

A large, light gray stylized human figure is positioned in the background on the right side of the page. It has a circular head and two thick, curved arms extending upwards and outwards. The figure is partially obscured by the 'BODYMEDIA' text.

BODYMEDIA[®]

Media Kit 2026

November 2025

www.bodymedia.de

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BODYMEDIA®

MEET THE TOP

fithera



Deutscher
Gesundheitsball

Increase your sales with a successful marketing mix

BODYMEDIA is one of the leading platforms in the fitness and physio industry in the sector of trade magazines and events. We can help you reach your target audience: Owners, managers and administrators on the operator side. Combined with in-depth research, extensive professional articles on important topics about the industry and a modern layout, our trade magazines BODYMEDIA Fitness and BODYMEDIA Physio are a conveying medium of information.

In addition to our trade magazines, we offer other useful tools for decision-makers, such as our new BODYMEDIA Video-Podcast, the BODYMEDIA App, the digital BODYMEDIA Branchenbuch, informative newsletters and Online-Advertorials to name just a few.

Our print and online offerings are complemented by our events. Through our event formats, we bring together the operators of fitness, physiotherapy and healthcare facilities with the industry in a highly effective way.

BODYMEDIA is a specialist when it comes to raising the profile of your company and your brand in the fitness, physiotherapy and health industry.

We are looking forward to creating an individual marketing concept for you. For further questions you will find the right contact person at the end of this media kit! Don't hesitate to call us. To conclude, we hope that you will have fun discovering our range of products!



Nicolas Hessel
CEO



Yannick Hessel
CEO



Constantin Wilser
Editor-In-Chief

BODYMEDIA Fitness

Target group: The trade magazine for fitness and health BODYMEDIA Fitness is aimed at decision-makers in the German-speaking fitness industry. In addition to gym owners and managers, we target medical providers with fitness facilities, wellness facilities and hotels with fitness facilities.

Print run: 7,000 copies

Shipping run: 6,672 copies

Publication frequency: 6 x per year

Purchase price: 10 € plus VAT
(national and international)

BODYMEDIA Physio

Target group: The trade magazine for physiotherapy and health BODYMEDIA Physio is aimed at decision-makers in the German-speaking physiotherapy sector. Besides owners of physio- and health facilities, we target clinics and fitness clubs with accompanying physiotherapy and health centres.

Print run: 8,250 copies

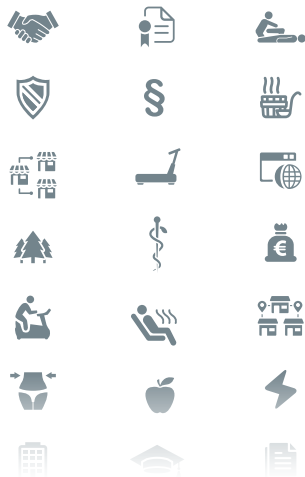
Shipping run: 8,013 copies

Publication frequency: 3 x per year

Purchase price: 10 € plus VAT
(national and international)

Industry topics

The editorial team at BODYMEDIA provides information on all relevant topics in the fitness, physiotherapy, and health industry both in our trade magazines and online. Here is an excerpt of some topics.



Key figures

Print key figures



100%

B2B-Focus



40,032

Number of copies
published per year
(fitness)



24,039

Number of copies
published per year
(physio)



9

Trade magazine
issues per year



37

Years of Industry
experience



23

Employees

Digital key figures



643,200

Page views on
bodymedia.de per
year



446,600

Visits on
bodymedia.de
per year



365,400

Visits on
bodymedia.de
per year



17,200

Unique Visitors
on bodymedia.de
per year



8,000

BODYMEDIA
e-mail newsletter
recipients



4,650

fitpost / physiopost
newsletter recipients

Event key figures



1

fitthera business
congress and
German health ball
per year



2

MEET THE TOP
premium events
per year



61

B2B events
organised



4,068

scheduled
business meetings
2025



2,382

Event participants
per year



27

Years B2B event
organiser

Target groups & postal code

BODYMEDIA Fitness

Target groups	Copies	in %
Gyms in Germany	4,512	67.63
Gyms in Austria	412	6.18
Gyms in Switzerland	362	5.43
Gym managements of chains	172	2.58
Multifunctional sports facilities with fitness	37	0.55
Sports clubs with gym	247	3.70
Hotels with fitness	132	1.98
Wellness facilities, SPAs with fitness	77	1.15
Trainer, VIPs, institutes	152	2.28
Manufacturers and suppliers in the fitness industry	569	8.53
Gesamt	6,672	100.00

Postal code	Copies	in %
Germany 0	362	5.43
Germany 1	336	5.04
Germany 2	629	9.43
Germany 3	623	9.34
Germany 4	629	9.43
Germany 5	605	9.07
Germany 6	769	11.53
Germany 7	747	11.20
Germany 8	726	10.88
Germany 9	472	7.07
Austria	412	6.18
Switzerland	362	5.43
Total	6,672	100.00



Target groups & postal code

BODYMEDIA Physio

Target groups	Copies	in %
Physiotherapy offices	6,650	82.99
Rehabilitation centres	351	4.38
Clinics with focus on physiotherapy	272	3.39
Fitness clubs with accompanying physiotherapy	247	3.08
VIPs, institutes	68	0.85
Manufacturers and suppliers in the physio industry	425	5.30
Total	8,013	100.00

Postal code	Copies	in %
Germany 0	143	1.78
Germany 1	399	4.98
Germany 2	812	10.13
Germany 3	691	8.62
Germany 4	1001	12.49
Germany 5	1179	14.71
Germany 6	891	11.12
Germany 7	1027	12.82
Germany 8	1102	13.75
Germany 9	768	9.58
Total	8,013	100.00

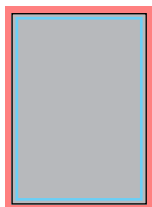


Magazin-Themen und -Termine

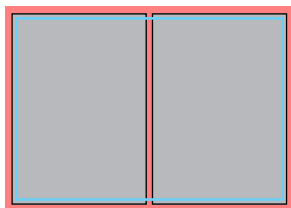
Issue	Main topic	Side topic	Market overview / Exhibition report
BM Fitness 01/26	Start-ups	Service orientation	Accessories & small equipment
BM Physio 01/26	TI (digitisation)	Legal certainty	Accessories & small equipment
BM Fitness 02/26	Yoga + Pilates	New target groups	Training companies
BM Fitness 03/26	HYROX	Nutrition	Nutritional concepts
BM Physio 02/26	Leadership skills	Employee retention	Circuit training and strength training equipment (MPG)
BM Fitness 04/26	Leadership	Recruiting	Plate loaded equipment
BM Fitness 05/26	Mental health & wellness	New payment methods & memberships	Debt collection & leasing
BM Physio 03/26	Processes & practice organisation	Upselling	Therapeutic supplies
BM Fitness 06/26	Digital trends and AI	New Marketing	Software

Issue	Editorial deadlines	Ad closing	Print deadlines	Insert deadlines	Publication
BM Fitness 01/26	12.12.	16.12.	19.12.	09.01.	30.01.
BM Physio 01/26	28.01.	30.01.	06.02.	20.02.	15.03.
BM Fitness 02/26	12.02.	16.02.	20.02.	13.03.	30.03.
BM Fitness 03/26	13.04.	17.04.	24.04.	08.05.	30.05.
BM Physio 02/26	27.05.	29.06.	05.06.	25.06.	15.07.
BM Fitness 04/26	12.06.	17.06.	19.06.	10.07.	30.07.
BM Fitness 05/26	12.08.	14.08.	20.08.	10.09.	30.09.
BM Physio 03/26	28.08.	02.09.	04.09.	25.09.	15.10.
BM Fitness 06/26	09.10.	16.10.	22.10.	11.11.	30.11.

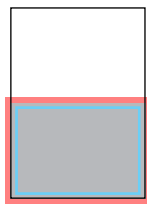
Ad formats



▶ 1/1 Page (Inside part A4)	210 x 297 mm + 3 mm bleed	2,890 €
▶ 2. Cover page	210 x 297 mm + 3 mm bleed	4,690 €
▶ 3. Cover page	210 x 297 mm + 3 mm bleed	3,990 €
▶ 3. Cover page (for Events)	210 x 297 mm + 3 mm bleed	2,990 €
▶ 4. Cover page (Back page)	210 x 297 mm + 3 mm bleed	5,290 €

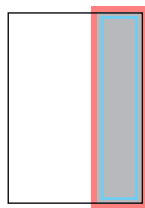


▶ 2/1 Page (Inside part)	420 x 297 mm + 3 mm bleed	4,490 €
▶ Opening Spread (Page 4 + 5) (In the inner part, before the table of contents)	420 x 297 mm + 3 mm bleed	4,990 €



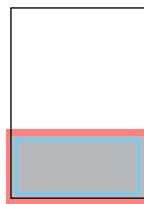
1/2 Page, horizontal
210 x 148 mm
+ 3 mm bleed

1,990 €



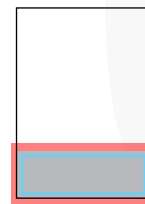
1/3 Page, vertical
72 x 297 mm
+ 3 mm bleed

1,490 €



1/3 Page, horizontal
210 x 100 mm
+ 3 mm bleed

1,490 €



1/4 Page, horizontal
210 x 75 mm
+ 3 mm bleed

1,090 €

Please only use cutting marks!

ATTENTION!!

The red area will be cut off during printing. Therefore, no graphic elements can be placed there.

TIP!

Leave 4 mm blank at the side edges in order to avoid cutting off important graphic or textual elements.

■ Print preview/final format e.g. DIN A4 (210 x 297 mm)

■ 3 mm bleed all around e.g. A4 + 3 mm → 216 x 303 mm

Special formats

Advertorial

The BODYMEDIA trade magazines offer you the opportunity to present your company, your products, and services in detail in the form of an advertorial.

An advertorial is the editorial presentation of an advertisement. The number of used images depends on the sent material and the final number of characters. BODYMEDIA is responsible for the entire design and the quantity of text and pictures.

1/1 page, approx. 1,800 characters (incl. spaces) + max. 3-5 images as picture selection, incl. graphic design	2,890 €
2/1 page, approx. 3.6000 characters (incl. spaces) + max. 4-7 images as picture selection, incl. graphic design	4,490 €

Online-Upgrade possible
More on page 14

Exhibition offers

Exhibition highlight (FIBO)

With the presentation like an advertorial, the Exhibition highlight has another big advantage besides the optimal positioning in the Exhibition part of BODYMEDIA Fitness and the free design. Our photographers will come to you and take photos of your booth for the highlight, according to your ideas and wishes. These will then be sent to you and can be used free of charge for your own advertising.

1/2 page horizontal, 1,500 characters (incl. spaces) + max. 2 photos + logo, incl. graphic design	1,990 €
1/1 page, 3,000 characters (inc. spaces) + max. 4 photos + logo, incl. graphic design	2,990 €
2/1 page, 6,000 characters (incl. spaces) + max. 6 photos + logo, incl. graphic design	3,990 €

Including Exhibition booth photos



Special formats

FIBO Pre-Report

The FIBO preliminary report in BODYMEDIA Fitness issue 02/26 will draw attention to your participation in the event.

FIBO pre-report, 600 characters (incl. spaces) + 1 product image 390 €

FIBO Follow-up

Thanks to the FIBO Follow-up report, you will be able to make your participation public in Edition 3/2026 afterwards.

FIBO follow-up, 600 characters (incl. spaces) + 1 product image 390 €

Inserts

A combination of advertisements paired with meaningful inserts is exceptionally effective. The customer not only looks at your advertising, but rather keeps it directly in his hands.

Mailing cover sheet

The name of the addressee is printed on the mailing cover sheet. Therefore, it is placed on top and can be seen directly. Thus, it is a very attention-grabbing advertising placement.



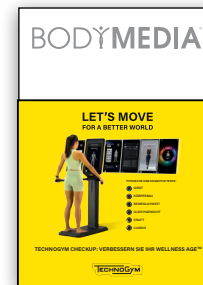
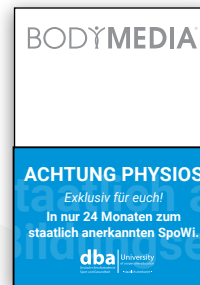
Weight	Max. format	Price (excl. graphic & print)
up to 25g	DIN A4	2,890 €
up to 50g	DIN A4	3,190 €
up to 100g	DIN A4	3,890 €
over 100g	DIN A4	On request

Pages	Format (+ 3mm bleed)	Price (excl. graphic, incl. print)
1/2	216 x 154 mm	1,390 €

Banderole

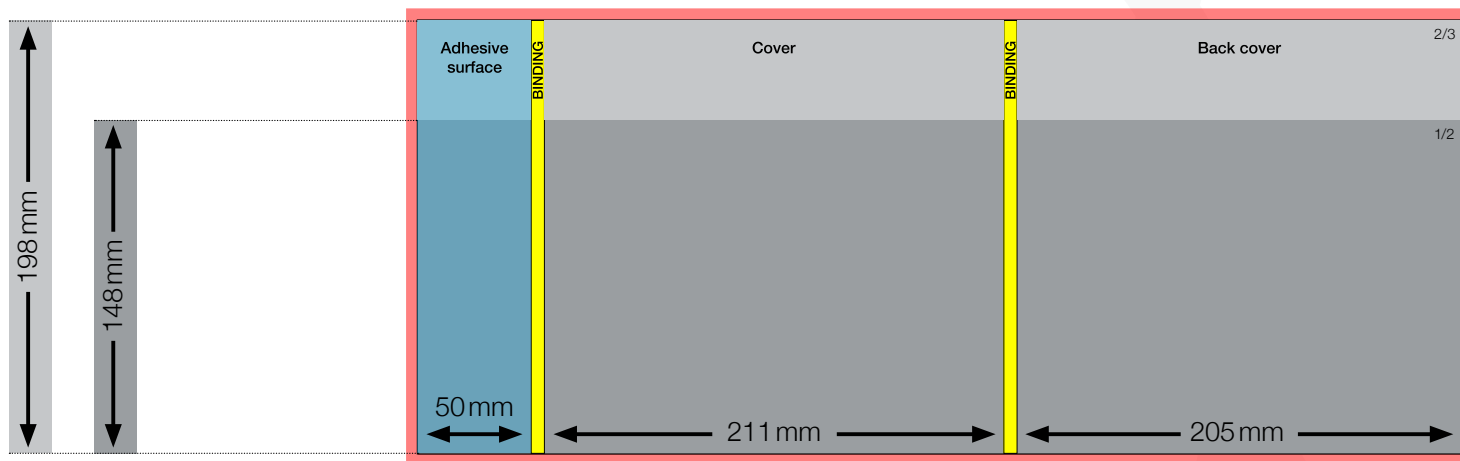
A true eye-catcher! With a banderole around the BODYMEDIA trade magazines your advertisement will be immediately visible to every reader of the magazine. This powerful form of promotion guarantees maximum visibility for your advertisement.

1/2 Page	148 mm x (466 mm + 2x waist width) + 3 mm bleed	5,990 €
2/3 Page	198 mm x (466 mm + 2x waist width) + 3 mm bleed	6,690 €



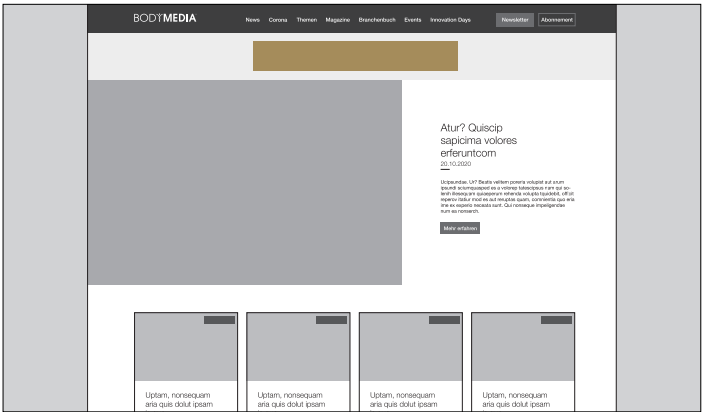
BINDING The binding width varies according to the number of pages of the edition. The exact binding width is available on request.

ADHESIVE SURFACE Only the background may be in this area, no important elements such as logo, text or important graphics.



The deadline for the banderole aligns with the advertising deadline. Other special formats such as inserts, posters, etc. are available on request. A list of suitable contacts can be found at the end of the media kit.

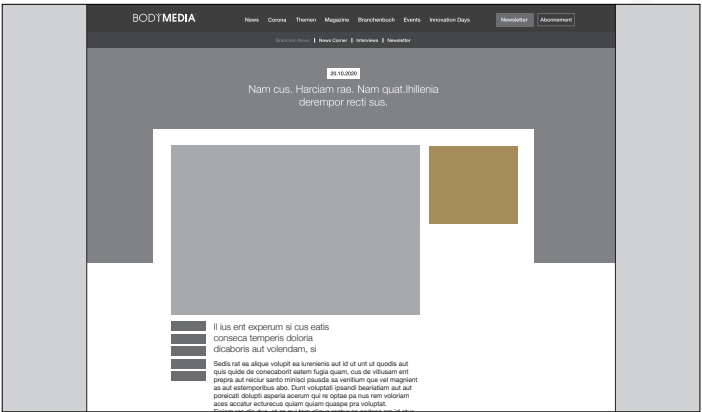
Display-Advertising – Web-Banner BODYMEDIA.de



Leaderboard Banner

728 x 90 px animated (gif) or static (jpg, png)
Between web navigation and content

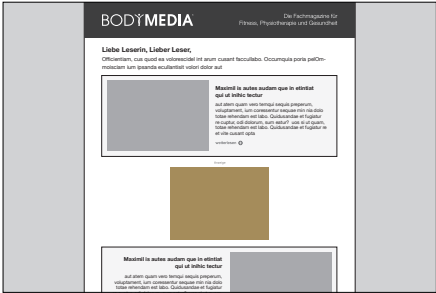
1,090 € per month



Medium Rectangle

300 x 250 px animated (gif) or static (jpg, png)
On every page + additionally on article/newsdetail page.

890 € per month



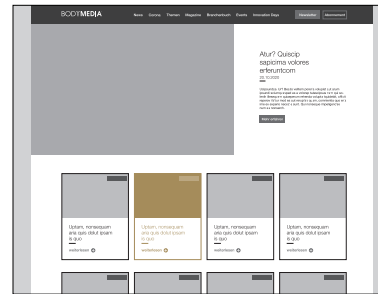
BODYMEDIA Newsletter Upgrade

You can also place your web banner in the editorial BODYMEDIA in-house newsletter, which is sent to around 4,950 recipients (fitness) and 3,350 recipients (physio) every week. Your banner will be placed between the news and article elements.

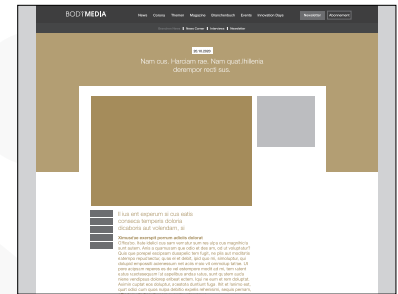
Leaderboard Banner: Placement in 1 newsletter	+ 350 € per month
Medium Rectangle: Placement in 1 newsletter	+ 250 € per month

Online-Advertorial – Impress with your content!

The Online-Advertorial will be published as a full-featured article on BODYMEDIA's online channels. Each submission is carefully reviewed by our editorial team to ensure it provides maximum value and strikes the right tone for BODYMEDIA's target audiences. Companies can increase the reach and awareness of their brands, communicate their content to an attractive B2B readership, and establish themselves as experts in their respective segments within BODYMEDIA's premium environment.



Homepage



Artikel

Editorial team consultation	✓
Publication on bodymedia.de	✓
Teaser on bodymedia.de's homepage	✓
SEO check of the article	✓
Homepage placement	min. 2 weeks
Price	1,290 €

Price in combination with print advertorial: 690 €

1. Upgrade

Newsletter Content Ad

Text/image combination is placed 1x natively between the news and article elements in the weekly BODYMEDIA in-house newsletter.

+ 290 €



2. Upgrade

Sponsored post on social media

Creation and publication of a sponsored post on the Facebook, Instagram & LinkedIn channels of BODYMEDIA. Additional advertising budget can be booked 1:1.




+ 690 €

(incl. 50 € advertising budget)



BODYMEDIA Branchenbuch – digital business directory

More visibility and digital leads: Our digital B2B directory for the fitness and physiotherapy industry has been comprehensively revised and redesigned. It offers great added value for our readers and more visibility and digital leads for you!

 Free	 Business	 Premium
Basic entry with basic functions	Strong brand presence and increased reach	Maximum visibility and features
	All features from Free	All features from Business
Company description max. 1,000 characters	Company description max. 2,000 characters	Company description max. 3,000 characters
Up to 2 product categories	Up to 4 product categories	Up to 6 product categories
Contact details	Company logo	Company logo and header image
Contact form	2 Contact persons	10 Contact persons (max.)
	4 product images / videos	10 product images / videos (max.)
	2 links / 4 services	4 links / 10 services (max.)
	2 references / testimonials per year	4 references / testimonials per year (max.)
	Number of employees and year of foundation	Awards & certificates
	Prioritised top listing	6 brands
	Social media links	Google star rating
		Slogan / Claim
0,- €	390,- € / year	590,- € / year

All prices plus VAT, annual billing. Further information at: bodymedia.de/branchenbuch

BODYMEDIA App

Benefits for our readers

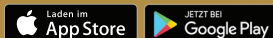
- ✓ Digital reading comfort with full text view
- ✓ Multimedia reading experience
- ✓ Daily news in your pocket
- ✓ Smart text-to-speech function

Benefits for our readers

- ✓ Digital reach for your print advertising
- ✓ Link to your BODYMEDIA business directory entry
- ✓ QR codes lead directly to your campaign
- ✓ High visibility thanks to daily industry news

Ad
placement
on
request

Free
download

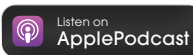



onlink.to/bm-app



BODYMEDIA Podcast

The B2B video podcast for entrepreneurs in the fitness, physio and health industry. Captivating conversations with inspiring personalities are published every 14 days on several podcast platforms.



BODYMEDIA Wohnzimmer | Podcast-Werbung

Use our podcast format BODYMEDIA Wohnzimmer to present your brand in a personal and authentic environment whilst making a lasting impression on your target audience.

Request
an offer
now

Why podcast advertising?

- ▶ **High attention:** Listeners consume podcasts actively and with concentration – advertising messages reach them without distraction.
- ▶ **Credibility & trust:** Advertising in a specialist podcast benefits from the proximity and expertise of the content – your brand is placed in an authentic environment and presented by our podcast host and CEO Nicolas Hessel.
- ▶ **Targeted approach:** You can reach decision-makers and influencers from the fitness and health industry directly.

Structured placement:

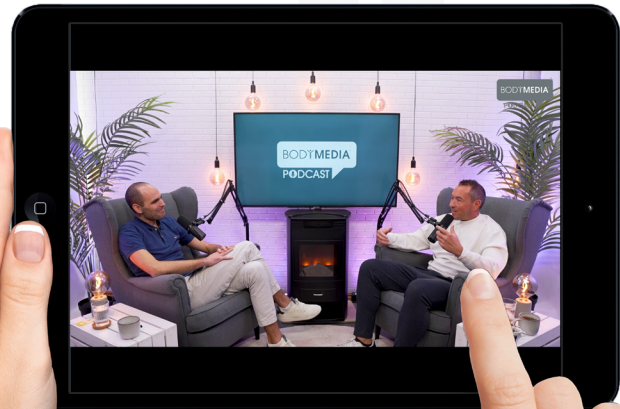
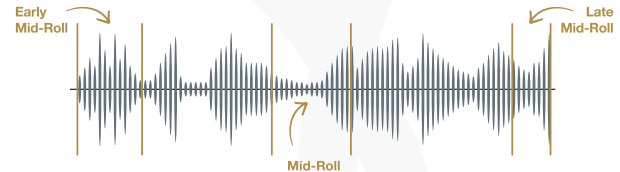
- ▶ **Early Mid-Roll:** always after the 'Quick 5 Questions' – approx. 10–15 minutes
- ▶ **Mid-roll:** approx. after 1 hour
- ▶ **Late mid-roll:** approx. after 2 hours

Thanks to this clear structure, your advertising messages will be optimally embedded: early on in the conversation to grab maximum attention; in the middle to create a lasting memory; and later on for particularly loyal listeners.

Place your brand in the BODYMEDIA Wohnzimmer and reach the industry's decision-makers with their full attention.



An average of **4.217 listeners** per episode



E-Mail-Newsletter – fitpost.de and physiopost.de

We recommend regularly sending a newsletter to the fitness and physio industry to inform them about your products, services, news and offers. You can also use the newsletter to keep existing users informed. Two different stand-alone newsletter distribution lists are available, taking into account your target group. The fitpost.de distribution list contains around 2,500 high-quality email addresses from the fitness and wellness industry, and the physiopost.de distribution list contains around 2,150 high-quality email addresses from the physiotherapy and health industry.

Your e-mail newsletter will be created in a professional HTML version that is optimised for mobile and has a low spam classification. It will be created in accordance with your corporate identity and sent to your target group. To help you keep track of your key figures, you will also have the option of adding professional reporting.

E-mail newsletter excl. design (ready to send html file is required)

399 €

E-mail newsletter incl. 1 hour design

469 €

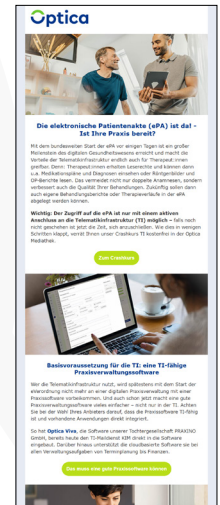
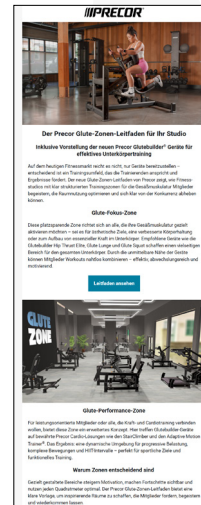
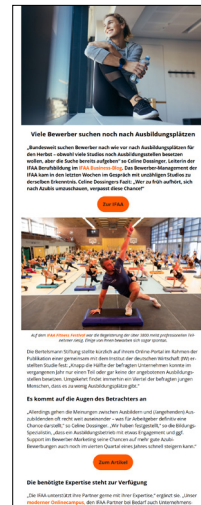
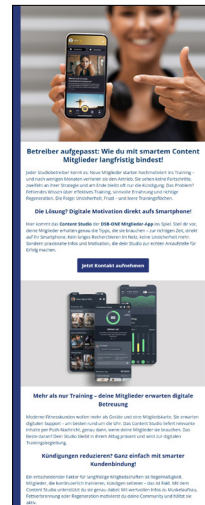
E-mail newsletter incl. 1 hour design and reporting

499 €

Every additional hour of graphic design and consultation (billing per minute)

95 €

Newsletter examples



Data delivery

PRINT

Data delivery

The delivery of pictures, texts and files is done by e-mail, dropbox or WeTransfer. Open files can be imported from InDesign, Illustrator and Photoshop and then will be processed. It is important to note that the document must include all fonts and pictures or they are additionally supplied.

Text files should preferably be sent in Office documents. Coreldraw files cannot be processed. Images must be converted in the formats tif, jpg or eps.

Pictures

Images used for printing should exclusively be submitted in CMYK. Other colour profiles should neither be attached nor embedded. All used images must have a resolution of at least 300 dpi. The resolution for line drawings is set at 1,200 dpi.

Layout / print data

Documents must be created in the final format plus bleed. Please note our format templates on page 7. For designs, that are printed right to the edge of the document, the bleed allowance at all edges must be taken into account. Those elements must be extended to the edge of the bleed. For text and other elements, that are not supposed to be cut off, the safety clearance of at least 5 mm to the edge of the final format must be maintained. Make sure that white areas are filled by a white background.

Font

Black text should always be 100% black without registration marks. Be careful not to use any True Type fonts. Fonts must be embedded or converted into character paths. Consider, that the font is still recognisable and clearly readable after scaling the document format.

Line width

Make sure that the lines used in your layout are not too thin.

Positive lines (dark lines on light background): at least 0.25 pt.

Negative lines (light lines on dark background): at least 0.5 pt.

Print PDF

The preferred format for data delivery is PDF/X-3. The used transparencies should be delivered in a PDF/X-4 format. Print file cut marks must always be added. These are not added in the document itself but will be selected during export.

ONLINE

File formats and target link

Possible banner formats are jpg, png or gif. Concerning the News Corner Cut In, mp4, mov and wav are also possible. Please include the destination link for each advertising material individually.

Data delivery

By e-mail, dropbox, WeTransfer or Google Drive

INSERTS

Delivery address

C. Maurer Printing and Publishing House GmbH & Co. KG
Schubartstraße 21, 73312 Geislingen/Steige, Germany

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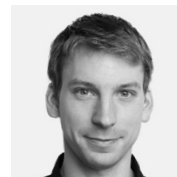
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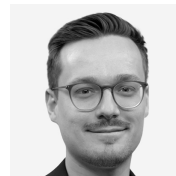
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