



INSPIRE THE WORLD TO FITNESS®



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“Reaching one IDEA key influencer gets GAIAM in front of dozens of our target market—health-minded consumers. This is also a great forum for seeing new trends in the fitness industry.”

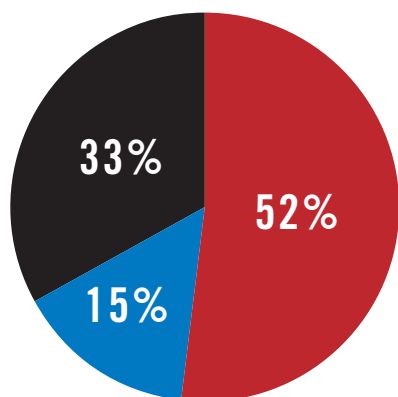
—Reini Reiter, VP Sales, GAIAM



STOTT PILATES® photography © Merrithew Corporation

## Reach the Influencers of the Fitness & Wellness Revolution

IDEA Health & Fitness Association is the world's largest membership organization of health and fitness professionals, with over 23,000 members reaching a consumer market of more than 44 million\*.



### IDEA Membership Profile

- PERSONAL TRAINERS
- GROUP EXERCISE INSTRUCTORS AND MIND-BODY PROFESSIONALS
- FACILITY/STUDIO OWNERS OR MANAGERS

### IDEA Is Your Gateway to the Health & Fitness Market

For over 26 years, IDEA has inspired the world to fitness by working with fitness professionals who are on the frontlines of the global health and fitness movement. IDEA has led with innovation, education and inspiration to position it as the leading voice for this dynamic and global community—a community rich in influence, strong in wellness values.

IDEA members lead the way with inspiration and knowledge. They influence their community through positive means, and their message is united, clear and life-changing:

**Inspire the World to Fitness.®**

\*IHRSA

IDEA Members	AFFLUENT	INFLUENTIAL
	18% of IDEA members have an annual household income of \$50,001–\$75,000.	During the coming year, IDEA members will have over <b>44 million</b> opportunities to influence consumer buying power with your product.
	19% \$75,001–\$100,000	<b>67%</b> of IDEA members actively seek new products and services.
	15% \$100,001–\$125,000	<b>69%</b> of IDEA members have 8 or more years of experience in the fitness industry; <b>41%</b> have 15+ years of experience.
	8% \$125,001–\$150,000	<b>58%</b> of IDEA members directly influence purchasing decisions at their facility.
	19% more than \$150,000	

# IDEA Integrated Marketing Platform

Inspire, Educate, Engage and Build Long-Term Profitable Relationships



IDEA's integrated marketing network offers you full-spectrum access to our community of key influencers and puts you directly in front of today's health and fitness industry.




**89%** of IDEA members view IDEA's publications as the most credible publications (trade or consumer) for health and fitness information.

**87%** of members find information on new trends, exercise science and nutrition important.

**95%** of attendees are very satisfied or satisfied with the IDEA World Fitness Convention™.

**30%** anticipated growth on the IDEA website in 2009.\*\*

\*\*See media kit sheet for current number of unique visits.

		Media Channel	Reach	Touch
FACE-TO-FACE EVENTS		<b>IDEA Personal Trainer Institute™</b> FEBRUARY 19–22, 2009 • ALEXANDRIA, VA	30,000 event postcards 65,000 event brochures 500 anticipated attendees	Highly qualified, key-influencer personal trainers, including facility owners and managers
		<b>IDEA Fitness Fusion Conference™</b> APRIL 23–26, 2009 • ROSEMONT, IL	55,000 event postcards 55,000 event brochures 4,000 expo passes 1,500 anticipated attendees	Group fitness instructors and personal trainers attending the premier Midwest event
		<b>IDEA World Fitness Convention™</b> AUGUST 12–16, 2009 • ANAHEIM, CA	150,000 event fliers & brochures 50,000 expo passes 5,000 anticipated attendees	Early-adopter and key opinion leaders who are the most influential and respected personal training, group fitness, mind-body and business professionals from over 60 countries
		<b>Inner IDEA® Conference</b> SEPTEMBER 9–13, 2009 • PALM SPRINGS, CA	35,000 event postcards 50,000 event brochures 500 anticipated attendees	Influential leaders and trendsetters in the mind-body-spirit market
PRINT		<b>IDEA Fitness Journal</b> PUBLISHED 10 TIMES PER YEAR 	<b>CIRCULATION</b> TOTAL READERSHIP: 92,000* 9,975 personal trainers      1,501 mind-body instructors 6,914 group exercise instructors      207 students 3,411 gym and studio owners      22,008 total paid circulation <small>*23,000 IDEA members with a pass-along rate of 4</small>	A coveted audience of college-educated professionals who are health-minded, active, ambitious and affluent  All IDEA members receive this publication, which is the “gold standard” of health and fitness education and includes: • Personal Training      • Nutrition • Group Exercise      • Mind-Body-Spirit
		<b>IDEA Trainer Success</b> PUBLISHED 5 TIMES PER YEAR 	<b>CIRCULATION</b> TOTAL PAID CIRCULATION: 15,500 9,575 personal trainers      IDEA members see 42 clients weekly with incomes above \$80,000 3,260 business owners and program directors      95% of members tell others about a product they like 58% of trainers' recommendations are acted on most or all of the time	Every IDEA personal trainer receives this targeted newsletter, which provides entrepreneurial insight, strategy and direction and includes: • Coaching Fundamentals      • Best Practices • Technology      • Marketing Secrets
		<b>IDEA Fitness Manager</b> PUBLISHED 5 TIMES PER YEAR 	<b>CIRCULATION</b> TOTAL PAID CIRCULATION: 3,200 3,600 business owners and program directors 41.3 million consumers belong to health clubs, up from 9.2 million in 1985	Key decision makers at health clubs, studios, hospitals and corporate fitness centers receive this targeted newsletter that includes: • Annual IDEA Fitness Programs & Equipment Survey • Fitness Management 101 • Best Practices
WEBSITE		<b>www.ideafit.com</b>	Reaches over 1,000,000 targeted visits that generate over 4,700,000 unique page views	The global health & fitness audience engages the website to: • Learn      • Register for events • Network      • Purchase products
		<b>www.inneridea.com</b>	Reaches over 300,000 targeted visits that generate over 840,000 unique page views	The global mind-body audience engages the website to: • Learn      • Register for events • Network      • Purchase products
ONLINE PUBLICATIONS		<b>Digital IDEA Fitness Journal</b>	Reaches 30,000 global members with a 50% open rate	Coveted global IDEA members electronically
		<b>IDEA Fit Tips &amp; News</b>	Reaches over 90,000 targeted fitness professional subscribers and growing Permission-based electronic marketing with 22% open rate	Touch and support the careers of fitness professionals in every issue with timely and practical strategies to help professionals move their services—and their careers—to the next level.
		<b>Inner IDEA Body-Mind-Spirit Review</b>	Reaches 90,000 opt-in fitness professional subscribers with wellness-specific content and growing Permission-based electronic marketing with 25% open rate	Touch and support wellness professionals in this career-conscious publication that balances practical fitness and wellness programming ideas with business tips, mind-body research and strategies.
E-MAIL		<b>Events, Announcements &amp; Specialty E-Mails</b>	Reaches thousands of event prospects, event attendees and other targeted groups	Event announcements, event reminders, and survey participation and partnership announcements

## CASE STUDIES



### CLIENT **Propel® Fit Water™**

**CLIENT PROFILE** Gatorade brands, the most researched beverages on the market for athletes and active individuals, include Propel Fitness Water and Propel Fitness Water with Calcium. Gatorade develops and supports its products with ongoing research to create hydration solutions for all levels of athletes.

**OBJECTIVE** Establish Propel Fitness Water as the preferred beverage of active lifestyle individuals.

**PROGRAM** Engage key influencers at the top of the fitness pyramid: IDEA fitness instructors. Propel's integrated multi-touch campaign included product sampling at IDEA World Fitness, Fitness Fusion and Personal Trainer conventions, print advertising, pull-out educational materials and the client handout in *IDEA Fitness Journal*, banner advertising in *IDEA Fit Tips* e-newsletter and coupons sent directly to instructors.

**RESULT** IDEA members responded extremely well, including a special offer opt-in rate of 13%. Propel has remained the best-selling enhanced water on the market since 2002.

### CLIENT **Power Systems®**

**CLIENT PROFILE** Power Systems has been a leading provider of health, exercise, sport performance and fitness equipment since 1986. As an award-winning exercise equipment supplier, Power Systems provides coaches, athletes and fitness experts with a wide assortment of quality sports and fitness training equipment. For total athletic development and general fitness training, Power Systems has the most current exercise equipment and fitness programs available.

**OBJECTIVE** Provide innovative fitness products, first-class training solutions and superior customer service.

**PROGRAM** For nearly 2 decades, Power Systems has been providing quality fitness products to the IDEA market utilizing IDEA events, including the IDEA World Fitness Convention™, the IDEA Fitness Fusion Conference™, the IDEA Personal Trainer Institute™ and Inner IDEA® Conference. In addition to event participation, Power Systems has been a consistent advertiser in *IDEA Fitness Journal* as well as our newsletters, *IDEA Trainer Success* and *IDEA Fitness Manager*. Just recently, Power Systems has added IDEA electronic marketing vehicles to their strategy.

**RESULT** Power Systems has emerged as a major leader in the portable fitness products category with over 2,000 products currently offered.

### CLIENT **Nike Inc.**

**CLIENT PROFILE** Nike Inc. and its subsidiaries design, develop and market footwear, apparel, equipment and accessory products throughout the USA and in 160 countries.

**OBJECTIVE** Extend Nike's dominance in the athletic shoe segment into women's fitness shoes.

**PROGRAM** Place the Nike brand front-of-mind and on the feet of thought leaders in the health and fitness segment. Nike established innovative educational programming through direct communication with IDEA members and educational workout sessions at the IDEA World Fitness Convention. They leveraged that programming through prominent exhibit space with the Nike Store at the IDEA World Fitness Convention Expo Hall.

**RESULT** Nike's share of the fitness shoe market among IDEA members grew from 13% to 77% in the first 5 years after becoming an IDEA Premier Sponsor.

If you would like to further integrate your marketing efforts with IDEA and take your brand to a higher level with our influential members, consider becoming a partner or a sponsor.

Call IDEA today at **800.999.4332, ext. 216**, and speak with an experienced marketing strategist to design a customized marketing program.

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