BODYMEDIA®

Media Kit 2027

October 2026

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! Feel free to contact 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 and executives 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.

AI Concepts · Apps · Best Practice · Body analysis · Customer acquisition · Customer Journey · Data protection · Digitalisation · Dos and don'ts · Education · Employee management · Employee retention · Events · Expansion · Fitness chains · Fitness industry · Gamification · Geriatric rehab · Growth · Gym report · Healthcare industry · Industry news · Integration Physiotherapy · Interviews · Lead generation · Management · Market overview · Medical Fitness · New Work · Online marketing · Pain therapy · Physiotherapy industry · PR · Practice report · Presale · Profit centres · Project management · Recruiting · Rehabilitation · Rights & laws · SEO · Single studio · Social media · Start-ups · Success stories · Sustainability · T-RENA · Trends · Wellness · Workplace health promotion

Key figures

Print key figures

100%
B2B-Focus

39,792
Number of copies published per year (fitness)

23,403
Number of copies published per year (physio)

9
Trade magazine issues per year

38
Years of Industry experience

20
Employees

Digital key figures

719,410
Page views on bodymedia.de per year

505,168
Visits on bodymedia.de per year

410,294
Visits on bodymedia.de per year

19,628
Unique Visitors on bodymedia.de per year

8,250
BODYMEDIA e-mail newsletter recipients

4,750
fitpost / physiopost newsletter recipients

Event key figures

2
fithera business congress and German health ball per year

2
MEET THE TOP premium events per year

64
B2B events organised

4,167
scheduled business meetings 2025

3,014
Event participants per year

28
Years B2B event organiser

Target groups & postal code

BODYMEDIA Fitness

Target groups	Copies	in %
Gyms in Germany	4,496	67.79
Gyms in Austria	389	5.87
Gyms in Switzerland	354	5.34
Gym managements of chains	195	2.94
Multifunctional sports facilities with fitness	31	0.47
Sports clubs with gym	234	3.53
Hotels with fitness	154	2.32
Wellness facilities, SPAs with fitness	71	1.07
Trainer, VIPs, institutes	146	2.20
Manufacturers and suppliers in the fitness industry	562	8.47
Gesamt	**6.632**	**100.00**

Postal code	Copies	in %
Germany 0	353	5.32
Germany 1	339	5.11
Germany 2	625	9.42
Germany 3	620	9.35
Germany 4	618	9.32
Germany 5	601	9.06
Germany 6	777	11.72
Germany 7	736	11.10
Germany 8	732	11.04
Germany 9	488	7.36
Austria	389	5.87
Switzerland	354	5.34
Total	**6.632**	**100.00**

Target groups & postal code

BODYMEDIA Physio

Target groups	Copies	in %
Physiotherapy offices	6,471	82.95
Rehabilitation centres	311	3.99
Clinics with focus on physiotherapy	259	3.32
Fitness clubs with accompanying physiotherapy	255	3.27
VIPs, institutes	72	0.92
Manufacturers and suppliers in the physio industry	433	5.55
Total	**7,801**	**100.00**

Postal code	Copies	in %
Germany 0	156	2.00
Germany 1	361	4.63
Germany 2	777	9.96
Germany 3	672	8.61
Germany 4	978	12.54
Germany 5	1156	14.82
Germany 6	860	11.02
Germany 7	1014	13.00
Germany 8	1097	14.06
Germany 9	730	9.36
Total	**7,801**	**100.00**

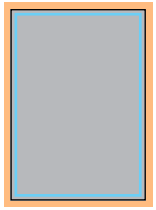
Magazine topics and deadlines

Issue	Main topic	Side topic	Market overview / Exhibition report
BM Fitness 01/27	Longevity	Nutrition	Body Analysis
BM Physio 01/27	Employer Branding & Recruiting	Business Models	Diagnostic Devices
BM Fitness 02/27	Upselling	Future Gyms	Reformer Pilates
BM Fitness 03/27	Talent Acquisition & Retention	Bodybuilding	Smart Gyms
BM Physio 02/27	Costumer Journey	Digital Physio Practice	Interior Design
BM Fitness 04/27	Unique Gym Concepts	Padel	Start-ups
BM Fitness 05/27	Studio Operators: The New Generation	Branding	Recovery
BM Physio 03/27	Physio Practice of the Future	Robotics	Wellness Providers
BM Fitness 06/27	Cyber-Security	Robotics	Cardio Equipment

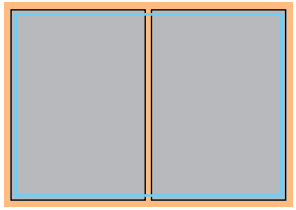
Issue	Editorial deadlines	Ad closing	Print deadlines	Insert deadlines	Publication
BM Fitness 01/27	08.12.	11.12.	19.12.	11.01.	30.01.
BM Physio 01/27	15.01.	29.01.	05.02.	26.02.	15.03.
BM Fitness 02/27	09.02.	19.02.	26.02.	11.03.	30.03.
BM Fitness 03/27	12.04.	19.04.	29.04.	10.05.	30.05.
BM Physio 02/27	14.05.	04.06.	11.06.	24.06.	15.07.
BM Fitness 04/27	10.06.	21.06.	28.06.	12.07.	30.07.
BM Fitness 05/27	09.08.	19.08.	30.08.	13.09.	30.09.
BM Physio 03/27	13.08.	27.08.	03.09.	24.09.	15.10.
BM Fitness 06/27	11.10.	21.10.	28.10.	11.11.	30.11.

The editors reserve the right to make changes for topicality

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 €

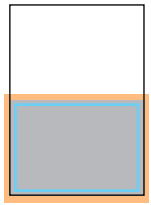


2/1 Page (Inside part)	420 x 297 mm + 3 mm bleed	4,490 €
Opening Spread (Page 4 + 5) (In the inner part, before the table of contents)	420 x 297 mm + 3 mm bleed	4,990 €

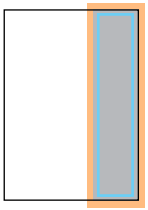
Please only use cutting marks!

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

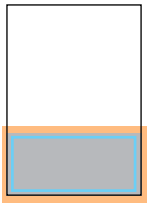
TIP!
Leave 4 mm blank at the side edges in order to avoid cutting off important graphic or textual elements.



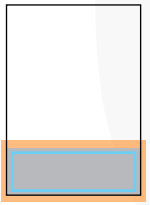
1/2 Page, horizontal
210 x 148 mm
+ 3 mm bleed
1,990 €



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 €

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

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

1/2 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 €

All prices plus VAT

Special formats

FIBO Pre-Report

The FIBO preliminary report in BODYMEDIA Fitness issue 02/27 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 3/2027 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	2,890 €
up to 50 g	DIN A4	3,190 €
up to 100 g	DIN A4	3,890 €
over 100 g	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.

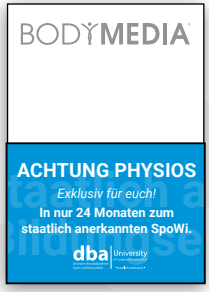
Pages	**Format** (+ 3mm bleed)	**Price** (excl. graphic, incl. print)
1/2	216 x 154 mm	1,390 €

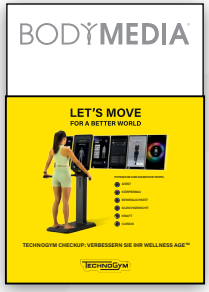
All prices plus VAT

Belly band

A true eye-catcher! With a belly band 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.

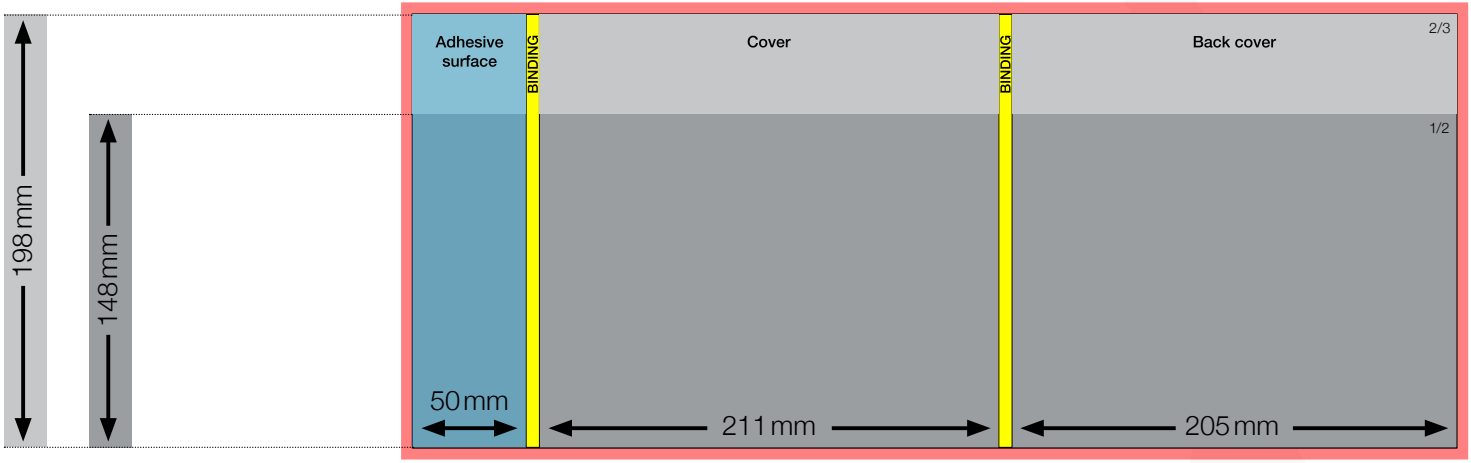
1/2 Page	148 mm x (466 mm + 2x waist width) + 3 mm bleed	5,990 €
2/3 Page	198 mm x (466 mm + 2x waist width) + 3 mm bleed	6,690 €





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

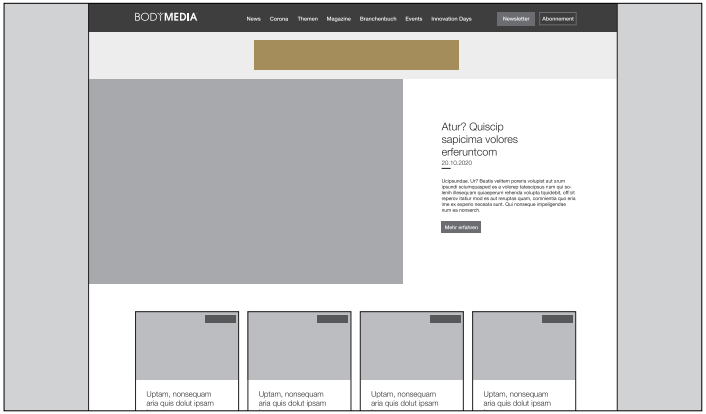
ADHESIVE SURFACE Only the background may be in this area, no important elements such as logo, text or important graphics.



The deadline for the belly band 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.

All prices plus VAT

Display-Advertising – Web-Banner BODYMEDIA.de

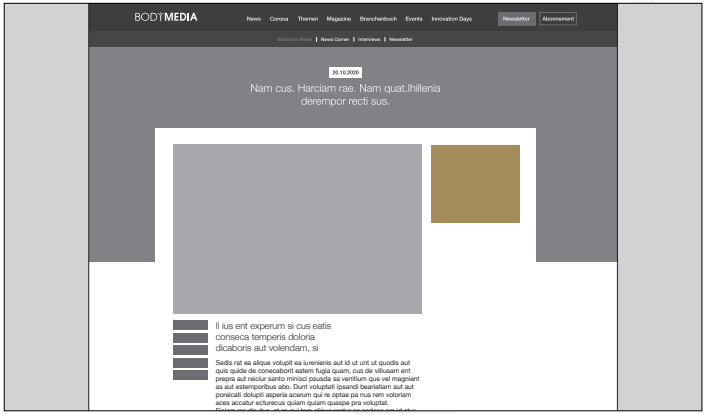


Leaderboard Banner

728 x 90 px animated (gif) or static (jpg, png)

Between web navigation and content

1,090 € per month

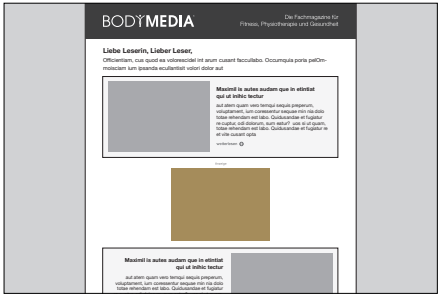


Medium Rectangle

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 house newsletter, which is sent to around 5,500 recipients (fitness) and 3,700 recipients (physio) every week. Your banner will be placed between the news and article elements.

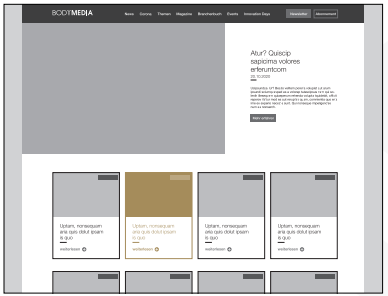
Leaderboard Banner: Placement in 1 newsletter	+ 350 € per month
Medium Rectangle: Placement in 1 newsletter	+ 250 € per month

All prices plus VAT

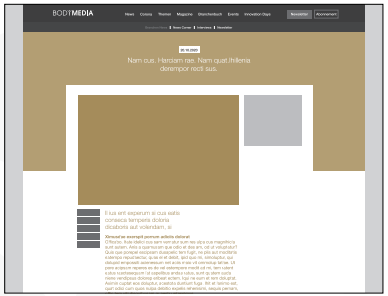
Online-Advertorial – Impress with your content!

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 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.

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 €**



Homepage

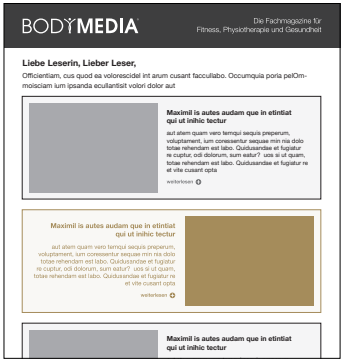


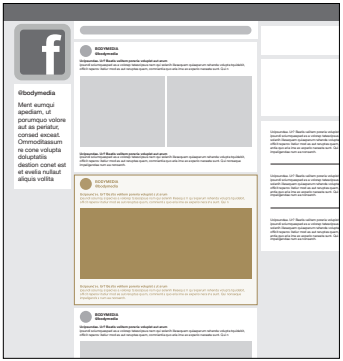
Artikel

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

BODYMEDIA Branchenbuch – digital business directory

BODYMEDIA BRANCHENBUCH

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

Laden im App Store | JETZT BEI Google Play

onelink.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.

Watch on YouTube | Available on Spotify | Listen on ApplePodcast | Listen on amazon music

BODYMEDIA Wohnzimmer | Podcast advertising

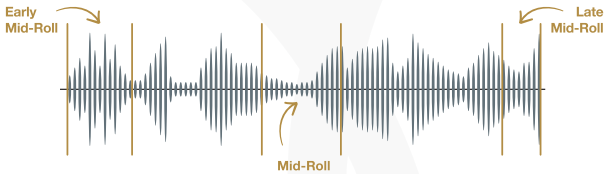
Use our podcast format BODYMEDIA Wohnzimmer to present your brand in a personal and authentic environment whilst making a lasting impression on your target audience.

Request a bundle 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. after 10 minutes – €1,290
- *Mid-roll:* approx. after 1 hour – €990
- *Late mid-roll:* approx. after 2 hours – €690

Host-Read Ad Production:

- *Audio ad spot:* 30–60 sec.
  Script draft provided by client, incl. 1 round of revisions – €490

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 **6,171 listeners** per episode

All prices plus VAT

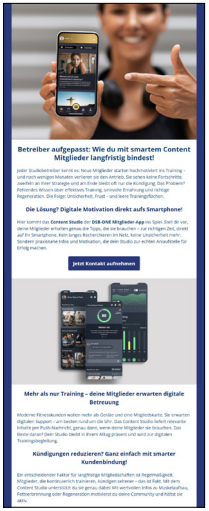
E-Mail-Newsletter – fitpost.de and physiopost.de

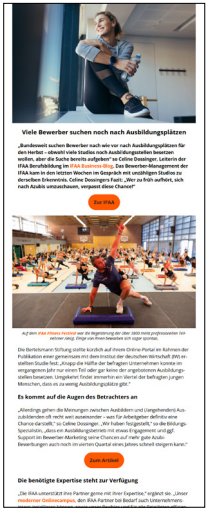
We recommend regularly sending a newsletter to the fitness and physio industry to inform them about your products, services, news and offers. You can also use the newsletter to keep existing users informed. Two different stand-alone newsletter distribution lists are available, taking into account your 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.

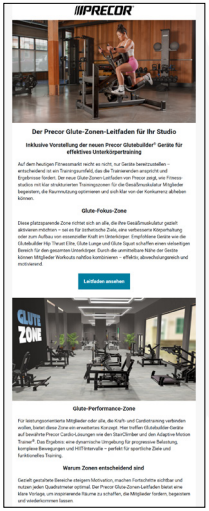
Your e-mail newsletter will be created in a professional HTML version that is optimised for mobile and has a low spam classification. It will be created in accordance with your corporate identity and sent to your target group. To help you keep track of your key figures, you will also have the option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

E-mail newsletter 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







All prices plus VAT

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. Please use the ISO Coated FOGRA39 colour profile.

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

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Schubartstraße 21, 73312 Geislingen/Steige, Germany

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