



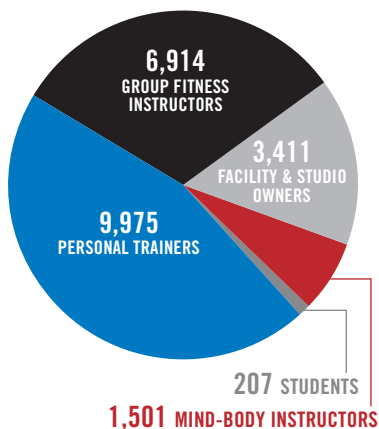
# IDEA FITNESS JOURNAL

Reach influential fitness professionals

“IDEA provides a unique opportunity to support and communicate with fitness professionals from all over the world. We value our long-standing partnership with IDEA and appreciate their high level of professionalism.”

—RANDI HILLINGER,  
Nike, Inc. Event Marketing

23,000 TOTAL PAID CIRCULATION



## IDEA AND THE COMPANY WE KEEP

ACE | ACSM | Balanced Body® | Bally Total Fitness | BlueFish Sport | Body Bar Systems® | BOSU® by Fitness Quest | Coca Cola® | Dynamix Music | efi® Sports Medicine | The Elations Company | Fitness Anywhere™ | Gaia™ | K-Swiss | Les Mills International | Multitrax UK | National Dairy Council | New Balance | Nike Inc. | NSCA | Peak Pilates® | Perform Better | Polar Electro | Power Music | Power Systems | Propel® Fit Water | Schwinn® | SPRI® Products | STOTT PILATES® | Under Armour® | vitaminwater |

*IDEA Fitness Journal* keeps pace with the ever-changing health and fitness industry. Every issue is rich with insightful, credible, researched information to help IDEA members succeed in the fitness industry—from practical guidance on nutrition, wellness, program design, business management and exercise science to tips on personal growth and career development—*IDEA Fitness Journal* is consistently recognized as the gold standard of fitness education.



2005, 2006 & 2007  
WPA Maggie Award Winner

IDEA readers advise more fitness consumers and club owners than any other magazine. Take advantage of this powerful platform!

### Publication Facts

- Published 10 times per year
- 89% of IDEA members view IDEA's publications as the most credible publications (trade or consumers) for health and fitness information



### Custom Marketing Opportunities Within *IDEA Fitness Journal*

**Poly-bag your catalog.** Reach your target market and align with their most valued resource.\*

**Inserts.** Make an impact with a customized insert in *IDEA Fitness Journal*. Postcards, handouts, catalogs and your unique idea are all possible.

**Client Handout.** Add your logo to this one-page “fact sheet” created for IDEA members to copy and distribute to their clients. IDEA members interact with 44 million consumers each year!

### Five Reasons to Choose *IDEA Fitness Journal* for Your Marketing Strategy

- 1. High Engagement Value.** 89% of members read it cover to cover and keep it for reference.
- 2. Extensive Reach.** Delivered to 23,000 members, with total readership of 92,000.
- 3. Opinion Leaders.** 95% of IDEA members strongly agree that “if I like a fitness product I tell others about it.”
- 4. Significant Influencers.** 58% of IDEA personal trainers’ recommendations are acted upon most of the time.
- 5. Direct Purchase Power.** 58% of IDEA members directly influence purchasing decisions at their club or facility.

Contact your marketing strategist for pricing and specifications at 858.535.8979, ext. 238, or 800.999.4332, ext. 238.

CONTINUED

\*Limited quantity.

www.idealife.com

INSPIRE THE WORLD TO FITNESS®



## 2009 Key Topics\*

**January:** 2008 IDEA Fitness Industry Compensation Survey Results

**February:** Personal Training (certification update)

**March:** Nutrition & Weight Management (CEC)\*\*

**April:** Topic TBA

**May:** Women's Health (CEC)\*\*

**June:** Mind-Body (CEC)\*\*

**July-August:** Careers & Industry Issues/IDEA World Fitness Convention™

**September:** Back Pain Prevention & Postrehab

**October:** Research (CEC)\*\*

**November-December:** Special Populations (CEC)\*\*

\*All topics are subject to change.

\*\*These issues contain Continuing Education Credit (CEC) material, and are highly valued by readers as a means of maintaining their professional certifications.

## IDEA Fitness Journal Deadlines

| IFJ ISSUE | AD CLOSING | ART DUE | IFJ ISSUE | AD CLOSING | ART DUE |
|-----------|------------|---------|-----------|------------|---------|
| JAN       | 11/5       | 11/7    | JUN       | 4/16       | 4/20    |
| FEB       | 12/8       | 12/10   | JUL-AUG   | 5/15       | 5/19    |
| MAR       | 1/16       | 1/20    | SEP       | 7/15       | 7/17    |
| APR       | 2/16       | 2/18    | OCT       | 8/17       | 8/19    |
| MAY       | 3/17       | 3/19    | NOV-DEC   | 9/16       | 9/18    |

## Ad Rates (Per Insertion)

| Full Page     | 1X      | 3X      | 6X      | 10X     |
|---------------|---------|---------|---------|---------|
| 4-color       | \$3,690 | \$3,570 | \$3,460 | \$3,330 |
| 2-color       | \$2,800 | \$2,680 | \$2,600 | \$2,500 |
| Black & White | \$1,850 | \$1,790 | \$1,730 | \$1,670 |
| 2/3 Page      | 1X      | 3X      | 6X      | 10X     |
| 4-color       | \$3,060 | \$2,960 | \$2,880 | \$2,790 |
| 2-color       | \$2,300 | \$2,220 | \$2,160 | \$2,100 |
| Black & White | \$1,530 | \$1,480 | \$1,440 | \$1,400 |
| 1/2 Page      | 1X      | 3X      | 6X      | 10X     |
| 4-color       | \$2,700 | \$2,610 | \$2,540 | \$2,490 |
| 2-color       | \$2,030 | \$1,960 | \$1,905 | \$1,870 |
| Black & White | \$1,350 | \$1,310 | \$1,270 | \$1,250 |
| 1/3 Page      | 1X      | 3X      | 6X      | 10X     |
| 4-color       | \$2,330 | \$2,280 | \$2,230 | \$2,180 |
| 2-color       | \$1,750 | \$1,710 | \$1,680 | \$1,640 |
| Black & White | \$1,170 | \$1,140 | \$1,120 | \$1,090 |
| 1/4 Page      | 1X      | 3X      | 6X      | 10X     |
| 4-color       | \$2,090 | \$2,050 | \$2,010 | \$1,970 |
| 2-color       | \$1,570 | \$1,540 | \$1,510 | \$1,480 |
| Black & White | \$1,050 | \$1,030 | \$1,010 | \$990   |
| 1/6 Page      | 1X      | 3X      | 6X      | 10X     |
| 4-color       | \$1,880 | \$1,850 | \$1,820 | \$1,800 |
| 2-color       | \$1,410 | \$1,390 | \$1,370 | \$1,350 |
| Black & White | \$940   | \$930   | \$910   | \$900   |

| Marketplace Ad | 3X    | 6X    | 10X   |
|----------------|-------|-------|-------|
| 4-color or B/W | \$330 | \$310 | \$290 |

**Cover 2** (Inside Front Cover) 1X: \$4,900 10X: \$4,455

**Cover 3** (Inside Back Cover) 1X: \$4,660 10X: \$4,235

**Cover 4** (Back Cover) 1X: \$5,750 10X: \$5,225

**Center Spread** 1X: \$5,082 10X: \$4,620

**Special Position** (1/2 Pg or Larger) 10%

**Bleed** No Charge

**Outserts/Inserts** (Ride-along brochures, BRCs, bellywraps, glue-in inserts, etc.) Call for quote.