BODYMEDIA

Media Kit 2025

February 2025

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BODY**MEDIA**

MEET THE TOP

fithera



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, the online news format BODYMEDIA News Corner, 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 Hesse CEO Yannick Hessel CEO

Constantin Wilser Editor-In-Chief

C. Dilsev

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: 6,738 copies

Publication frequency: 6 x per year Purchase price: 10 € plus VAT (national and international)

BODYMEDIA Physio

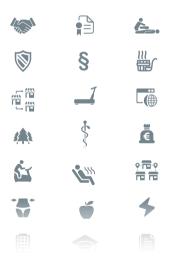
Target group: The trade magazine for physiotherapy and health BODYMEDIA Physio is aimed at decision-makers in the German-speaking physiotherapy sector. Besides owners of physio- and health facilities, we target clinics and fitness clubs with accompanying physiotherapy and health centres.

Print run: 8,250 copies **Shipping run:** 8,121 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



40.428

Number of copies published per year (fitness)



24,363

Number of copies published per year (physio)



9 Trade magazine issues per year



36

Years of Industry experience



22

Employees

Digital key figures



600.000

Page views on bodymedia.de per year*



410.000

Visits on bodymedia.de per year*



336,000

Unique Visitors on bodymedia.de per year*



14.100

Followers & subscriptions on social networks



7.750

BODYMEDIA e-mail newsletter recipients



4.800

fitpost / physiopost newsletter recipients

Event key figures



fithera business congress per year



MEET THE TOP premium events per year



57

B2B events organised



3,758

scheduled business meetings in 2023



1,300

Event participants per year



26

Years B2B event organiser

Target groups & postal code

BODYMEDIA Fitness

Target groups	Copies	in %
Gyms in Germany	4,448	66,01
Gyms in Austria	432	6,41
Gyms in Switzerland	399	5,92
Gym management of a chain	178	2,64
Multifunctional sports facilities with fitness	58	0,86
Sports clubs with gym	216	3,21
Hotels with fitness	115	1,71
Wellness facilities, SPAs with fitness	93	1,38
Trainer, VIPs, institutes	121	1,80
Manufacturers and suppliers in the fitness industry	678	10,06
Total	6.738	100,00

Postal code	Copies	in %
Germany 0	341	5,06
Germany 1	332	4,93
Germany 2	639	9,48
Germany 3	608	9,02
Germany 4	636	9,44
Germany 5	620	9,20
Germany 6	775	11,50
Germany 7	754	11,19
Germany 8	728	10,80
Germany 9	487	7,23
Austria	444	6,59
Switzerland	374	5,55
Total	6,738	100,00



Target groups & postal code

BODYMEDIA Physio

Target group	Copies	in %
Physiotherapy offices	6,674	83,21
Rehabilitation centres	353	4,40
Clinics with focus on physiotherapy	269	3,35
Fitness clubs with accompanying physiotherapy	201	2,51
VIPs, institutes	46	0,57
Manufacturers and suppliers in the physio industry	478	5,96
Total	8,021	100,00

Postal code	Copies	in %
Germany 0	148	1,85
Germany 1	395	4,92
Germany 2	806	10,05
Germany 3	698	8,70
Germany 4	1003	12,50
Germany 5	1175	14,65
Germany 6	892	11,12
Germany 7	1030	12,84
Germany 8	1105	13,78
Germany 9	769	9,59
Total	8,021	100,00



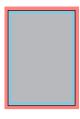
Magazine topics and deadlines

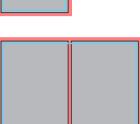
Edition	Main topic	Side topic	Market overview / Exhibition report
BM Fitness 01/25	Software change made easy	Internal and external communication	Software
BM Physio 01/25	From physiotherapist to entrepreneur	Integration of other healing methods	Interior design
BM Fitness 02/25	Sales	Personality development	Indoor Cycling
BM Fitness 03/25	AI / Gamification	Longevity	Franchise
BM Physio 02/25	Employee communication	Company valuation / business transfer	Accounting software
BM Fitness 04/25	The best fitness and spa areas in hotels	Stress management	Cardio machines
BM Fitness 05/25	Positioning	The fitness market in Austria	Interior design
BM Physio 03/25	Al in physiotherapy	All about finance and profitability	Business consultancies
BM Fitness 06/25	Workplace health promotion	Company valuation / business transfer	Marketing

Edition	Editorial deadlines	Ad closing	Print deadlines	Insert deadlines	Publication
BM Fitness 01/25	12.12.	16.12.	20.12.	10.01.	30.01.
BM Physio 01/25	24.01.	31.01.	06.02.	21.02.	15.03.
BM Fitness 02/25	12.02.	17.02.	20.02.	11.03.	30.03.
BM Fitness 03/25	12.04.	17.04	24.04.	10.05.	30.05.
BM Physio 02/25	27.05.	02.06.	05.06.	25.06.	15.07.
BM Fitness 04/25	12.06.	17.06.	20.06.	10.07.	30.07.
BM Fitness 05/25	12.08.	15.08.	20.08.	10.09.	30.09.
BM Physio 03/25	28.08.	02.09.	05.09.	25.09.	15.10.
BM Fitness 06/25	10.10.	17.10.	22.10.	11.11.	30.11.

¹ The editors reserve the right to make changes for topicality.

Ad formats

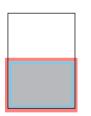




- 1/1 Page (Inside part A4)
- 2. Cover page
- 3. Cover page
- 3. Cover page (for Events)
- 4. Cover page (Back page)
- 2/1 Page (Inside part)
- 2/1 Opening Spread (Page 4 + 5)
 (In the inner part, before the table of contents)

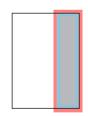
- 210 x 297 mm + 3 mm
- 420 x 297 mm + 3 mm
- 420 x 297 mm + 3 mm

- bleed 2,790 €
 - •
- bleed 4,490 €
- bleed 3,990 €
- bleed 2,990 €
- bleed 4,990 €
- bleed 4.390 €
- 5,000
- bleed 4,990 €

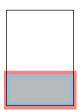


1/2 Page, horizontal 210 x 148 mm + 3 mm bleed

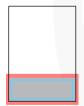
1,990€



1/3 Page, vertical 72 x 297 mm + 3 mm bleed 1.390 €



1/3 Page, horizontal 210 x 100 mm + 3mm bleed 1.390 €



1/4 Page, horizontal 210 x 75 mm + 3 mm bleed 1.090 €

TIP!

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

Please only use cutting marks!

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

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

All prices plus VAT

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.

Online-Upgrade possible More on page 14

1/1 page, approx. 1,800 characters (incl. spaces) + max. 3-5 images as picture selection, incl. graphic design 2.790 € 2/1 page, approx. 3.6000 characters (incl. spaces) + max. 4-7 images as picture selection, incl. graphic design 4.390 € ALIS ZWELMACH ONE - DSB-ONE

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.

Including Exhibition booth photos

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



Special formats

FIBO Pre-Report

The FIBO preliminary report in BODYMEDIA Fitness issue 02/25 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 3/2021 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.

Weight	max. format	price (excl. graphic & print)
Up to 25 g	DIN A4	2,790 €
Up to 50 g	DIN A4	3,090 €
Up to 100 g	DIN A4	3,790 €
Over 100 a	DIN A4	On request

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.

Pages	format	price
	(+ 3 mm bleed)	(excl. graphic, incl. print)
1/2	216 x 154 mm	1,290 €

All prices plus VAT

BODYMEDIA 11

Banderole

A true eyecatcher! 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 ensures the best possible perception of your advertisement.

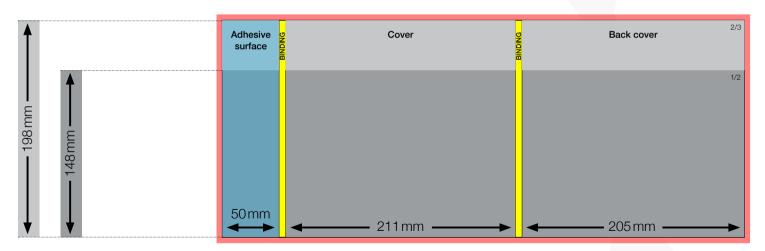
1/2 Page	148 mm x (466 mm + 2x waist width) + 3 mm bleed	5,990 €
2/3 Page	198 mm x (466 mm + 2x waist width) + 3 mm bleed	6,690 €





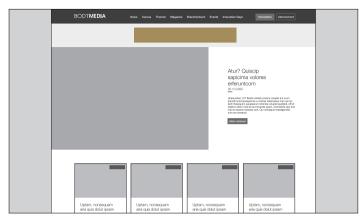
BINDING The binding width varies according to the number of pages of the edition. The exact binding width is available on request.

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

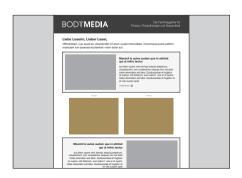
990 € per month



Medium Rectangle

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

790 € 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.

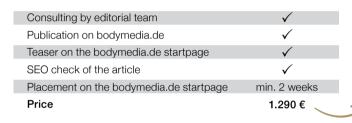
Leaderboard Banner: Placement in 1 newsletter + 350 € pro Monat

Medium Rectangle: Placement in 1 newsletter + 250 € pro Monat

All prices plus VAT

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 maximum value and 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 position themselves in BODYMEDIA's premium environment as experts in their respective segments.







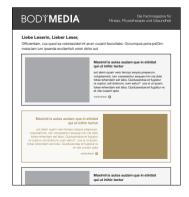
Homepage Article

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)

All prices plus VAT

Digital BODYMEDIA Branchenbuch

BRANCHENBUCH

More visibility and digital leads: Our digital B2B business directory for the fitness and physiotherapy industry has been comprehensively revised and completely rethought. Great added value for our readers and more visibility and digital leads for you!

	14EWi		
	X		
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 Brand names	
	Social media links	Google star rating	
		Slogan / Claim	
0,- €	390,- € / year	590,- € / year	

 $\hbox{All prices plus VAT, annual billing. Further information at: } \textbf{bodymedia.de/branchenbuch}$

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

Advantages for you as an advertiser

- 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



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 News Corner Cut In

The BODYMEDIA News Corner is one of our latest news formats. We regularly report on the most important news within the fitness, physio, and health industry. The BODYMEDIA News Corner will be published on our high-coverage social media channels (Facebook, Instagram, Instagram Stories, YouTube) as well as on our website, precisely targeted to the industry.

The corresponding BODYMEDIA News Corner Cut In is considered the digital and target group-specific counterpart of TV advertising formats, where you receive two advertising insertions within a BODYMEDIA News Corner directly integrated within the current editorial news format. In this way, you achieve maximum attention with the help of a striking embedding in the middle of our editorial content.

Details

- ▶ Length maximum 10 seconds
- Maximum advertising space: 20% of the bottom edge of the picture
- Advertising dimensions: 1920 pixels (width) x 216 pixels (max. height)
- Purely visual and without sound
- Labelling as "advertisement"
- 2 advertisements on Facebook, in the Instagram Feed, on YouTube, LinkedIn and on bodymedia.de. 1 Fade-in of your advertisement in the shorter story version on Instagram.

BODYMEDIA News Corner Cut In incl. 1 hour design 690 €

Every additional hour of design and consultation 95 € (billing per minute)

Average key data

▶ Range: 7,400

■ Unique Views: 2,550

Reactions (likes, comments, shares): 135



BODYMEDIA News Corner Cut In - Examples









E-mail newsletter - fitpost.de and physiopost.de

We particularly recommend to regularly inform the fitness and physio industry with a newsletter about your products, services, news, offers and moreover, to inform existing users about everything you want them to know. Two different stand-alone newsletter distribution lists are available to you with consideration of your target group. The fitpost de newsletter distribution list contains approx. 2,600 high-quality e-mail addresses of the fitness and wellness industry, while the physiopost de newsletter distribution list contains approx. 2,200 high-quality e-mail addresses of the physio and health industry. Your booked e-mail newsletter will be created in a professional HTML-version (optimised for display and low spam classification) in accordance with your corporate identity and will be sent to your target group. In order to have a better overview of your key figures, you will also receive the possibility of adding a 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 €









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

References

Our satisfied premium partners with year-round print, digital and event marketing concepts:











































































































































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