

## **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
- 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

#### ideafit.com

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

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e-newsletter covers emerging trends, innovative	MAY	4/20	4/20	5/11	IDEA
	JUL-AUG	6/21	6/21	7/13	TRAINER
echnology, marketing, management, new profit centers and team-building strategies to help owners	OCT	9/20	9/20	10/12	SUCCESS
and directors increase revenues. Five issues per year.					2010 IDEA Personal Training Pro Equipment Trends
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Pilates is a cornerstone of the wellness profession	FEB	1/4	1/4	2/24	and one
with unique challenges and opportunities. Subscribers	APR	3/8	3/8	4/21	
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palance practical fitness with wellness programming.	NOV-DEC	10/11	10/11	11/17	that she h brances (
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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.



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