



## REACH

DIGITAL  
**150,000+**

PRINT  
**10,000+**

## 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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**MedFitProMag.com**



## ABOUT US

MedFit Professional Magazine is a free not-for-profit 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 print and digital 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.*

## 2021 EDITORIAL CALENDAR THEMES

Summer Issue (June/July)  
**Medical Fitness Post-COVID**

Fall Issue (September/October)  
**Future of Education Services & Programs**

Winter Issue (December/January)  
**Future of Medical Fitness**

*\*Please review a past issue so you can get a feel for the magazine.*

## RATES

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Full-Page: Starting at \$2,500 (*full page ads also available in bundles; see below*)

1/2 Page: \$1,500 each

1/4 Page: \$875 each

## BUNDLE PACKAGES

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### Single Issue Bundle: \$2,500

*Retail value: \$3,100*

- Full page ad or advertorial [*see page 4*] in one (1) MedFit Professional 2021 issue (print & digital).
- Sponsor slide in three (3) MedFit Classroom ([medfitclassroom.org](http://medfitclassroom.org)) live webinar presentations in 2021, with concurrent verbal mention during presentation. (*\$600 value*)
- Complimentary registration to the 3 sponsored webinars.
- Linked ad on webinar shop page on MedFit Classroom for 2020.

### Three Issue Bundle: \$6,750

*Retail value: \$12,000*

- Full page ad or advertorial [*see page 4*] in three (3) MedFit Professional 2020 issues (print & digital).
- New product announcement in each issue.
- Sponsor slide in fifteen (15) MedFit Classroom ([medfitclassroom.org](http://medfitclassroom.org)) live webinar presentations in 2021, with concurrent verbal mention during presentation. (*\$3,000 value*)
- Complimentary registration to the 15 sponsored webinars.
- Linked ad on webinar shop page on MedFit Classroom for 2021.
- Personal Fitness Professional (PFP) will send dedicated "Partner of the Week" email blast to 5,000 PFP subscribers of their choosing. (*\$1,500 value*)
- MedFit Network (MFN) will send dedicated "Partner Highlight" email to their 25,000 database.

## 2021 DUE DATES

### Summer Issue (June/July)

*Medical Fitness Post-COVID*

Ads due: May 7

### Winter Issue (December/January)

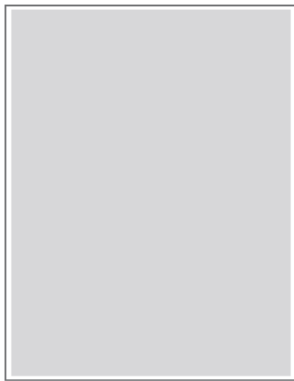
*Future of Medical Fitness*

Ads due: October 28

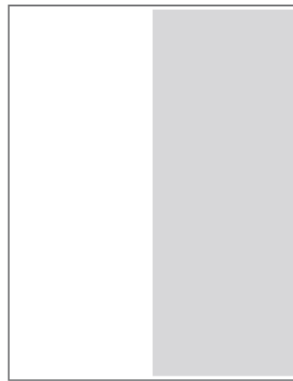
### Fall Issue (September/October)

*Future of Education Services & Programs*

Ads due: August 17



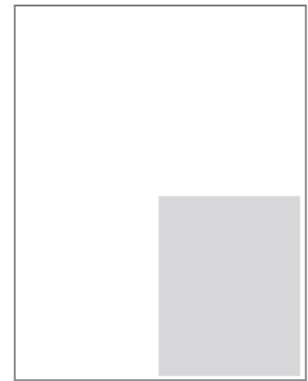
**FULL PAGE**  
Bleed:  
8.25" x 10.75"



**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.

## BUNDLE ITEM SPECIFICATIONS

### **LIVE WEBINAR SLIDE. Available with 1 or 3 issue bundle only.**

- 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. Available with 1 or 3 issue bundle only.**

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

### **MEDFIT NETWORK (MFN) EMAIL BLAST. Available with 3 issue bundle only.**

- Email will be sent as a "Partner Highlight" feature from MFN. Email can be educational, intro to an article or simply an offer.
- Choice of logo or header image (max size: 650 x 200px).
- Catchy subject line under 45 characters.
- Content under 200 words with call to action, and URL for link/button.
- A test will be sent out for approval before the final blast is delivered.
- MFN will send email blast to their audience.
- MFN will indicate materials due date and send date after signing of agreement.

### **PERSONAL FITNESS PROFESSIONAL (PFP) EMAIL BLAST. Available with 3 issue bundle only.**

- HTML file no wider than 600 pixels.
- Call-to-action.
- Catchy subject line under 45 characters.
- A test will be sent out for approval before the final blast is delivered.
- PFP will send email blast to their audience.
- PFP will indicate materials due date and send date after signing of agreement.

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](http://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](http://fitness-togetherfranchise.com).

