



# IDEA Digital Communications

Connect with fitness professionals online and on the go!

Targeted  
knowledge  
and innovation  
for the fitness  
industry.

## Online and Mobile

IDEA Health and Fitness Association stays in constant contact with thousands of the most innovative and inspired fitness professionals through a diverse network of digital channels. IDEA's integrated marketing platforms can help reinforce your brand, launch new products and interact with the top leaders and people of influence in the fitness industry.

## The IDEA Digital User Profile

Active ambitious professionals working with clients one-on-one or groups; in clubs, studios, and outdoors; personal trainers, mind-body instructors, students and facility owners; key influencers for millions of fitness-focused consumers. IDEA fitness professionals stay on top of the latest news, info, tips and trends with IDEA digital communications.

- On the Web at [www.ideafit.com](http://www.ideafit.com)
- Targeted e-newsletters
- Digital *IDEA Fitness Journal*
- Opt-in consumer and fitness professional digital publications
- Dedicated e-blasts
- Social media—Facebook and Twitter
- And now, IDEA FitnessConnect



THE COMPANY WE KEEP



[www.ideafit.com](http://www.ideafit.com)

## ideafit.com

[www.ideafit.com](http://www.ideafit.com) is the go-to source for IDEA members and fitness professionals with an amazing depth of relevant content: over 5,000 articles, more than 220 videos, exclusive access to low-cost liability insurance, significant discounts on educational conferences, and exclusive educational products.

### Web Traffic

- 550,000 monthly page views (6.6 million per year)
- 150,000 monthly visitors
- 3.80 average page views per visit

CONTINUED



INSPIRE THE WORLD TO FITNESS®

**IDEA Fit Tips e-Newsletter**

Target your market with outstanding content developed exclusively for the digital audience. This fast growing e-newsletter is an opt-in source of education and news for the fitness professional and enthusiast with more than 130,000 subscribers.

The limited advertising opportunity in *IDEA Fit Tips* includes an in-text "advertorial" in the body of the newsletter, designed to engage the reader with your information-based content, digital image and URL, plus your banner ad in the article every time it is opened monthly.

|                                     | Ad Close | Art Due | Co-Mail/Drop |
|-------------------------------------|----------|---------|--------------|
| <b>IDEA Fit Tips 2011 Deadlines</b> |          |         |              |
| JAN                                 | 12/10    | 12/14   | 1/6          |
| FEB                                 | 1/14     | 1/18    | 2/3          |
| MAR                                 | 2/11     | 2/15    | 3/3          |
| APR                                 | 3/18     | 3/22    | 4/7          |
| MAY                                 | 4/15     | 4/19    | 5/5          |
| JUN                                 | 5/13     | 5/17    | 6/2          |
| JUL                                 | 6/17     | 6/21    | 7/7          |
| AUG                                 | 7/15     | 7/19    | 8/4          |
| SEP                                 | 8/19     | 8/23    | 9/8          |
| OCT                                 | 9/16     | 9/20    | 10/6         |
| NOV                                 | 10/14    | 10/18   | 11/3         |
| DEC                                 | 11/9     | 11/14   | 12/1         |

**IDEA Fitness Manager e-Newsletter**

Focused on the facility business owner, this targeted e-newsletter covers emerging trends, innovative technology, marketing, management, new profit centers and team-building strategies to help owners and directors increase revenues. Five issues per year.

|  | Ad Close | Art Due | Co-Mail/Drop |
|--|----------|---------|--------------|
| <b>IDEA Fitness Manager 2011 Deadlines</b> |          |         |              |
| JAN  | 12/7     | 12/7    | 1/12         |
| MAR  | 2/16     | 2/16    | 3/9          |
| MAY  | 4/20     | 4/20    | 5/11         |
| JUL-AUG                                    | 6/21     | 6/21    | 7/13         |
| OCT  | 9/20     | 9/20    | 10/12        |

**IDEA Trainer Success e-Newsletter**

Personal trainers are the fastest growing segment of the industry. This e-newsletter takes their education and training to a higher level. Topics include entrepreneurial insight, strategic trends and pitfalls to avoid when building a successful personal training business. Five issues per year.

|  | Ad Close | Art Due | Co-Mail/Drop |
|--|----------|---------|--------------|
| <b>IDEA Trainer Success 2011 Deadlines</b> |          |         |              |
| FEB  | 1/4      | 1/4     | 2/11         |
| APR  | 3/7      | 3/7     | 4/14         |
| JUN  | 5/9      | 5/9     | 6/16         |
| SEP  | 8/8      | 8/8     | 9/15         |
| NOV-DEC                                    | 10/7     | 10/7    | 11/10        |

**IDEA Pilates Today e-Newsletter**

Pilates is a cornerstone of the wellness profession with unique challenges and opportunities. Subscribers look forward to information on business tips, mind-body research, and strategies and advice to balance practical fitness with wellness programming. Five issues per year.

|  | Ad Close | Art Due | Co-Mail/Drop |
|--|----------|---------|--------------|
| <b>IDEA Pilates Today 2011 Deadlines</b> |          |         |              |
| FEB                                      | 1/4      | 1/4     | 2/24         |
| APR                                      | 3/8      | 3/8     | 4/21         |
| JUN                                      | 5/10     | 5/10    | 6/23         |
| SEP                                      | 8/16     | 8/16    | 9/29         |
| NOV-DEC                                  | 10/11    | 10/11   | 11/17        |



Build your brand. Target new market segments. Sell more. Contact an IDEA Marketing Strategist at **800.999.4332, ext. 238**, or via e-mail at [contact@ideafit.com](mailto:contact@ideafit.com).