

# CLUB INDUSTRY'S FITNESS BUSINESS PRO

30,062 Subscribers \$150/M  
 29,534 Telemarketing \$150M +\$60/M  
 Email Addresses Available (See Email Datacard)

*Club Industry's Fitness Business Pro* magazine reaches individuals involved in the management of health and fitness facilities. Readers are called on daily to make significant management decisions. Some 81% of readers set their facility's overall direction/develop plans.

## TYPE OF CLUB:

Multipurpose	7,063
Gym/Fitness Only Club	9,966
Racquetball/Tennis	705
Golf/Country club	767
YMCA/YWCA/JCC	3,069
Corporate Recreational Facility	881
Hotel/Resort/Spa	715
Wellness Clinic, Hospital/PT/Medical Fitness Center	2,332
College, University, Institutions	830
City Club, Parks & Rec/Public Works/ Community Centers	834
Other (consists of many categories, please inquire)	2,985

## NUMBER OF MEMBERS:

Under 100	1,765
100 – 199	803
200 – 499	1,577
500 – 999	1,589
1,000 – 2,000	1,780
More than 2,000	3,738

## JOB TITLE:

Owner	10,096
President/Vice President	2,473
Manager	6,299
General Manager	2,430
Program Fitness Director	3,267
Director	4,302
Assistant Manager	1,265

## **ADDRESSING:**

4-Up Cheshire:	N/C
P/S Labels:	\$10.00/M
Cartridge:	\$35.00 Flat Fee
Diskette:	\$75.00 Flat Fee
Email Transmission:	\$75.00 Flat Fee
Keying:	\$3.00/M

## **SELECTS:**

State/SCF/Zip:	\$10.00/M
Telemarketing:	\$60.00/M
Type of club:	\$10.00/M
Members:	\$10.00/M
Job Title:	\$15.00/M
No of Facilities:	\$10.00/M
Offered/Utilized	\$10.00/M
Employee Size:	\$15.00/M
Sales Volume:	\$15.00/M
SIC Codes:	\$15.00/M
Religion:	\$20.00/M
Ethnicity:	\$20.00/M
Run Charges:	\$10.00/M

20% Commission to Recognized Brokers

Sample Mailing Piece Required

Minimum order 5,000

Reuse or mailing with phone follow-up \$5/M off base rate.

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**NUMBER OF FACILITIES:**

1	8,354
2	1,315
3-5	988
6 +	751

**OFFERED/UTILIZED:**

Aerobic Studio	5,120
Cardio Room	5,001
Strength Training Area	5,700
Racquet Courts	1,610
Fitness Assessments Area	3,521
Pool/Spa	2,531
Pro Shop	2,466
Locker Room	4,232
Computer System:	3,366
Front Counter System	3,215
Childcare/Kids Fitness	2,571
Gymnasium	1,766
Physical Therapy/Rehab Wellness	2,561
Other	953

**EMPLOYEE SIZE:**

1-9	13,313
10-49	7,988
50-99	2,558
100 +	2,993

**SALES VOLUME:**

\$10,000,000 +	1,840
\$5,000,000 – 9,999,999	790
\$1,000,000 – 4,999,999	3,816
\$500,000 – 999,999	2,576
\$1 – 499,999	13,833

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