



AUSTRALIAN FITNESS  
**NETWORK**

**AUSTRALIAN FITNESS NETWORK**

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**MEDIA KIT**

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Put your brand in front of thousands of fitness industry buyers

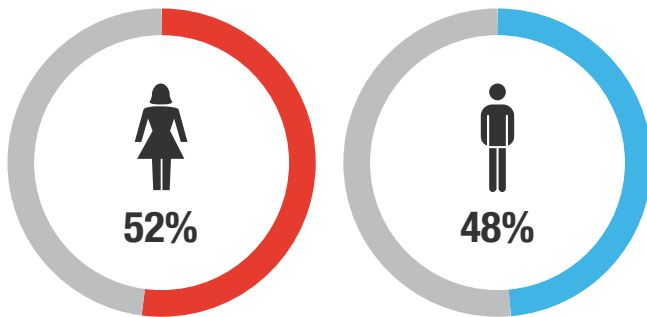
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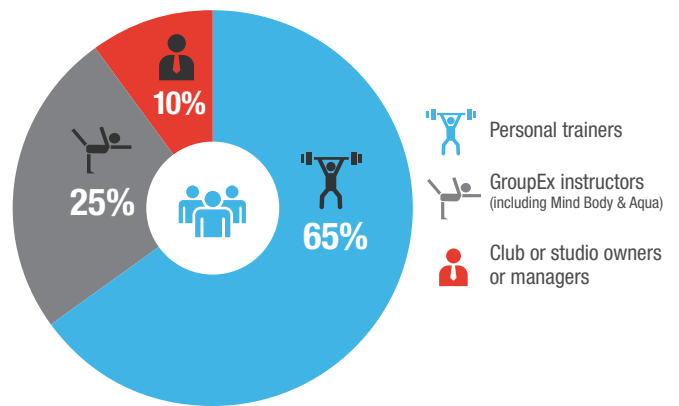
Australian Fitness Network has been leading the way for the fitness industry since 1987. Today, we offer a range of options to get your brand message across to our membership of around 9,000 fitness industry professionals.

## WHO WILL YOU REACH?

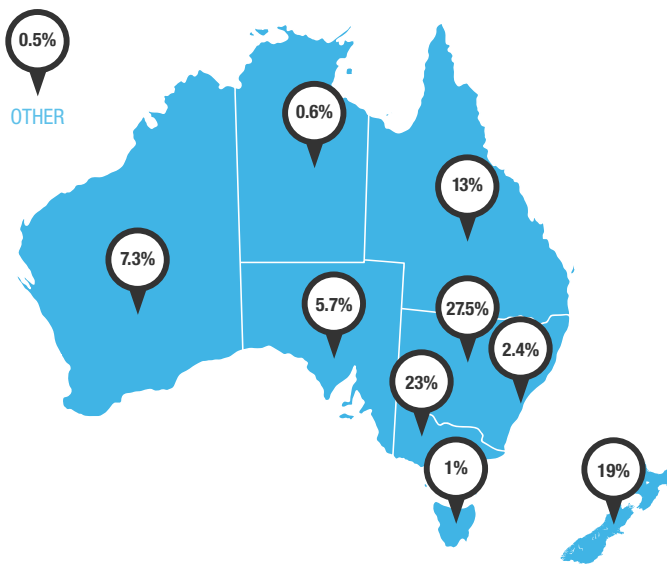
### GENDER



### ROLE

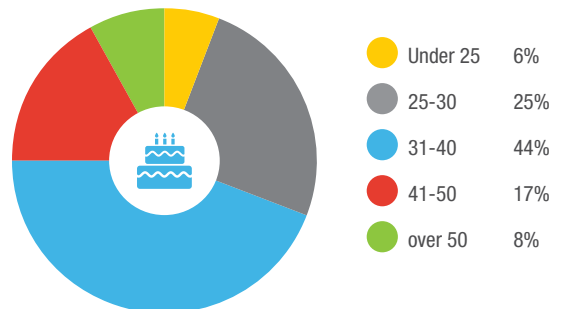


### LOCATION

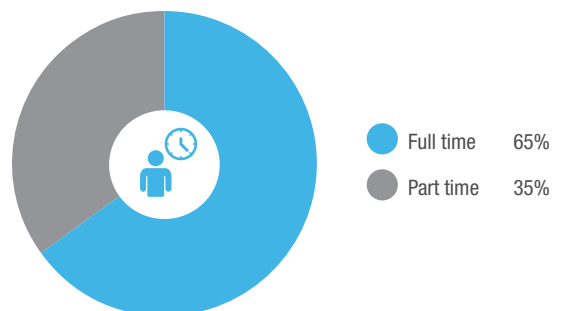


NSW 27.5% / VIC 23% / QLD 13% / WA 7.3% / SA 5.7% / ACT 2.4%  
TAS 1% / NT 0.6% / New Zealand 19% / International 0.5%

### AGE GROUP



### EMPLOYMENT





## NETWORK MAGAZINE

Published quarterly online and in the app, *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 9,000 members, the fitness industry's leading magazine is packed with the latest information and research relevant to fitness professionals and business operators. The mag is also available through the *Australian Fitness Network Magazine* app, downloadable from the App Store and Google Play.

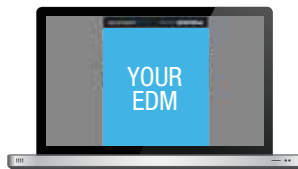
Featuring content on everything from training techniques and club sales, to group fitness and nutrition strategies, *Network* is written by leading figures in the fitness industry. It is distributed predominantly throughout Australia and New Zealand.

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 2017	Monday 9 October	Monday 30 October	First week of December 2017
Autumn 2018	Thursday 11 January	Monday 29 January	First week of March 2018
Winter 2018	Monday 16 April	Friday 4 May	First week of June 2018
Spring 2018	Monday 16 July	Monday 6 August	First week of September 2018

**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 9,000+ 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:

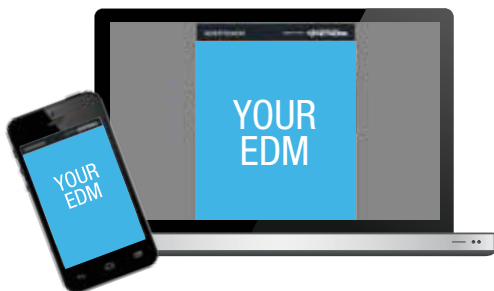
- A heading of up to 15 words
- Approx 200 words about your offering (including sub-headings, bullet points etc if you wish)
- High res logos/images
- Hyperlinks to your website, social media etc

**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 9,000 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 2017 (Dec)
- Autumn 2018 (March)
- Winter 2018 (June)

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

Date you wish to send EDM:

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**PROMOTED FACEBOOK POST (\$495)**

Date you wish post to appear:

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**NETWORK WEEKLY EMAIL BANNER AD**

Week you wish to place ad:

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**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.

**PLEASE EMAIL COMPLETED FORM TO [EDITOR@FITNESSNETWORK.COM.AU](mailto: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](mailto: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.