

REACH

DIGITAL
32,000+
SUBSCRIBERS

AUDIENCE

Acupuncturists
Chiropractors
Dietitians/Nutritionists
Fitness Professionals
Gym & Facilities Managers
Health & Wellness Coaches
Massage Therapists
Medical Doctors
Mental Health Professionals
Naturopathic Doctors
Physical Therapists
Registered Nurses
Yoga/Pilates Practitioner
Students in these fields

CONTACT

Contributors/Advertisers

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Editor

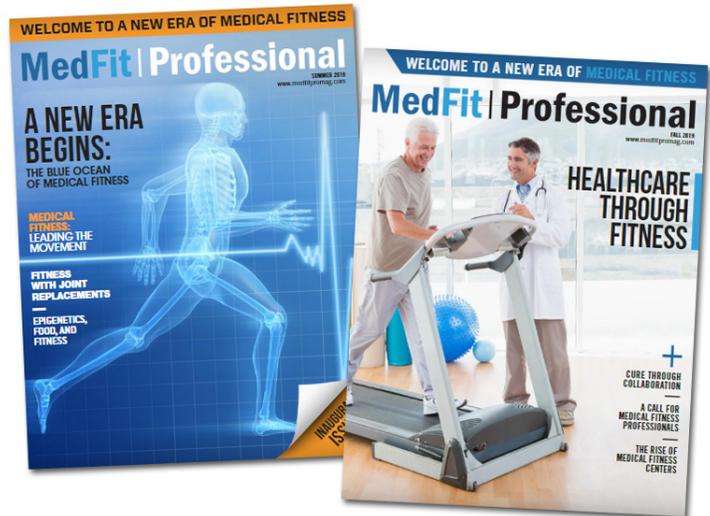
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Publishing

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COVID-19 ADVERTISER UPDATE

In light of COVID-19, we will be producing a **digital only issue** for summer 2020, and possibly fall 2020.



ABOUT US

MedFit Professional Magazine is a quarterly publication for fitness, allied health and medical professionals to keep up-to-date with articles on prevention, rehabilitation and preserving the quality of life for the senior population and those with chronic disease or medical conditions.

MedFit Professional is currently the only available national medical fitness magazine.

CONTENT

Educational columns and features in MedFit Professional cover topics including, but not limited to: *Active Aging, Alzheimer's, Arthritis, Aquatic Rehabilitation, Business of Medical Fitness, Cancer, Diabetes, Disabilities, Fall Prevention, Fibromyalgia, Genomics, Heart Disease, Joint Replacement, Mental Health Challenges, Multiple Sclerosis, Nutrition, Obesity, Osteoporosis, Parkinson's, Prevention of Chronic Disease, Post Surgical Rehabilitation, Respiratory Disease, Sleep, Stress Management, Stroke, and Women's health issues, including pre & postpartum care.*

2020 EDITORIAL CALENDAR THEMES

Summer Issue (June/July)

Career and Business Development

Fall Issue (September/October)

Medical Fitness Tools & Technology

Winter Issue (December/January)

Current Trends & the Future of Medical Fitness

**Please review our latest issue so you can get a feel for the magazine.*

Full Page Digital Ad Bundle: \$1,000

Retail value: \$2000

- Full page ad or advertorial [see page 4] in one (1) MedFit Professional 2020 digital issue.
- Sponsor slide in five (5) MedFit Classroom (medfitclassroom.org) live webinar presentations in 2020, with concurrent verbal mention during presentations. *(\$500 value)*
- Complimentary registration to the 5 sponsored webinars.
- Linked ad on webinar shop page on MedFit Classroom for 2020.
- Named as a sponsor during five (5) MedFit Network podcast episodes. *(\$500 value)*

1/2 Page Digital Ad Bundle: \$550

Retail value: \$900

- Half page ad in one (1) MedFit Professional 2020 digital issue.
- Sponsor slide in two (2) MedFit Classroom (medfitclassroom.org) live webinar presentations in 2020, with concurrent verbal mention during presentations. *(\$200 value)*
- Complimentary registration to the 2 sponsored webinars.
- Named as a sponsor during two (2) MedFit Network podcast episodes. *(\$200 value)*

1/4 Page Digital Ad Bundle: \$300

Retail value: \$500

- 1/4 page ad in one (1) MedFit Professional 2020 digital issue.
- Sponsor slide in one (1) MedFit Classroom (medfitclassroom.org) live webinar presentation in 2020, with concurrent verbal mention during presentation. *(\$100 value)*
- Complimentary registration to the 1 sponsored webinar.
- Named as a sponsor during one (1) MedFit Network podcast episodes. *(\$100 value)*

2020 DUE DATES

Summer Issue (June/July)

Career and Business Development

Ads due: May 20

Fall Issue (September/October)

Medical Fitness Tools & Technology

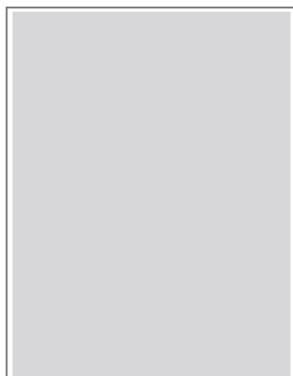
Ads due: August 15

Winter Issue (December/January)

Current Trends & the Future of Medical Fitness

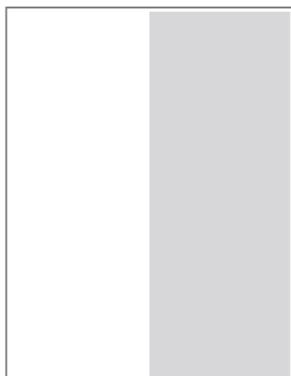
Ads due: October 15

AD DESIGN SPECIFICATIONS



FULL PAGE

Bleed:
8.25" x 10.75"



1/2 VERTICAL

Bleed:
4.125" x 10.75"
Non-Bleed:
3.5" x 9.625"



1/2 HORIZONTAL

Bleed:
8.25" x 5.375"
Non-Bleed:
7" x 4.75"



1/4 PAGE

3.5" x 4.75"

TRIM SIZE: 8" W x 10.5" H | **LIVE AREA:** Hold image .375" from trim

FILE FORMAT: Hi-res .pdf files are preferred. Files must be saved as CMYK with graphics and fonts embedded. Will also accept Photoshop and Illustrator .eps files.

ADDITIONAL ITEM SPECIFICATIONS

LIVE WEBINAR SPONSOR

- 1090 x 818px ad. You may include a discount or offer.
- Any specific language you'd like said when your slide is presented on the screen (~15 seconds).
- Note: Webinar slides are not clickable to audience, so be sure to include URL text in slide.

WEBINAR SHOP AD

- 250 x 250px ad and URL to link ad.

MEDFIT PODCAST SPONSOR

- 15-30 second ad copy to be read during a podcast episode.

In place of a traditional full-page advertisement, your organization may opt to submit an advertorial — a full page profile, positioning your company or product as an industry leader.

ADVERTORIAL SPECIFICATIONS

- Follow full-page design specifications on page 3.
- 550 words
- Title
- Contact information to include website, email and phone number
- High-res image; 300dpi
- High-res logo; 300 dpi
- Special offer or call to action

SAMPLES

PROFILE: MYZONE

www.myzone.org ▶ 312.448.7687 ▶ Ron.sobiech@myzone.org

Embrace, Experience, Enjoy Technology with Myzone!

Myzone, one of the most 'relevant' wearable technologies for the fitness industry, has unveiled a fresh brand look. The new look has created a fresh and clean feel making the brand more appealing and showing its commitment to be a leader and modern in its thinking.

Dave Wright, founder and CEO of Myzone, is very proud of what Myzone has achieved to date, and this re-brand is part of the Myzone's journey and growth.

"With more than 5,000 registered facilities in 64 countries, Myzone has seen tremendous success in the fitness industry. Since launching in 2011, Myzone has taken the term 'wearable technology' and made it relevant to its networks within the fitness industry. In the beginning, the brand invested heavily in its product, delivery and people. Now, Myzone is looking to achieve a more appealing brand identity, brand mission, and brand values, while also reflecting professionalism and commitment to its position within the wearable tech space. Myzone's success is predominantly due to its ability to allow club owners to access user data, a feature unique to Myzone. Additionally, it provides clubs the ability to deliver challenges locally, leverage gamification in a club setting and, ultimately, improve retention. Myzone is reshaping its brand to sustain its success and raise awareness to club owners, trainers and end users. By creating this closed-loop ecosystem, Myzone will ultimately be delivering a solution that allows everyone to achieve consistent physical activity."



classes, or individually direct to your smartphone via the Myzone app. The app allows engagement, motivation, and communities to flourish. Myzone amplifies the group exercise experience, it provides valuable data for personal training departments with built-in challenges, personal goals, gamification and an online social community, users are motivated to sustain physical activity through a fun, engaging, and inclusive platform.

Represented in over 5,000 facilities in 65+ countries and translated into 19 languages, Myzone is used by health and fitness clubs, corporate wellness sites, educational establishments or anyone wanting to track their physical activity. In 2018, Myzone has been recognized by IHRSA as the Associate Member of the Year.

PROUD PARTNERS OF PFP!
Interested in purchasing the Myzone platform? PFP members get 2 months free licensing! www.myzone.org

Since launching in 2011, Myzone has taken the term 'wearable technology' and made it relevant to its networks within the fitness industry.

Myzone is a wearable fitness tracker that shows and rewards effort when you workout. Myzone displays real-time heart rate, calories, and intensity with five simple color-coded personalized zones. The telemetry can be displayed collectively in group settings and exercise



SPOTLIGHT: FITNESS TOGETHER

www.fitness-togetherfranchise.com ▶ 303.663.0880 ▶ info@fitness-together.com

After nearly four decades, Fitness Together® remains at the forefront of personal training

In celebration of Personal Fitness Professional's 20-year anniversary, let's take a stroll down memory lane. The year is 1983 and big-box fitness, Jazzercise, spandex, Jane Fonda and group fitness classes are on the rise. The problem is, the one-size-fits-all group fitness and gym membership models left behind the people who needed accountability, support, and personalized attention. Fitness for the masses also intimidated people who were embarrassed about their fitness level. Recognizing this gap in the market, founder Rick Sikorski started "Fitness For Life," now called Fitness Together®.

Rick was an entrepreneur and fitness enthusiast with a vision to develop a private, personalized and client-centric model that helped clients finally achieve their goals. Rick's philosophy of 'one client, one trainer, one goal' is still what fuels the Fitness Together brand to this day. Over the years, the brand has evolved and is now the nation's largest and fastest growing one-on-one personal training franchise. As much as fitness has changed, one thing has remained the same – the brand's commitment to a client's results. Fitness Together has evolved the business to include a holistic approach to wellness, incorporating strength training, cardio training, nutritional guidance, movement and mobility training, and regular fitness assessments.

Now with close to 150 studios across the country, the franchise places a high priority on technology and innovative programming, including:

- ▶ **Cardio Together™** - a proprietary program that tracks a client's heart rate, so trainers can customize programs based on individual physical abilities. The goal of a cardio exercise prescription is to successfully integrate sound exercise science principles and behavioral techniques that motivate clients to engage in a cardio program.
- ▶ **Styku®** - a technology that extracts measurements, shape, body composition and other insights relevant to clients through 3D scanning. Styku monitors the changes in someone's body shape and dimensions as their body responds to fitness and nutritional guidance, keeping clients educated and engaged.
- ▶ **Nutrition Together®** - a proprietary science-based nutrition program that encourages clients to eat healthy, eat light, eat often and combine nutrition with regular exercise.
- ▶ **Genetic Direction® Testing** - utilizes genetic testing to deliver personalized health management programs that are tailored to a client's specific DNA and body composition.
- ▶ **Aspire8®/Stronger Together** - proprietary science-backed approach to progressive program design.



In their commitment to innovation, the Fitness Together brand is opening the first corporate-owned studio in Denver, Colorado in May 2019. The Denver Tech Center studio will be used as an incubator to test new and innovative operations and marketing approaches before disseminating them across the franchise system at large.

Last year the brand provided nearly a million personal training sessions, proving that spandex might be out, but private-personalized training will always be in style! **To learn more about owning a Fitness Together backed by a 20-year plus track record of marketing and operations support visit: fitness-togetherfranchise.com.**

