

CLASSIFIEDS

Advertising specifications & rates 2010

FITNESS MAGAZINE IS SOUTH AFRICA'S LEADING MAGAZINE FOR DEDICATED HEALTH AND FITNESS CONTENT, AIMED AT THE HEALTH CONSCIOUS FEMALE READER.

Reader profile

The Fitness reader is a health and image conscious female, with enough expendable income to invest in gym memberships, health foods and supplementation on a monthly basis. Always looking to keep up to date on the latest trends in fashion and clothing, beauty, technology and lifestyle products, **the Fitness reader is always hungry for information.** Falling within

the upper LSM segment of the South African market, Fitness readers generally have access to internet and email, have a mobile phone and are more often than not financially independent. This driven and motivated segment of the market have a clear goal in mind, and that is achieving the body they have always wanted through dedication to training and nutrition, with Fitness magazine as their closest companion every step of the way.

Classified rates

*Rands excl. VAT

ISSUES BOOKED	1	2	4	6
Single	1,650	1,450	1,400	1,350
Double	3,100	2,900	2,750	2,600

Online Exposure

Each classified receives online exposure on www.fitnessmag.co.za with email and active URLs for the duration of the print campaign.

Artwork sizes

(all sizes are indicated in millimetres)

Artwork required in CMYK in the following formats: Jpeg, PDF, TIFF, EPS. No Word Documents will be accepted as final artwork.

*Should you require assistance with artwork design, a R150 fee will be levied.

Single	90(w) x 60(h)
Double Horizontal	190(w) x 60(h)
Double Vertical	60(w) x 130(h)



fitness

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Distribution and sales

Fitness magazine is an alternate monthly publication, distributed by RNA through conventional newsstand channels to all the major lifestyle centres. (Including major retailers like CNA, Exclusive Books, Checkers, Dischem Pharmacies, Game stores & selected Spars & Pick 'n Pays, and will soon be available through selected Woolworths stores)

Fitness Magazine is ABC Certified with 20,000 copies in circulation and certified sales of just under 13,000. (Period July-Dec 2009)



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