

Technical data fitness MANAGEMENT

Publication data fMi:

fMi	Publication date	Delivery of inserts	Deadline advertisements	Deadline advertorial	Main topic
01/26 Feb./Mar.	30.01.2026	14.01.2026	10.12.2025	03.12.2025	Performance is Health – opportunities for performance-orientated health offers
02/26 Apr./May FIBO-ISSUE	03.04.2026	18.03.2026	04.03.2026	18.02.2026	The German market study 2026 – status quo and prospects
03/26 Jun./Jul.	05.06.2026	20.05.2026	06.05.2026	22.04.2026	Next generation of bodybuilding – lifestyle, aesthetics, health
04/26 Aug./Sep.	24.07.2026	08.07.2026	24.06.2026	10.06.2026	Fitness Experience – the future of training area
05/26 Oct./Nov.	25.09.2026	09.09.2026	26.08.2026	12.08.2026	Gyms as a social hub – training, community and well-being
06/26 Dec./Jan.	27.11.2026	11.11.2026	28.10.2026	14.10.2026	Multilevel coaching – training and member support of the future?

When planning the issues, the focus topics are prioritised in the in-house editorial contributions and specialist articles. Permanently relevant topics such as digitalisation, WB-EMS, business start-ups, sustainability or qualifications are therefore covered in all issues – regardless of the focus topic – in order to keep the industry permanently informed about them. The publisher reserves the right to change topics and dates at short notice.

Publication data mfhc:

mfhc	Publication date	Delivery of inserts	Deadline advertisements	Deadline advertorial	Main topic
01/26 Spring	15.05.2026	29.04.2026	15.04.2026	08.04.2026	Rethinking medical fitness – how providers are successfully utilising health trends
02/26 Autumn	06.11.2026	21.10.2026	07.10.2026	30.09.2026	From patient to member – customer journey in therapy

Advertisements: Formats fMi & mfhc

Formats Printarticles	fMi*	mfhc*
Title	210 x 170 mm	210 x 200 mm
Cover page 2 (U2)	210 x 297 mm	210 x 297 mm
Cover page 3 (U3)	210 x 297 mm	210 x 297 mm
Cover page 4 (U4)	210 x 297 mm	210 x 297 mm
Advertisement 2/1 page	420 x 297 mm	420 x 297 mm
Advertisement 1/1 page	210 x 297 mm	210 x 297 mm
Advertisement 1/2 page portrait	105 x 297 mm	105 x 297 mm
Advertisement 1/2 page landscape	210 x 150 mm	210 x 150 mm
Advertisement 1/3 page portrait	70 x 297 mm	70 x 297 mm
Advertisement 1/3 page landscape	210 x 100 mm	210 x 100 mm
Small Advertisement	87,5 x 81 mm	72,5 mm x 80 mm

All formats plus 3 mm bleed on all sides (e.g., 210 mm x 297 mm = 216 mm x 303 mm)

Supplements: Formats fMi

Supplement	Format
Studios (approx. 10,000)	
Up to 30g	closed max. 210 x 294 mm
Up to 50g	closed max. 210 x 294 mm
Total print run	
Up to 30g	closed max. 210 x 294 mm
Up to 50g	closed max. 210 x 294 mm

Supplements: Formats mfhc

Supplement	Format
Total print run	
Up to 30g	closed max. 210 x 294 mm
Up to 50g	closed max. 210 x 294 mm

Booklet format: 210 x 297 mm (width x height) plus 3 mm bleed on all sides. Spine allowance max. 3 mm

Printing and binding process

Sheet-fed offset printing, adhesive binding

Document formats

Open files can be processed: InDesign, Illustrator, and Photoshop files (CC 2025 and newer) in TIF, EPS, and JPEG formats. Office documents only for text modules.

PDF files

Data should preferably be delivered in PDF/X-4 format. Fonts must be embedded or converted to paths.

Open data

For open files, all fonts, graphics, and images used must be supplied as separate files. Please do not use TrueType fonts. Only send images, logos, fonts, etc. that are actually to be used.

Layout

Documents must be created in their final format. (Please note the format specifications.) For motifs placed at the edge of the document, a bleed allowance of 3 mm must be taken into account on all edges. Text and important information such as logos and contact details that must not be cropped must be placed at least 5 mm from the edge of the final format. Black text must be created in 100% black.

Images and logos

Images must be supplied in TIF or JPG format. They should be created in CMYK with 300 dpi. The resolution for line drawings is 1,200 dpi, and for grayscale images 300 dpi. Color profiles should neither be attached nor embedded. Logos must be supplied as vector files (AI or EPS).

Insert printing coordination

We are happy to coordinate the printing of your inserts through our printing house. You will only be charged the cost price for insert printing; there are no additional costs for our coordination services. With this offer, we save you time, ensure the quality of your insert, and guarantee a smooth process for your advertising measures. Just get in touch with us.

Delivery of inserts

Inserts can only be used in closed format (folded). Inserts delivered unfolded will be folded by our service provider. The costs for this will be invoiced separately. Due to the large number of deliveries, we ask that you send us the print file for the insert (reduced resolution) and the name of the delivery company with the tracking number (if available) by the print deadline.

Deliveries should be sent to:

Güll GmbH
Production/Insert [Name of issue]
Heuriedweg 19 | D-88131 Lindau am Bodensee

Publication of image/video material

Please send us a photo/image/video source for each file submitted and check it beforehand for the necessary licenses/rights of use in accordance with our [terms and conditions \(GTC\)](#). If we do not receive any notification to the contrary within 48 hours of publication, we will assume that our publishing house is entitled to use the material. Messages without images cannot be published.

Online Advertorial

Our online editorial team will help you to ensure your press release is presented in the best possible way. Please email your text (approx. 2,500 characters including spaces), a website link, and images (JPG or PNG; 1,200 x 630 px, min. 300 dpi) including source to: presse@fitnessmanagement.de. Please allow one week (five working days) for processing prior to the desired publication date. Press releases can also be published as online advertorials.

Article banner

Your article banner will be embedded in online reports and displayed in rotation below the articles/news items on the fM website. To do this, send us a website link and a banner image (1,200 x 100 px, 300 dpi resolution) including the source to: presse@fitnessmanagement.de. Images can be changed by arrangement.

Contribution to the newsletter

The [fM INSIDE newsletter](#) is sent out every Tuesday. Send us your news in brief (max. 150 characters including spaces and headline), a website link, and an image (JPG or PNG; 1,200 x 630 px, 300 dpi, landscape format) including source to: presse@fitnessmanagement.de. The publication date is determined by the date of receipt of all documents.

Banners in the newsletter

Instead of an article, a banner (JPG or PNG; 1,200 x 120 px, 300 dpi, landscape format) including a website can also be used in the newsletter. Send the content to: presse@fitnessmanagement.de. The date of receipt of all documents determines the publication date.

Entry in the purchasing register im „Einkaufsregister“ (EKR, Buyer's Guide)

The Buyer's Guide is an online platform that provides operators in the fitness and health industry with an overview of manufacturers and service providers sorted by different product categories.

Please send your text (approx. 250 characters including spaces), contact details (address, email, telephone number, contact person if applicable), a website link, and your company logo (vector file) by email to: kleemann@fitnessmanagement.de. Data exchange is possible by arrangement.

Top banner

Your top banner is placed on the home page and is only displayed on this page in desktop and tablet size. Top banners are delivered in rotation; max. 3 placements per quarter. To do this, send us a website link and a banner image (1,200 x 120 px, 300 dpi resolution) in JPG, PNG, or GIF file format, including the source, to: presse@fitnessmanagement.de. Images can be changed by arrangement.

Podcast clip

The clip is played as an audio and video file at the beginning of an episode of the [Fitness im Ohr](#) podcast. A clip is 15 seconds long and can be delivered in .mp4 or .mov file format with a 16:9 aspect ratio. The exact technical specifications will be provided upon booking. The data can be sent to reuter@fitnessmanagement.de. The publication period will be announced after consultation.