



Media Pack 2008

FITNESS VENUES GROUP – HEALTH & FITNESS SPECIALISTS

Fitness Venues

www.fitnessvenues.com

Gym Venues

www.gymvenues.co.uk

Golf Venues

www.golfvenues.co.uk

Spa Venues

www.spavenues.co.uk

Kids and Fitness

www.kidsandfitness.co.uk

Swimming Venues

www.swimmingvenues.co.uk

Exercise Class

www.exerciseclass.co.uk

 **fitnessvenues.com**



FITNESS VENUES – COMPANY OVERVIEW

FitnessVenues.com is one of the UK's leading health and fitness brands. Established in 2006 FitnessVenues.com matches consumers with leading health, fitness and lifestyle content as well as up to date information on their local health clubs, spas, personal trainers and more.

FitnessVenues.com maintains a leading search engine presence through organic and natural listings - meaning that time and again web users find our website when searching for all things health & fitness.

FitnessVenues.com provides a platform for advertisers to reach a health conscious web savvy audience.

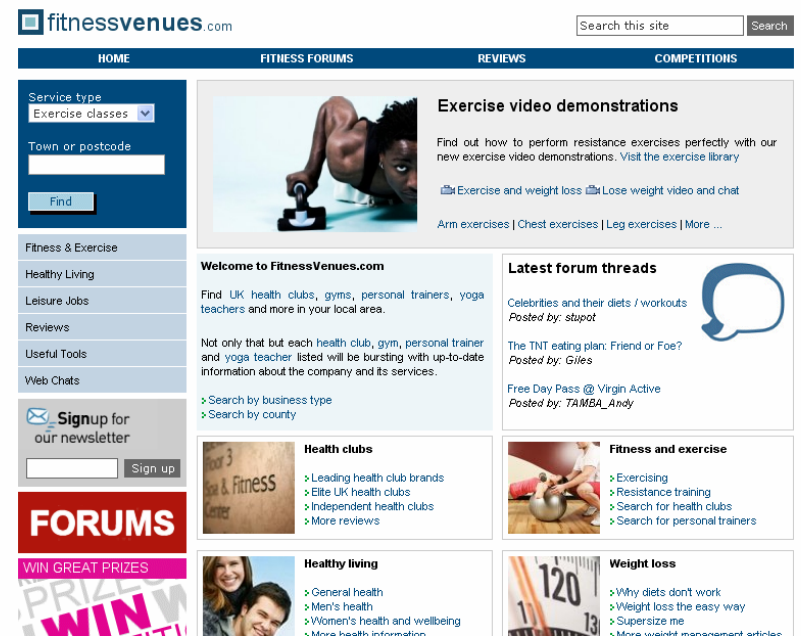


FLAGSHIP WEBSITE

FitnessVenues.com is a free health and fitness resource that features free information guides, reviews, tools and a 40,000 strong business search directory covering all 35,000 towns and 1.7 million postcodes in the UK.

The main purpose of the site is to allow users to quickly find interesting content as well as giving advertisers a platform to market relevant products and services in a manner that matches their budget.

Listing your business on FitnessVenues.com means extra coverage on the web & more online customer enquiries.



FITNESS VENUES – FIGURES AT A GLANCE

The expanding shape of Fitness Venues:

- **45,000** unique users per month and growing.
- **200,000** page impressions per month.
- **600,000** ad impressions per month.
- **30,000** consumer email database.
- **5,000 +** strong B2B email database.
- **57,000 +** web site pages and growing.
- **40,000 +** strong business directory.
- **3.2** minutes users spend on average browsing the site.

 **fitnessvenues.com**



FITNESS VENUES – SEARCH ENGINES

FitnessVenues.com is committed to generating as many enquiries as possible for listed businesses. We do this in a number of ways, including:

- Natural search engine optimisation
- Paid for advertising
- Partnerships - white labelling our search
- Consumer email newsletters
- Listings on key web directories.

FitnessVenues.com enjoys high rankings on search engines including Google, MSN, Yahoo, AOL and many others.



The screenshot shows a Google search for "health clubs". The search bar contains "health clubs" and the "Search" button is visible. Below the search bar, there are radio buttons for "the web" (selected) and "pages from the UK". The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 8,650,000".

The first result is for **Cannons Health Clubs** (www.cannons.co.uk) with the text "Join today and save up to £100+ Web exclusive: Try us out for FREE".

The second result is for **Topnotch Health Clubs** (www.topnotchhealthclubs.com) with the text "For a world class **health** and fitness experience".

The third result is for **Health Clubs** (www.GillianMcKeithClub.com) with the text "Join the greatest **health club** in the UK, with Gillian McKeith!".

The fourth result is for **Esporta Health Clubs | Health & Fitness Clubs | Gyms** (www.esporta.com/) with the text "Esporta **Health Clubs** are Exclusive Member Only **Health Clubs** with Swimming Pools, Gyms, Studio Classes, Yoga, Pilates, and **Health & Beauty Spas**." and "15k - [Cached](#) - [Similar pages](#) - [Note this](#)".

The fifth result is for **Virgin Active Health Clubs** (www.virginactive.co.uk/) with the text "Our mission is to help bring positive change to peoples' lives. Join one of Virgin Active's many **health clubs** throughout United Kingdom and Get Changed." and "61k - [Cached](#) - [Similar pages](#) - [Note this](#)".

The sixth result is for **UK health clubs and gyms: FitnessVenues.com** (www.fitnessvenues.com/) with the text "UK **health clubs**, gyms and personal trainers. Find **health clubs** and gyms in your local area." and "41k - [Cached](#) - [Similar pages](#) - [Note this](#)".

The seventh result is for **Health clubs, gyms & leisure centres directory** (www.abouthealthclubs.co.uk/) with the text "health clubs and gyms directory including gym and leisure centres. With 6000 sites, a comparison tool and a list of the major operators." and "6k - [Cached](#) - [Similar pages](#) - [Note this](#)".

FITNESS VENUES – USER PROFILE

Since 2006, we have been collating and analysing the registration data from all of our registered users (30,000). We have found that the vast majority of our visitors are **health conscious, UK consumers** or Fitness professionals (user profile below).

- 93% of our users are UK residents
- Average age ranges between **18 - 45**
- 62% male and 38% female
- Users interested in **diet & health related products and services**
- **Fitness professionals** looking for CPD course information, guidance and a connection to course providers.

 **fitnessvenues.com**



FITNESS VENUES – OUR FREE SERVICES

Service Directory - Enables users to search and find their local health clubs, personal trainers, spas, golf clubs etc ...

Forum – An interactive community board where consumers and fitness professionals communicate and chat about all things fitness, weight loss and lifestyle.

Tools & Resources – Fitness and exercise guides, online exercise videos, web chats tv, online calculators, online PARQ, leading health club reviews etc.

Competitions – Win the latest health and fitness gadgets, supplements, iPods, holidays and more.

 **fitnessvenues.com**



FITNESS VENUES – OUR FREE SERVICES Cont...

Leisure Jobs - Our leisure jobs section allows UK consumers and fitness professionals to develop a career in the health, fitness and leisure industry. Included in this section is:

- Interactive job search
- Careers advice and guides
- Franchising reviews
- Training course guides and reviews

Healthy Living - Covers men's health, women's health, dieting, general health, health spa search and guides, stress relief features and much more.

Personal training courses

Looking to become a qualified personal trainer? Find out which personal training course provider will give you the fitness and exercise knowledge you'll need to fulfill your ambitions.

So to become the very best qualified personal trainer you can be use our comprehensive UK personal training course guide.



Featured companies



GB Fitness Advanced Personal Trainer

The GB Fitness Advanced Personal Trainer qualification encompasses all elements of the NABBA Personal Trainer qualification.

GB Fitness Advanced Personal Trainer qualification



Lifetime HF Personal Training Diploma

The diploma in personal training from Lifetime Health and Fitness provides graduating students with the skills, knowledge, resources and expertise.

Lifetime HF Diploma in Personal Training

Other personal training providers



AMAC Sports



Careers in Fitness



Executive Fitness Careers

FITNESS VENUES – DIRECTORY ADVERTISING

Search Directory Listings – Rates per Year

Basic Listing

FREE

Your business listing appears in its location.

Premium Listing

£200

Jump to the top of the search results in your local area (includes web link).

Featured Advert

£1000 +

A fully branded listing that appears above all other listings in chosen place names.

Search Engine UK Wide Coverage

£10,000

A leading advert within your chosen search engine category (UK wide).

Search results

The nearest **Health clubs** found in and around **Bury**.

Premium listings:

JJB Fitness Bolton
Bolton, BL3 2NE
Tel: 01204 370002



Enhanced info

Business listings:

JJB Fitness Bury
Bury, BL9 0BT
Tel: 0161 761 0600



Enhanced info

Village Leisure Club
Bury, BL9 7BQ
Tel: 0161 7644444



Enhanced info

Fitness First Manchester Whitefield
Whitefield, M45 8QX
Tel: 0870 898 80 80



Using the icons

Use the icons below

- Basic information
- Area Map
- Web Link
- Enhanced information
- Review

List your business

Not listed? Add your details to this directory today.

Submit your details

FITNESS VENUES – WEB SITE ADVERTISING

Web Site Advertising – Rates per Month unless stated

Section Sponsorship

£2,000

Add a 'Sponsored by ...' logo and web link to a dedicated section of the web site.

Company Profile Page

£500

Page advertising your products or services for a **full 12 months**. Includes web links, banner advertising plus stats.

Rebranded Section

£5,000

Wrap your branding (logos and colours) around a dedicated section of the web site.

Competitions

£500

Launch a product and have it featured on the home page and consumer newsletter.

Body Training Systems

Body Training Systems (BTS) - Les Mills UK is presented by Fitness Professionals. Read details and book courses for all BTS training courses.

Sponsored by



BODYATTACK

BODYATTACK® is a cardiovascular interval training programme that combines high intensity aerobics, strength and stabilisation exercises.

Classes are high in motivation, provided by dynamic instructors and exciting music. All participants can achieve their fitness goals by following the simple movements.

[Read about BODYATTACK training courses](#)



BODYBALANCE

A dynamic, fitness-to-music programme that leaves you feeling relaxed and renewed, BODYBALANCE® combines the best of eastern disciplines, like Yoga and Tai Chi, with popular new methods such as Pilates and Feldenkrais.

[Read about BODYBALANCE training courses](#)



BODYCOMBAT

FITNESS VENUES – MAIL SHOT RATE CARD

Solus Emails – Third party emails

We limit third party emails to approximately 4 per month per database. Cost per mail shot.

Consumer Database – 30,000 £1,500

Health, fitness and lifestyle consumers.

Fitness Professionals – 1,000 £500

Registered personal trainers and other fitness professionals.

Health Club Managers – 3,200 £1,500

UK health club owners, operators & managers.

eNewsletter Sponsorship £500

Sponsor an e-Newsletter by with banner ads, web links and logo.



The image shows a promotional banner for BUPA health insurance. At the top right, it says "Feel better BUPA" with a logo. The main headline reads "Take out BUPA health insurance and we'll give you one year's free gym membership* at FitnessFirst". Below this, it states "* Subject to availability. Terms and conditions apply." The banner features a photograph of a person in a red and white athletic outfit running. On the right side, there are three call-to-action buttons: "Call us free 0800 600 500* to claim your one year's free gym membership and quote ref. A667", "Email us", and "Request a call back". The central text explains that BUPA health insurance is extraordinary and offers a free gym membership at FitnessFirst. It lists three benefits: 1) You have cover for eligible treatment you need, when you need it. 2) You have access to expert consultants and specialists. 3) You have access to BUPA accredited hospitals including specialist centres for breast and bowel cancer. A fourth benefit is mentioned: "You receive individual cover to meet the specific requirements of you, your partner or your family." At the bottom, it says "Speak to a BUPA adviser to find out how you could feel better with BUPA." and lists two points: "It usually takes just 15 minutes to talk through your options." and "We will give you a free quote." A small note at the very bottom says "Please note if the reference code is not quoted, you will not be eligible for the offer. Have your code".

FITNESS VENUES – ADVERTISERS AND BRANDS

FitnessVenues.com has worked and continues to work with a number of leading brand names and blue chip companies. These include:

www.tescodiets.com

BUPA
the personal
health service

**Weight
Watchers®**

nutracheck
weight loss


David Lloyd
feel the difference

Marriott®


SEN SPA
refresh your senses

Cannons
HEALTH CLUBS


ATKINS
FEEL THE ATKINS CHANGE™

HandPICKED
HOTELS

PRU HEALTH
It's all part of The Plan from the Pru

JJB FitnessClubs 

FITNESS VENUES – CONTACT US

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Company Information

FitnessVenues.com is division of Secnet Business Networks Ltd.
(Company Registration Number 05470955 England).

 **fitnessvenues.com**