



2009 MEDIA KIT

AUSTRALIAN FITNESS NETWORK

The leading source of information for fitness professionals in Australia



Australian Fitness Network, the largest fitness industry association in Australia, has been meeting the needs of fitness professionals for over 20 years. During this time Network has expanded to encompass all aspects of the fitness industry including personal training, nutrition, group exercise instruction, aqua fitness, mind body practices and more.

NETWORK MEMBERS: AT-A-GLANCE

Membership	12,000+	Location		Age group	
Frequency	Quarterly	NSW	36%	Under 25	6%
Member Profile		VIC	17%	25-30	25%
Female	52%	QLD	13%	31-40	44%
Male	48%	WA	7%	41-50	17%
Personal trainers	60%	SA	6%	over 50	8%
GroupEx instructors (including Mind Body & Aqua)	30%	ACT	3%	Employment	
Club or studio owners or managers	10%	TAS	1%	Full time	65%
		NT	1%	Part time	35%
		New Zealand	15%		
		International	1%		

Network provides industry suppliers with an effective and cost-efficient conduit to the fitness industry. In fact, no other organisation can deliver messages as succinctly to so many fitness industry members.



NETWORK ONLINE

The leading source of online information for fitness professionals

www.fitnessnetwork.com.au is where the industry goes when they want to find fitness information online.

Network Online is the premium online portal that supports fitness professionals establish, sustain and develop their career. Whether they are veterans or new to the industry, Network Online provides personal trainers, club owners/managers, group ex instructors, aqua instructors and mind body instructors with the information they seek; from cutting-edge articles, research findings, industry trends and announcements, to publications and ready-made resources to support their business operations, Network Online provides all the solutions.

Therefore, advertising within Network Online provides companies with unique exposure to an often difficult-to-reach audience. The great news is, with a presence within Network Online your target audience will actually come to you, rather than you having to go to them.

Network Online sees an abundance of traffic every single day. For example:

- average 13,000 visits per month
- over 34,000 page views per month
- over 30% of visitors stay on the site for between 3 and 30 minutes.

Plus, for businesses that wish to target a specific segment within the industry (e.g., potential personal trainers, current personal trainers, Pilates instructors, indoor cycling instructors, etc) we can tailor your online presence to capture the attention of only those who you desire. For example, if you have a product or service that is only relevant to personal trainers, then we can position your advertisement on the page or pages where personal trainers visit. This means you only pay for exposure to the audience you seek to expose your brand to. Plus, by paying per thousand impressions, although when our readership is up you might pay more, if it unexpectedly drops off, it will cost you less. AND because there's no printing or postage expenses involved the rate for you to promote your brand per thousand is way cheaper than the print advertising rates you're probably paying elsewhere.

So, if you're looking to tailor your advertising to the market you want, and you're interested only in paying for the exposure you receive, contact us today to find out how.





NETWORK MAGAZINE

The flagship of Australian Fitness Network is the *NETWORK* magazine. The fitness industry's leading magazine is packed with the latest trends, information and research for the fitness professional. Four issues each year (distributed in March, June, September and December) provide cutting-edge articles about programming, equipment innovation, training techniques, research findings, nutrition, business, group fitness and more.

NETWORK magazine is a 72-page, full-colour publication with a circulation of approximately 10,000 and a readership of over 20,000. *NETWORK* magazine is unique in that it is written by the industry's leading fitness professionals, for fitness professionals. *NETWORK* magazine is distributed predominantly throughout Australia, New Zealand and Asia.



Fitness professionals who read *NETWORK* magazine are comprised personal trainers, club owners/managers, group exercise leaders, mind body instructors and aqua instructors. Other groups include nutritionists, sports scientists, coaches, educators, physiotherapists and fitness enthusiasts.

Readers look to *NETWORK* for the most up-to-date information about techniques, trends, advancements and research. They also gain valuable insight into the direction of the fitness industry through specifically targeted editorials and advertisements.

A recent survey found that nearly 70% of *NETWORK* readers are between the ages of 25 and 40. Women make up 55% of this group, and close to 65% work full time in the fitness industry. This survey also found that 57% pass the magazine on to colleagues, family and friends and 95% of readers have previously considered buying a product or service advertised in *NETWORK*.

MAGAZINE BOOKING AND ARTWORK DEADLINES

Issue	Booking Date	Artwork Due	Delivery Date
Autumn 2009	Monday 5 January	Monday 26 January	First week of March 2009
Winter 2009	Monday 6 April	Monday 27 April	First week of June 2009
Spring 2009	Monday 13 July	Monday 3 August	First week of September 2009
Summer 2009	Monday 12 October	Monday 2 November	First week of December 2009



NETWORK SPECIALTY PUBLICATIONS

In addition to *NETWORK* magazine, Australian Fitness Network publishes bi-annual Specialty Publications; *Personal Trainer Network*; *Group Exercise, Mind Body & Aqua Network*; and *Club Network*. These 20-page titles are published in Autumn/Winter and Spring/Summer. Advertising in these specialty publications allows you to specifically target personal trainers (circulation 6,700+), group exercise, mind body & aqua instructors (3,000+), or club owners and managers (800+).

A range of advertising options is available, and if you book for Autumn/Winter and Spring/Summer issues you will be eligible for the discounted '2 issues or more' rate.



Personal Trainer Network is a twice-yearly specialty publication providing information, ideas and advice for personal trainers and gym instructors. Featuring great practical training information to apply to sessions with clients and valuable advice for managing business operations, *Personal Trainer Network* is dedicated to helping trainers make the very most of their career in personal training.

Club Network is a twice-yearly specialty publication providing information, ideas and advice for fitness club owners and managers. From club profiles to article reviews and business-to-business features, *Club Network* is packed with practical financial, managerial and inspirational articles to help club owners and managers achieve a greater level of success in their fitness businesses.

Group Exercise, Mind Body & Aqua Network is a twice-yearly specialty publication providing information, ideas and advice for group exercise, mind body and aqua instructors. Jam-packed full of the latest choreography routines, aqua inspiration and ideas for classes, *Group Exercise, Mind Body & Aqua Network* is dedicated to being the premier resource for all group fitness instructors.

SPECIALTY PUBLICATIONS BOOKING AND ARTWORK DEADLINES

Issue	Booking Date	Artwork Due	Delivery Date
Autumn/Winter 2009	Monday 1 December 08	Monday 15 December	February 2009
Spring/Summer 2009	Thursday 11 June	Friday 3 July	August 2009



NETWORK PUBLICATIONS – AD SIZES AND RATES

AD SIZES

Sizes available for ads in the Australian Fitness Network magazine are as follows.

Please note: 5mm bleed is mandatory on full page ads (all around) and 1/3 page ads (top and bottom).

FULL PAGE



Trim size:
Width = 210mm
Height = 297mm

Bleed size:
Width = 220mm
Height = 307mm

HALF PAGE

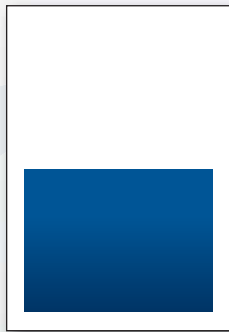


Image size:
Width = 185mm
Height = 138mm

THIRD (1/3) PAGE

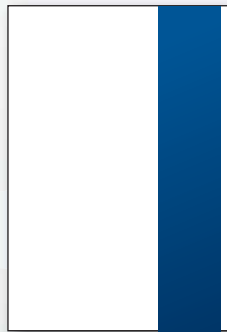


Image size:
Width = 60mm
Height = 297mm

Bleed size:
Width = 60mm
Height = 307mm

QUARTER (1/4) PAGE

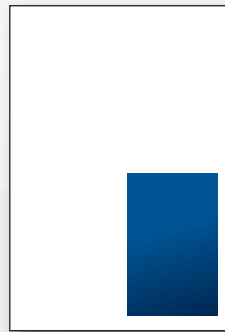


Image size:
Width = 90mm
Height = 138mm

Rate Card

Full Colour		
	Casual price	3 issues or more* price
Double page spread	\$5,100	\$4,600
Outside back cover	\$3,900	\$3,600
Full page	\$2,850	\$2,550
1/2 page (horizontal)	\$1,600	\$1,450
1/3 page column (vertical)	\$1,200	\$1,050
1/4 page	\$1,000	\$930

Inserts	
Single insert (no more than 4 pages A4)	\$2,800

Please Note: You MUST be an Australian Fitness Network Business Member to advertise in the Network magazine. If you are not, you will need to pay \$289 for an annual membership at the time of booking your ad. This membership provides you with an abundance of additional opportunities to gain exposure to the fitness industry – in some instances, immediately. Prices are for space only. Please contact us for our ad design rates. Submission of the Advertising Booking Form confirms your full acceptance of the Terms & Conditions on page 4.



ADVERTISING SPECIFICATIONS

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

Supplying Files

- We prefer material to be supplied as a high resolution, press-ready PDF.
High Resolution PDF: please ensure all elements are in CMYK and the settings are 3DAP or similar. The 3DAP setting can be obtained from www.3dap.com.au/3dapv2.htm. 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 Network using e-mail address: oliver.kitchingman@fitnessnetwork.com.au
- Material can be supplied on CD but e-mail is preferred.
- 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 CMYK mode (not 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, Pagemaker or Quark 4.0, but cannot ensure compatibility and accuracy of the final output. 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.

Material Supplied on e-mail

Please accompany all files emailed with either a low resolution pdf or jpg to help ensure accuracy of layout when viewed on Network's system. Please use a file compression program (e.g., WinZip) whenever possible to reduce the file size before sending.

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, direct deposit or cheque made out to Australian Fitness Network
- Non-payment by the due date may affect any future advertising relationship with Australian Fitness Network
- First time or infrequent advertisers must pay for their ad at least 21 days prior to publication
- 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
- Advertisement artwork is held at the advertiser's risk and not insured by the publisher. Artwork is only returned on request

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.



2009 ADVERTISING BOOKING FORM FOR NETWORK ONLINE

Complete the information below and we will contact you for pricing options.

Description of ad (please detail what product/service will be advertised):

Network Online

We will come back to you with details of the page(s) we recommend you appear on, based on the information you provide. The resulting options will then dictate the pricing.

I wish to target (tick all that apply):

WHO

- Personal trainers
- Club owners/managers
- Indoor cycling instructors
- Pilates instructors
- Other group exercise instructors
- Other (please state)

CURRENT

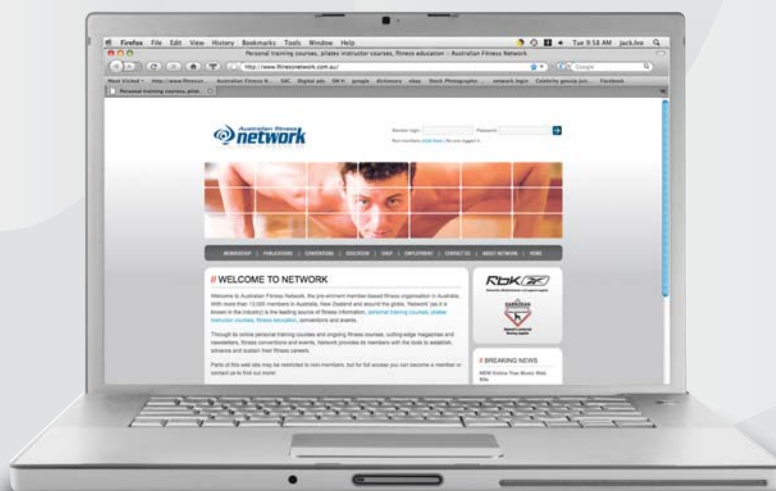
☐
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POTENTIAL

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☐

I wish to pay:

- Per month ☐
- Per 1,000 impressions ☐





Australian fitness
network

2009 ADVERTISING BOOKING FORM FOR NETWORK MAGAZINE AND SPECIALTY PUBLICATIONS

Complete the information below to reserve your advertising space in the Network magazine. I would like to purchase advertising space and hereby agree to the Terms & Conditions as outlined on page 7.



MAGAZINE

ISSUE: ☐ Autumn 2009 (March) ☐ Winter 2009 (June) ☐ Spring 2009 (Sept) ☐ Summer 2009 (Dec)

SPECIALTY PUBLICATIONS

PLEASE TICK THE SPECIALTY PUBLICATIONS IN WHICH YOU WISH TO ADVERTISE:

☐ Personal Trainer Network ☐ Group Exercise, Mind Body & Aqua Network ☐ Club Network

ISSUE: ☐ Autumn/Winter 2009 (Feb) ☐ Spring/Summer 2009 (Aug)

SPACE REQUIRED:

☐ Double page spread ☐ Full Page ☐ Half page horizontal
☐ Quarter page ☐ One third page ☐ Insert (limited qty.)

ADVERTISER DETAILS:

Contact Name: _____

Business Name: _____ ABN: _____

Business E-mail: _____ Network Membership #: _____

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: _____

Signature: _____

PAYMENT DETAILS:

If you are not a Business Member please add an additional \$289 for your membership

I wish to pay: \$ _____

By: ☐ Cheque ☐ 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 after the last four digits of your credit card number, on the back of the card within the signature field.