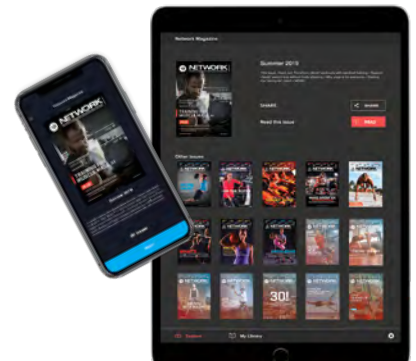
Fitness professionals who read *Network* magazine comprise personal trainers, club owners/managers, and group fitness, mind body and aqua instructors. Other members are nutritionists, sports scientists, coaches, educators, physiotherapists and fitness enthusiasts.

A survey found that nearly 70% of *Network* readers are between the ages of 25 and 40. Women make up 52% of this group, and close to 65% work full time in the fitness industry. This survey also found that 95% of readers have previously considered buying a product or service advertised in *Network*.

FULL PAGE AD + EBLAST (EDM)



= \$1,500



SPECS

Ad size:
Width = 210mm
Height = 297mm
Bleed = 5mm

FULL PAGE AD bookings also receive a dedicated email blast (EDM) to Network Members - see page 4 for details

Need your Ad or Email Blast (EDM) to be designed?

We can do so for \$300, just ask!

**All prices incl GST. 10% discount off all bookings of 3 or more ads*

MAGAZINE BOOKING AND ARTWORK DEADLINES

Issue	Booking Date	Artwork Due	Delivery Date
Summer 2020	Monday 9 November	Monday 23 November	Second week of December 2020
Autumn 2021	Monday 8 February	Monday 22 February	Second week of March 2021
Winter 2021	Monday 10 May	Monday 24 May	Second week of June 2021
Spring 2021	Monday 9 August	Monday 23 August	Second week of September 2021

Book your Ad Package on page 6



EMAIL DIRECT MARKETING (EDM) - INCLUDES FULL PG MAG AD

Email marketing is one of the most effective tools for raising brand awareness and getting a message or call to action to your intended audience. With a database of around 7,000+ email addresses of active fitness industry professionals from Australia and New Zealand, an email 'blast' can drive visitors to your site and increase sales.

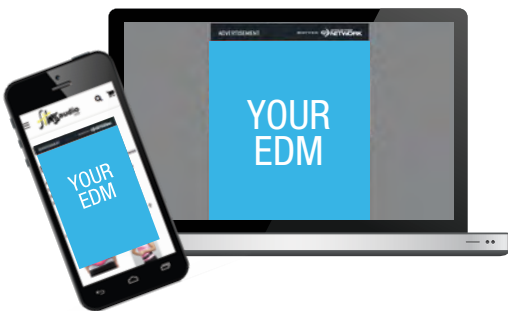
The EDM should comprise:

- A heading of up to 15 words
- Approx 200 words about your offering (including sub-headings, bullet points etc if you wish)
- High res logos/images
- Hyperlinks to your website, social media etc

Need your Ad or Email Blast (EDM) to be designed?
We can do so for \$300, just ask!



EDM + FULL PAGE AD



= \$1,500

EDM bookings also receive a Full Page ad in *Network* magazine - see page 3 for details

Book your Ad Package on page 6



SOCIAL MEDIA

Network has 19,000+ facebook followers at fb.me/ozfitnetwork. A promoted post will feed your message to thousands of fitness fans' facebook feeds. Content of posts should be no more than approximately 50 words, and include the url to the website OR Facebook page you are promoting.



\$495

NETWORK WEEKLY EMAIL

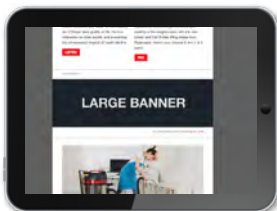
Showcasing Network's latest content and resources, the weekly email is sent to approximately 7,000 fitness professionals. An advertising banner in the weekly email is great for promoting special offers and upcoming courses and events. Advertising banners appear on the splash page of the weekly email, and are available in two sizes:

Large banner: 600 pixels (width) x 200 pixels (height) \$400

Small banner: 480 pixels (width) x 384 pixels (height) \$250

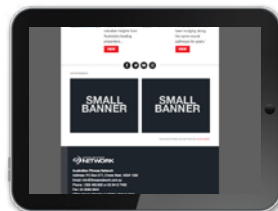
Please note that because the Network weekly email is designed in a responsive format that adapts to mobile and tablet devices, the size at which the advertising banners appear will differ according to the platform on which they are being viewed. If you wish, you can supply an animated gif banner, but this must be limited to two frames, and the transition time between the frames should be 1 to 2 seconds. It is also recommended that the first frame contains the key information, as some web browsers do not support animated gifs and may be unable to show the second frame.

LARGE BANNER



\$400

SMALL BANNER



\$250



Book your Ad Package on page 6



ADVERTISING BOOKING FORM

10%
discount off all
bookings of 3 or more
consecutive ads

NETWORK MAGAZINE FULL PAGE AD (INCLUDES EDM) \$1,500

ISSUE:

- Summer 2020 (Dec)
- Winter 2021 (June)
- Autumn 2021 (March)
- Spring 2021 (Sept)

EDMs (INCLUDES FULL PAGE MAGAZINE AD) (\$1,500)

Date you wish to send EDM:

PROMOTED FACEBOOK POST (\$495)

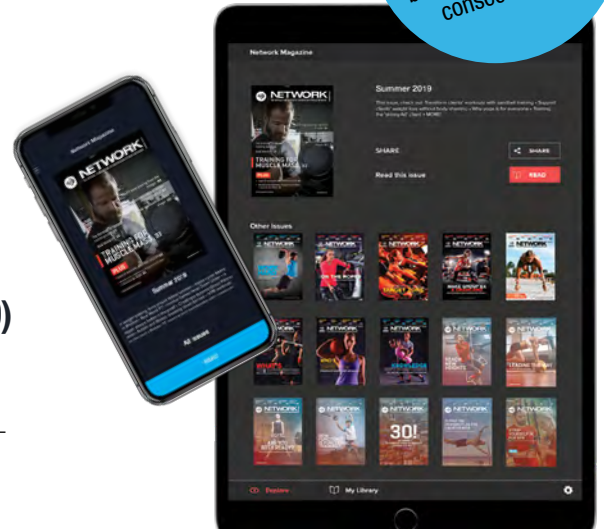
Date you wish post to appear:

NETWORK WEEKLY EMAIL BANNER AD

Week you wish to place ad:

PLEASE SELECT THE SIZE OF BANNER AD:

- Large banner **\$400**
- Small banner **\$250**



**PLEASE COMPLETE DETAILS ON NEXT PAGE AND RETURN PAGES 6 & 7
TO EDITOR@FITNESSNETWORK.COM.AU**



ADVERTISER DETAILS

Contact Name: _____

Business Name: _____ ABN: _____

Business E-mail: _____ Network Membership No. (if known) _____

Business Phone No: (_____) _____ Business Phone No: (_____) _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Please provide the: Name of Owners (for Sole Trader / Partnership) or Name of Directors (for Company / Trust Company)

Full Name(s): _____ Home Phone No: (_____) _____

Home Address: _____

I would like to purchase advertising space and hereby agree to the Terms & Conditions as outlined on page 8.

Signature: _____

PAYMENT DETAILS

I wish to pay: \$ _____

By: Visa MasterCard Bankcard Card Security Code: ____ _

Card Number: _____

Name on Card: _____

Expiry Date: _____ Today's date is : _____

Cardholder's Signature: _____

Card Security Code is the 3-digit code on the back of the card within the signature field.

OR PLEASE EMAIL COMPLETED FORM TO EDITOR@FITNESSNETWORK.COM.AU



ADVERTISING SPECIFICATIONS

Thank you for advertising with Australian Fitness Network. Following are the specifications for your advertising artwork.

Supplying Files

- We prefer material for the magazine to be supplied as a high resolution, 300dpi Interactive PDF with all links embedded.
High Resolution PDF: please ensure all elements are in RGB. We are unable to take responsibility for the reproduction quality of artwork supplied as a low resolution PDF.
- If your artwork is less than 6 megabytes in size you can e-mail it directly to editor@fitnessnetwork.com.au, if it's over 6megabytes you send it via file sharing websites such as Dropbox or Google Drive.
- Please supply files at the final production specifications and size. Resizing files can cause compatibility problems.
- Other acceptable (though not preferred) formats for artwork are:
Adobe Illustrator: we prefer eps files. To aid in file compatibility, please outline your fonts (convert to curves), but if you cannot then please supply the fonts used in your documents.
Adobe Photoshop: please ensure files are in bitmap, grayscale or RGB and the resolution is 270 to 300dpi. Black and white lineart is best at 600dpi. Files should be saved as eps or tif files.
- If you are unable to supply your file in one of the above specifications, please contact Network. We are able to accept original files in InDesign. If supplying original files, they must be flightchecked or put through a pre-press package program before sending. We are unable to take responsibility for the correct supply of fonts and images.
- We work on a Macintosh system using Adobe InDesign, so Macintosh files are preferred.

TERMS & CONDITIONS

Submission of the Advertising Booking Form confirms your full acceptance of these Terms & Conditions.

Payment Procedure:

- Full payment is to be made within 21 days of the date printed on the invoice from Australian Fitness Network
- Payment may be made by credit card or direct deposit
- Non-payment by the due date may affect any future advertising relationship with Australian Fitness Network
- Regular advertisers must adhere to the advertising payment terms
- Non-Australian/NZ companies wishing to advertise are required to include a credit card number on the advertising confirmation form. Payments will be charged to the credit card 21 days prior to publication

Description:

- Please note that a full description of the ad content must be provided. All advertising material will be reviewed by Network management

Artwork:

- Must be supplied in accordance with Network's design specifications.
- Incomplete artwork that requires any additional work will incur additional charges based on the type of work necessary
- The publisher is not responsible for reproduction quality of advertisements not meeting stated specifications
- Requested typesetting changes, text changes and other minor changes to existing artwork will be charged at trade prices

Publisher's Right:

- All advertising material is subject to the approval of Network management who reserve the right to decline, omit or request amendments to any advertisement on the following basis: (1) Product or service advertised is unethical or lacks credibility (2) Conflicts with Network programs, products, services or sponsors
- Network reserves the right to refuse and/or alter any advertisement considered unsuitable for publication and the right to refuse, omit, or move any placement at any time, should the need arise and Network shall not be liable for any loss or damage of whatever kind or nature arising therefrom. Network shall not be responsible for any loss due to the failure of an advertisement to appear according to instructions
- The placement of an advertisement is at the publisher's discretion except where specially instructed and agreed upon by the publisher and the advertiser; or when a 15% loading fee has been paid by the advertiser

Deadline:

- Cancellations must be advised no later than 7 days after the final booking date. Advertisements cancelled after this time will be subject to a charge of 50% of the appropriate rate
- When artwork is not in hand by the artwork deadline the publisher reserves the right to repeat existing material

General Conditions:

- Advertising accepted for publication is subject to the conditions set out on the rate card and the rules applicable to advertising laid down by the Media Council of Australia and the Trade Practice's Act.