



2012/13 MEDIA KIT

AUSTRALIAN FITNESS NETWORK

The leading source of information for fitness professionals in Australia

PRINT & ONLINE ADVERTISING

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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	10,000+	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 MAGAZINE

The flagship publication of Australian Fitness Network is *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 comprise 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 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
Spring 2012	Monday 9 July	Monday 6 August	First week of September 2012
Summer 2012	Monday 8 October	Monday 5 November	First week of December 2012
Autumn 2013	Monday 7 January	Monday 21 January	First week of March 2013
Winter 2013	Monday 1 April	Monday 22 April	First week of June 2013



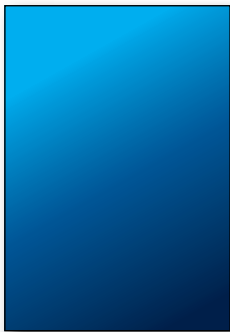
NETWORK MAGAZINE – AD SIZES AND RATES

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

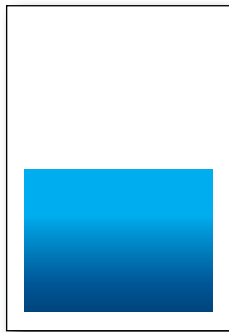


Image size:
Width = 185mm
Height = 138mm

THIRD (1/3) PAGE

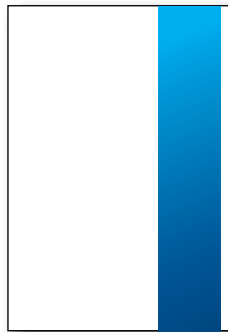


Image size:
Width = 60mm
Height = 297mm

Bleed size:
Width = 60mm
Height = 307mm

QUARTER (1/4) PAGE

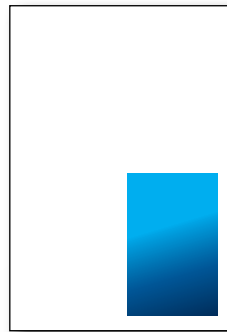


Image size:
Width = 90mm
Height = 138mm

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: Prices are for space only. Graphic design services can be provided at an additional cost of \$165 per hour, minimum 2 hours work. Submission of the Advertising Booking Form confirms your full acceptance of the Terms & Conditions on page 11.



2012/13 ADVERTISING BOOKING FORM FOR NETWORK MAGAZINE

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 8.

MAGAZINE

ISSUE: ☐ Spring 2012 (Sept) ☐ Summer 2012 (Dec) ☐ Autumn 2013 (March) ☐ Winter 2013 (June)

SPACE REQUIRED:

☐ Double page spread ☐ Full Page ☐ Half page
☐ 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 an Industry Supplier Member please add an additional \$119 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.

**Please fax to 02 8088 3842 or
email to oliver.kitchingman@fitnessnetwork.com.au**



ADVERTISING ON WWW.FITNESSNETWORK.COM.AU

Network's comprehensive website www.fitnessnetwork.com.au, is a highly regarded resource for fitness professionals around Australia, New Zealand and the world.

With an average of almost 10,000 visits per week, and more than 60% of those visits being unique, advertising on www.fitnessnetwork.com.au is sure to increase your brand awareness, drive your sales and help get quality traffic to your website quickly and efficiently.

There are two advertising opportunities available on the Network website:

1. Dual side banner ad – on www.fitnessnetwork.com.au homepage.

Available for weekly periods, the dual side banner will be clearly visible by thousands of Australian fitness professionals who visit the Network homepage every week. It will draw immediate attention to your advertisement, and ensure that your message is voiced loud and clear to the industry.

Banner size: 120px (w) x 395px (h)

Investment: \$2,800 per week (incl GST)

[VIEW DEMO](#)



2. Button banner ad – on the www.fitnessnetwork.com.au general information site template (excludes course and convention pages).

Offered in either weekly or fortnightly blocks, the button banner ad is highly targeted and placed specifically on the middle right hand side of the website, which research has shown to be the most 'eye-catching' spot for visitors.

Banner size: 255px (w) x 115px (h)

Investment: \$1,500 per week or
\$2,750 per fortnight (incl GST)

[VIEW DEMO](#)





EMAIL MARKETING – ‘NETWORK MEMBER SPECIAL’

Email marketing is one of the most effective tools for raising brand awareness, getting a message, call to action or advertisement to your intended audience. With an email database of more than 30,000 fitness professionals and enthusiasts around Australia and New Zealand, an email ‘blast’ can drive visitors to your site and increase sales.

Network’s Email Marketing pieces are sent to the Network member database under the banner of the ‘Network Member Special’, offering a special offer on your product or service to Network members. This requires you to offer a discount or special offer to our members (e.g. a percentage discount off regular price, or bonus ‘gift’ etc).

Designed by Network’s graphic designer in the Network Member Special format, the Email Marketing piece comprises:

- A heading of up to 15 words
- Approx 200 words about your offering (including sub-headings, bullet points etc if you wish)
- Up to 2 high res logos/images
- Hyperlinks to your website.

Investment: \$2,500 (incl GST) (price includes graphic design)

Please note: a limited number of email ‘blasts’ can be offered per year. Please email oliver.kitchingman@fitnessnetwork.com.au for details on availability or call 02 8412 7486.

[VIEW DEMO](#)



FACEBOOK/SOCIAL MEDIA MARKETING

The Network Facebook page www.facebook.com/ozfitnetwork now boasts more than 5,700 followers, who engage and interact via this social media on a daily basis. The Network Twitter stream now has in excess of 1,400 followers, making it a great tool to push a message out to the engaged social world.

Our social media package encompasses a ‘promoted’ Facebook post (which stays at the top of our followers news feed for 3 days) and a series of tweets during the day to further endorse your message.

Investment: \$490 per post.

Please note: To enhance effectiveness of this medium, Network allows only 1 promoted post per week, so please email oliver.kitchingman@fitnessnetwork.com.au for details on availability.

[VIEW NETWORK FACEBOOK](#)





SPECIALTY PUBLICATIONS

Australian Fitness Network also publishes bi-annual online specialty publications; *Personal Trainer Network*; *Group Exercise*, *Mind Body & Aqua Network*; and *Club Network*. 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 (700+). Each Specialty Publication is emailed to our entire membership.

- ▶ *Personal Trainer Network* is dedicated to helping trainers make the very most of their career in personal training, and features great practical training information to apply to sessions with clients and valuable advice for managing business operations.
- ▶ *Club Network* is packed with practical financial, managerial and inspirational articles to help club owners and managers take a fresh look at how they can achieve success in their fitness businesses.
- ▶ *Group Exercise, Mind Body & Aqua Network* is dedicated to being the premier resource for all group fitness instructors, and is jam-packed with choreography routines, aqua inspiration and ideas for classes.

The advertising banners appear on the splash page of the emailed specialty publications, and are the following size: **150 pixels (width) x 150 pixels (height)**

[VIEW DEMO](#)

NETWORK ENEWS

Network eNews delivers a selection of the latest fitness and nutrition-related research findings, announcements and reviews. Emailed monthly to our database of over 10,000 fitness professionals, advertising on Network eNews can increase your business' exposure to the fitness industry. Advertising banners appear on the splash page of the eNews, and are sized: 150 pixels (width) x 150 pixels (height). If you wish, you can supply an animated gif banner, but this must be limited to two frames, and that 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.

Please email oliver.kitchingman@fitnessnetwork.com.au for booking and artwork deadlines for Specialty Publications and Network eNews.

[VIEW DEMO](#)





2012/13 ONLINE ADVERTISING BOOKING FORM

Complete the information below to reserve your advertising space.

ENEWSLETTERS (\$495 per ad)

Please specify month you wish to place ad: _____

SPECIALTY PUBLICATIONS (\$495 per ad)

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

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

ISSUE: ☐ Spring/Summer 2012 (second half of year) ☐ Autumn/Winter 2013 (first half of year)

WEBSITE

PLEASE TICK THE AD BANNER POSITION YOU WISH TO BOOK:

☐ Dual side banner ad (\$2,800 per week) ☐ Button banner ad (\$1,500 per week/\$2,750 per fortnight)

PLEASE SPECIFY DURATION YOU WISH TO PLACE AD:

☐ 1 week ☐ 2 weeks

PLEASE SPECIFY DATES YOU WISH TO PLACE AD: _____

E-MARKETING (\$2,500)

PLEASE SPECIFY DATE YOU WISH TO SEND E-MARKETING FLYER: _____

SOCIAL MEDIA (\$495 per promoted facebook post)

PLEASE SPECIFY DATE YOU WISH SOCIAL MEDIA POST TO APPEAR: _____

PLEASE COMPLETE YOUR BOOKING OVER PAGE →



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: _____

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: ☐ 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.

**Please fax to 02 8088 3842 or
email to oliver.kitchingman@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 print 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.
- Material to appear on Network online should be provided as either JPG or GIF files.
- 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 or via file sharing websites 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.