

2006 Editorial Calendar

Issue	In This Issue	Focus On Columns	Special Reports	Advertorials	Bonus Distribution
JANUARY Ad close: November 25 Materials due: December 10	<ul style="list-style-type: none"> • State of Fitness • Fitness Facilities of the Future 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Cardio (treadmills) • Billing/collections 	
FEBRUARY Ad close: December 22 Materials due: January 7	<ul style="list-style-type: none"> • IHRSA Preview (March 20-23, Las Vegas) • Cross Promotional Efforts • Certification 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Group fitness 	<ul style="list-style-type: none"> • IHRSA, March 20-23, Las Vegas, NV
MARCH Ad close: January 25 Materials due: February 11	<ul style="list-style-type: none"> • Nonprofits in the Suburbs • Weight Management Counseling Services • NIRSA Preview (April 4-8) 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Accessories (medicine balls, steps, bands, etc.) • Strength (plate loaded) 	<ul style="list-style-type: none"> • IHRSA, March 20-23, Las Vegas, NV • 2006 NIRSA Annual Conference & Recreational Sports Exposition, April 4-8, Louisville, KY
APRIL Ad close: February 25 Materials due: March 11	<ul style="list-style-type: none"> • Taking Advantage of Insurance Reimbursements • Training Facilities for Pre-college Athletes 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Flooring • Pilates and other mind/body 	<ul style="list-style-type: none"> • Corporate Profiles
Buyers' Guide (April) Receive repeated exposure throughout the year with one ad in Fitness Business Pro's Buyers' Guide. Targeted ads and enhanced listing are available in print and online. Closing Dates: Space: February 22 Ad Material: March 17				<ul style="list-style-type: none"> • Product Spotlights 	
MAY Ad close: March 25 Materials due: April 8	<ul style="list-style-type: none"> • Club Industry East Show Preview (June 7-10) • Obesity in Rural America 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Locker Rooms (flooring, lockers, seating, amenities, tanning, towels, saunas/whirlpools, showers) • Children's Fitness (playground) 	<ul style="list-style-type: none"> • Club Industry East, June 7-10, 2006, Pennsylvania Convention Center, Philadelphia, PA
JUNE Ad close: April 25 Materials due: May 13	<ul style="list-style-type: none"> • Facility Design Awards • Franchising 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Software • Cardio (bikes) 	
JULY Ad close: May 25 Materials due: June 10	<ul style="list-style-type: none"> • Top 100—A look at the 100 top fitness facility companies • Women in Fitness 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Strength (free weights) 	<ul style="list-style-type: none"> • Product Spotlights • IDEA World Fitness Convention, July 25-29, 2006, Las Vegas, NV
AUGUST Ad close: June 24 Materials due: July 13	<ul style="list-style-type: none"> • Club Industry Preview - October 4-7 • Wall Street, IPOs • Funding for University Rec Centers 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Insurance • Pilates 	<ul style="list-style-type: none"> • Club Industry, October 4-7, McCormick Center, Chicago, IL
SEPTEMBER Ad close: July 25 Materials due: August 12	<ul style="list-style-type: none"> • Best of the Best • Lifetime Achievement Award Winner 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Senior Fitness 	<ul style="list-style-type: none"> • Club Industry, October 4-7, McCormick Center, Chicago, IL
OCTOBER Ad close: August 25 Materials due: September 9	<ul style="list-style-type: none"> • Working with the Medical Community • Military Fitness (Tactics) • Athletic Business Show Preview 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Body Composition/Assessment • Entertainment 	
NOVEMBER Ad close: September 23 Materials due: October 7	<ul style="list-style-type: none"> • AEDs: Dealing with State Regulations 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • The Gym • Strength (selectorized) 	<ul style="list-style-type: none"> • Athletic Business Show, November 14-17, 2006, Las Vegas, NV
DECEMBER Ad close: October 25 Materials due: November 11	<ul style="list-style-type: none"> • Hot Products of the Year • Fitness Across America 	<ul style="list-style-type: none"> • Clubs • Technology • Government 	<ul style="list-style-type: none"> • Hotel/Spa • School & University 	<ul style="list-style-type: none"> • Cardio (ellipticals) • Retention Services 	<ul style="list-style-type: none"> • Product Spotlights

Submissions for editorial consideration are due 60 days prior to issue closing. Calendar and bonus distribution subject to change throughout the year. Visit <http://advertisers.fitnessbusiness-pro.com> for the most up-to-date information.



For information on any of *Fitness Business Pro's* advertising opportunities, contact:

- Marty McCallen, National Sales Manager (919) 567-8166, MMcCallen@primediabusiness.com
- Matt Sinkovich, Account Executive (312) 840-8481, msinkovich@primediabusiness.com
- Gary Kazmier, Classified Sales (800) 443-4969, ext. 4, gkazmier@primediabusiness.com