**HOW WILL **SPORTZ BUSINESS** ENHANCE YOUR BUSINESS?**

**SPORTZ BUSINESS** is a publication dedicated specifically to gym owners and health & fitness managers in India.

The publication is sent to a circulation of 12,865 gym owners and operators with purchasing decision-making authority - enabling you to directly target the key buyers with your product or range of services.

Backed by an adept team of journos, we know what matters your business and subsequently renders the exact piece of information through our publication featuring industry based news and other allied literary works. **SPORTZ BUSINESS** Magazine gives its readers a comprehensive mix of industry news, expert comment, relevant features, case studies, new product launches, new technology and behind-the-headline analysis.

**SPORTZ BUSINESS** has grown to be a leader in its domain, by offering a unique blend of editorial coverage and business outreach to satisfy the diverse needs of its readers. Content is focused on the key topics and trends that every ambitious gym owner or health & fitness professional needs to know - all delivered in a bright, informative and professional package.

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**CIRCULATION PROFILE - 12,865**

- Independent gyms
- National gyms
- Health clubs
- Hotel gyms
- Leisure centres
- School gyms
- University/college gyms
- Golf club gyms
- Holiday resort gyms
- Sport stadia gyms
- Marketing managers
- Fitness professionals
2020 FEATURES

JANUARY:
- Membership Payments
- Indoor Cycling
- New Vs. Secondhand
- Strength Training
- Weight Training
- Functional Training
- Product Innovation
- Retention

FEBRUARY:
- Wearable Technology/Software
- Training & CPD
- Weight Training
- Lockers & Changing Room Facilities
- Retention
- Finance & Leasing
- Flooring
- Finance & Funding

MARCH:
- Training Courses
- Product Innovation & Technology
- Safe Guarding Employees & Members
- Outdoor Fitness Equipment/Technology
- Indoor Cycling
- Refurbishment
- Vibration Training
- Club Procurement

APRIL:
- Finance & Funding
- Strength Training
- Group Exercise
- Health & Safety
- Software Technology
- EMS Training
- Community Gyms
- Stretching

MAY:
- Wellness & Coaching
- Indoor Rowing
- Lockers & Changing Room Designs
- Indoor Rowing
- Membership Training
- Body Weight Training
- Boutique Gyms
- Flooring

JUNE:
- Supplements & Nutrition
- Functional Fitness
- Technology & Innovation
- Flooring
- Service & Maintenance
- Refurbished Equipment
- Security & Lighting
- Inductions

JULY:
- Social Media
- Health & Safety
- Cryotherapy: Safety, what to expect, and benefits
- Security
- Running
- Gym Design
- Clothing
- Virtual Training

AUGUST:
- Group Exercise
- Nutrition
- Hygiene
- Direct Debit Solutions
- Boutique Gyms
- Service & Maintenance
- Software

SEPTEMBER:
- Franchising
- Boutique Gyms
- Functional Training
- HIIT
- Membership Payments
- Direct Debit Solutions
- Technology & Innovation

OCTOBER:
- Cryotherapy: Safety, what to expect, and benefits
- Software Management
- Direct Debit Solutions
- Wearable Technology
- Body Scanning & Fitness Testing
- Insurance & finance
- Yoga & Pilates

NOVEMBER:
- Youth Training
- Obstacle Races & Training
- Boutique Gyms
- Group Exercise
- Membership Payments
- Cryotherapy: Safety, what to expect, and benefits
- Wellness & Coaching
- Training Courses

DECEMBER:
- Wearable Technology
- Body Scanning & Fitness Testing
- Insurance & finance
- Yoga & Pilates
- January Rush
- Supplements & Nutrition
- Group Exercise
- Lockers & Changing Facilities

REGULAR CONTENT
- Gym Décor Tips
- Gym Owner Of the Month
- Personal Trainer Insights
- Nutrition Insights
- Doctor Insights
- Workouts
- Equipment
- Supplements
- Fitbods
- Couple Exercise

TO BOOK YOUR ADVERTISING, CALL +91 - 11-46504585
**PRODUCTION SCHEDULE 2020**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial deadline</th>
<th>Booking deadline</th>
<th>Material deadline</th>
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<td>25-Dec</td>
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<td>20-Jan</td>
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<td>December</td>
<td>20-Nov</td>
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**PRINT ADVERTISING**

**2020 Advertising rates* (INR/USD) per month** *All of the rates exclude GST

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<th>USD</th>
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<td>Outside Back Cover</td>
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<td>DPS</td>
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<td>Half Pge DPS</td>
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*Material requirements: press optimised PDF files, centred with bleed and saved as CMYK.

**OUTSIDE FRONT COVER SPACE:** Client to supply high resolution portrait photograph and logo for cover. For the DPS cover story copy and 4 to 6 high resolution Photographs must be supplied.

**TECHNICAL SPECIFICATIONS** *(height x width)*

<table>
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<tr>
<th>Advert description</th>
<th>Crop size</th>
<th>Type area</th>
<th>With bleed</th>
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<td>Double Page Spread</td>
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<td>284 x 437</td>
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<td>Full Page</td>
<td>279 x 216</td>
<td>259 x 196</td>
<td>284 x 221</td>
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<td>Half page vertical</td>
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<tr>
<td>Half page horizontal</td>
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<td>129 x 196</td>
<td>142 x 237</td>
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<tr>
<td>Strip</td>
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*Material requirements: press optimised PDF files, centred with bleed and saved as CMYK.

**ONLINE ADVERTISING**

**Banner adverts**

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<td>Standard rectangle</td>
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<tr>
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<td>Standard square 2</td>
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<tr>
<td>Standard tall (Both)</td>
<td>120 pixels w X 600 h</td>
<td>60000</td>
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<tr>
<td>Large rectangle</td>
<td>300 pixels w X 250 h</td>
<td>40000</td>
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<tr>
<td>Large square Intertisal</td>
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<tr>
<td>Daily eNewsletter: (Top banner)</td>
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</tr>
</tbody>
</table>

*Adverts can be booked on the SportzBusiness website, the Sportzbusiness homepage and the top banner of the weekly newsletter.*
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