



SPORTZ
BUSINESS
INSIGHTS

2020 MEDIA PACK

www.sportzbusiness.com

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.



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

ALL FEATURES ARE SUBJECT TO CHANGE WITHOUT NOTICE

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
- Stretchin

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 Membership 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

Issue	Editorial deadline	Booking deadline	Material deadline
January	20-Dec	25-Dec	28-Dec
February	20-Jan	25-Jan	28-Jan
March	20-Feb	25-Feb	28-Feb
April	20-Feb	25-Mar	28-Mar
May	20-April	25-Apr	28-Apr
June	20-May	25-May	28-May
July	20-Jun	25-Jun	28-Jun
August	20-Jul	25-Jul	28-Jul
September	20-Aug	25-Aug	28-Aug
October	20-Sep	25-Sep	28-Sep
November	20-Oct	25-Oct	28-Oct
December	20-Nov	25-Nov	28-Nov

TECHNICAL SPECIFICATIONS * (height x width)

Advert description	Crop size	Type area	With bleed
Double Page Spread	279 x 432	259 x 412	284 x 437
Full Page	279 x 216	259 x 196	284 x 221
Half page vertical	259 x 98		
Half page horizontal	129 x 196		
DPS half page (horizontal)	139 x 432	129 x 432	142 x 437
Quarter standard	129 x 103		
Strip	51 x 196		

* Material requirements: press optimised PDF files, centred with bleed and saved as CMYK

PRINT ADVERTISING

2020 Advertising rates*(INR/USD) per month *All of the rates exclude GST		
Description	INR	USD
Outside Front Cover	125000	1923
Outside Back Cover	100000	1538
Inside Front Cover	90000	1385
Inside Back Cover	80000	1231
DPS	100000	1538
Full page	65000	1000
Half Pge DPS	65000	1000
Half page	40000	615
Quarter	25000	385
Strip	15000	231
Advertorial	Display advert rate PLUS 7% ('ADVERTORIAL' to be published at top of page)	

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.

ONLINE ADVERTISING

Banner adverts	Size: wide x high	INR	USD
Standard rectangle	728 pixels w X 90 h	60000	923
Standard square 1	300 pixels w X 200 h	50000	769
Standard square 2	300 pixels w X 200 h	45000	692
Standard tall (Both)	120 pixels w X 600 h	60000	923
Large rectangle	300 pixels w X 250 h	40000	615
Large square Intertisial	800 pixels w X 400 h	75000	1154
Daily eNewsletter: (Top banner)	580 pixels w X 90 h	50000	769

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

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// NEWS // REVIEWS // TECHNOLOGY
// TRENDS // EQUIPMENT // INSIGHT



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