

MEDIA KIT
2026

fitness
MANAGEMENT[®]

September 2025



CONTENT

OUR COMPANY	03
OUR READERSHIP	04
BIG FIVE OF GOOD REASONS	05
OUR BENEFITS	07
OUR READERS	08
OUR TARGET GROUP	09
OUR MAGAZINS	
<i>fitness MANAGEMENT international</i>	10
<i>medical fitness and healthcare</i>	12
OUR DIGITAL OUTLETS	14
<i>Online advertorials & press releases</i>	15
<i>Newsletter & Einkaufsregister</i>	16
<i>Website & article banner</i>	17
OUR PARTNERS	18
OUR CUSTOMERS	19
OUR TEAM & CONTACT	20
OUR TECHNICAL DATA	23



**GIVE THEM QUALITY.
THAT'S THE BEST KIND
OF ADVERTISING."**

Milton Hershey

OUR COMPANY

Congratulations! If you are reading this, you have already taken the first important step towards successfully marketing your company. We have been an opinion leader in the fitness and health industry since 1995. As a leading B2B publisher, we have access to over 20,000 professionals and decision-makers in the German-speaking fitness industry via our print and online media with our magazines fitness MANAGEMENT international (fMi) and medical fitness and healthcare (mfhc). Our readers can become your customers!

QUALITY DECIDES

A wide reach is essential, but not everything. Quality is also crucial. And this is where I would like to explain our corporate philosophy to you. Our team aims to be the best possible and most reliable source of information for fitness and health centre operators in the GSA region with every print edition of our trade magazines, every online report, every social media post and every newsletter. "Creating added value for operators and advancing our industry" – that is our credo.



ONE IN THREE RECOMMENDS US TO OTHERS

Despite the increasing speed, especially in the online sector, our top priority is scientifically sound and practice-orientated reporting. We always remain true to this approach and our readership appreciates this. The willingness of our readership to recommend us, measured by the Net Promoter Score, increased to 42 last year. At the same time, one in three readers actively recommends us to others. This confirms our work and shows that we are on the right track with our philosophy.

A STRONG TRADE MAGAZINE WITH STRONG PARTNERS

We have strong partners at our side to help us maintain this high standard. Firstly, we are the official body of the German fitness association DSSV e. V. – Arbeitgeberverband deutscher Fitness- und Gesundheits-Anlagen, which counts over 3,500 fitness centres among its members. Secondly, we cooperate with the German University of applied science for Prevention and Health-Management (DHfPG) and the BSA-Akademie as well as BSA-Zert, which give us access to 4,300 fitness operators, 8,400 students and 10,000 professionals per year. We also reach around 5,500 physiotherapy practices as well as tanning companies via the Bundesfachverband Besonnung (BfB) e. V. (German Tanning Association). We are also represented at an international level through our partnership with the European fitness association EuropeActive. This strong network serves us as a valuable source of content, which we in turn share with the entire industry.

BECOME PART OF OUR NETWORK

What we offer you is not simply advertising space. We offer you the optimal embedding of your content in added value content and expertise – points that are highly relevant for operators of fitness and health centres. Do you have a product of the highest quality? Work with us to give it the right presentation framework of the highest quality.

With best regards from Hamburg

Janosch Marx
CEO of fitness MANAGEMENT

With every printed issue of our trade magazines we support national and international environmental protection projects.



OUR READER- SHIP

Our specialised B2B publishing house with the publications fitness MANAGEMENT international (fMi) and medical fitness and healthcare (mfhc), stands for scientifically sound and practice-orientated reporting. We have been supporting the fitness and health industry more than 30 years and always have our finger on the pulse of the times. The constructive and positive feedback from our readership motivates us to become even better every day.



**ARNOLD
SCHWARZENEGGER**

Fitness icon in
our image film



I find all the relevant industry news in fMi."

Markus Vancraeynest,
board member FitX Holding SE



fMi offers me an insight into current industry trends and valuable expert knowledge."

Manuel Eberts, CEO/Owner
Fitnessgrube GmbH



Thanks to fMi, I feel well informed at all times!"

Stephan Schulan, CEO
BestFit Group



fMi is an impressive medium with exceptional expertise within the fitness industry."

Markus Sigl, CEO/Managing Director
wellyou Holding GmbH



fMi always keeps us up to date with relevant and interesting articles about the industry!"

Alicia Goetze, Management
BFC Balance Fitness Club GmbH



The fMi brings everyone of German-speaking fitness industry up to date on the relevant topics."

Eugen Leibman, Founder/CEO
GET FIT-Group GmbH



fMi provides many exciting insights and relevant industry articles."

Christophe Collinet, CCO
LifeFit Group



fMi is a very high-quality and reliable source of information for the industry."

Michael Klein, CEO
SPIRIT4 GmbH & Co. KG



A must-read for professionals and employers in our industry."

Emma Lehner, Founder/CEO
Bodystreet GmbH

THE **BIG FIVE**

OF THE **GOOD REASONS FOR FITNESS MANAGEMENT**

RANGE

45.4%

of the readers are owners and decision makers of fitness companies

RANGE

42.3%

of readers are specialists and (future) managers in the fitness industry

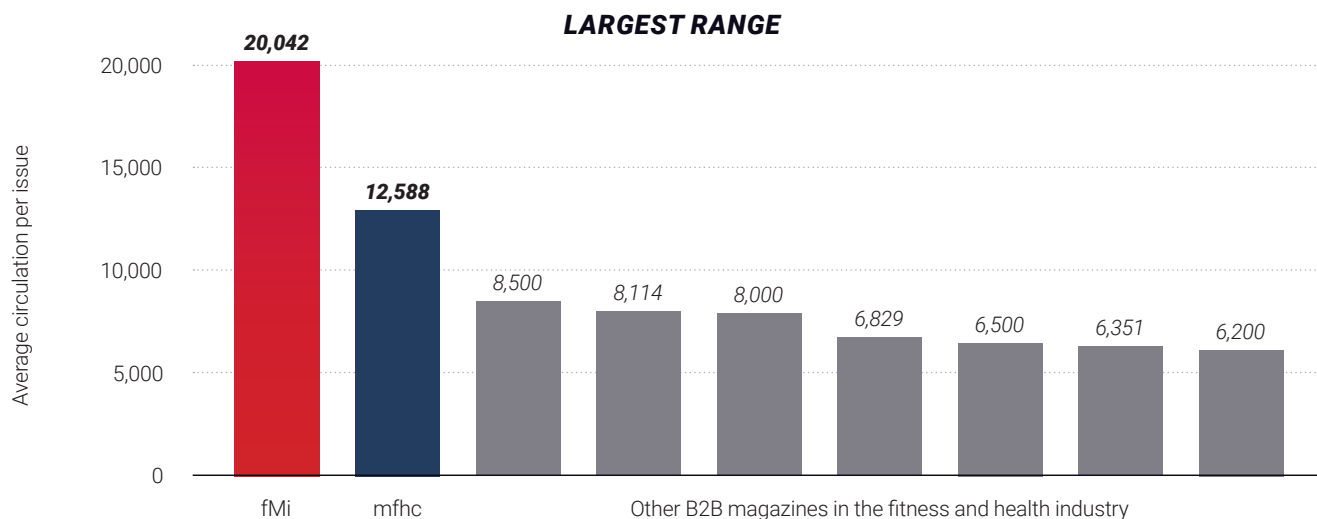
1. LARGEST RANGE

With a print run of around 20,000 copies per issue, fMi is one of the leading trade magazines in the German-speaking fitness and health industry. The print publication reaches a unique target group that no other trade magazine can offer:

- Company owners and decision-makers (45.4 %)
- Specialists and (future) managers: university students and Participants of the BSA-Akademie (42.3 %)

2. HIGH QUALITY STANDARDS

Readers rely on the high quality of the content. Close cooperation with the DSSV e. V. ensures direct practical relevance and thus the relevance of the content for operators of fitness and health facilities. The educational partnership with the DHfPG and BSA-Akademie ensures that the content is also scientifically sound. Our editorial and graphics team will be happy to support you in designing and optimising your content.



The information is based on the average circulation from 1st Sep. 2024 to 31st Aug. 2025 and information provided by the companies on their websites.

GRADE

1.8

How readers rate the articles of the fMi

NUMBER OF ONLINE REPORTS PER YEAR

>1,000

READING RATE

87%

of all articles are read on average read per issue

3. FAIR PRICE-PERFORMANCE RATIO

Despite the high print runs, the specialist publisher fitness MANAGEMENT pursues a fair pricing policy. Based on the Cost-per-Mille (CPM)*, advertising partners pay only 134 euros (net) to reach 1,000 industry professionals. This price is unrivalled by other trade magazines in the industry. We are also happy to offer multi-year agreements so that you remain unaffected by possible price adjustments in the future and have planning security for your marketing budget.

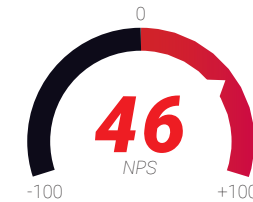
4. SATISFIED READERS

The specialist articles in fMi are rated 1.8 (good to very good) by readers. At the same time, readers state that they read 87 per cent of the content in each issue. Accordingly, the Net Promoter Score, which is regarded as a recommendation rate and a measure of customer satisfaction, has also increased to 46**. By placing your company information in the publishing publications, you benefit from the trust of satisfied readers.

5. PERMANENT ONLINE PRESENCE

The content of the issues and the latest news are published daily via our online channels, such as the fM website and associated social media, which ensures a permanent online presence. With over 1,000 articles per year, fM users are informed about important and current topics. In addition to traditional print advertising, the specialist publisher offers the perfect digital supplement for your cross-media communication concept - all from a single source.

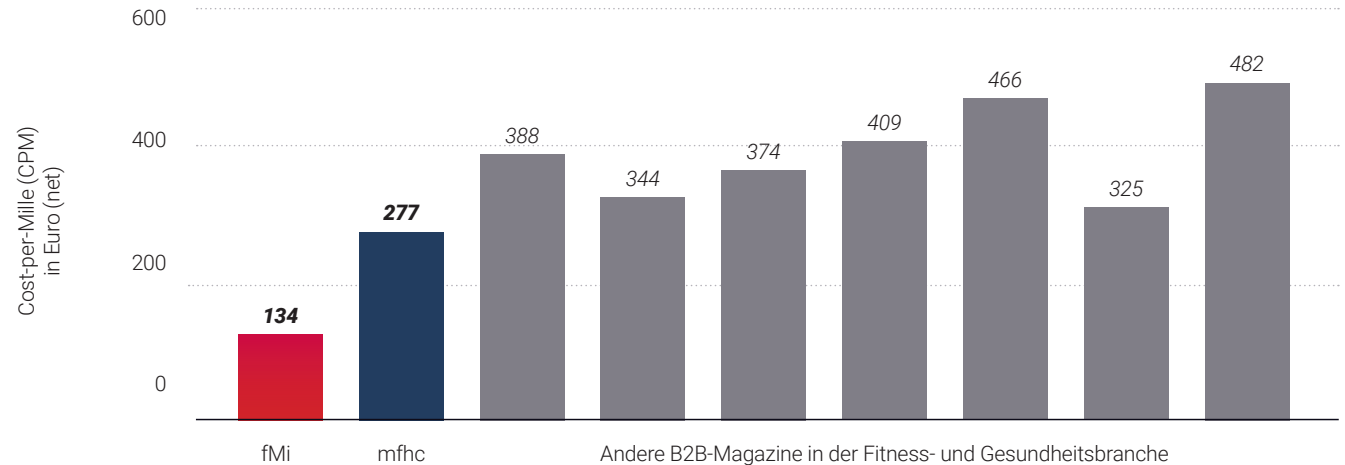
We don't want to withhold further benefits from you, such as our attractive discount scale. Please feel free to contact us.



$$*CPM = \frac{\text{price 1/1 page}}{\text{print run}} * 1,000$$

** Results of the reader survey for fMi issues 05/24 to 04/25

FAIR PRICE-PERFORMANCE RATIO



The information is based on the average circulation from 1st Sep. 2024 to 31st Aug. 2025 and information provided by the companies on their websites.

OUR BENE-FITS

With more than 180 issues and over 30 years of industry experience, fitness MANAGEMENT is one of the leading specialist publishers in the fitness and health industry. In our daily work, we therefore attach great importance to quality, expertise and customer-orientation!



DO YOU HAVE ANY QUESTIONS?

Alisha Dittmer

+49 (0) 40 300 945 15

dittmer@fitnessmanagement.de

ONCE IS NOTHING AT ALL

In order to achieve the best possible effect with your advertising and draw more attention to your company and your products, you need regular visibility. Of course, we will be happy to create your personalised benefits package configured according to your individual wishes and needs.

WE WILL GLADLY SUPPORT YOU

Do you have questions about the design of your advertising measures or do you need editorial or graphic support? Our team will be happy to accompany and support you in the creation process so that you can achieve the best results with your adverts. We can create, design and optimise your advertising measures on request.

BOOK NOW, PAY LATER

Of course, it is important to us that you can remain financially flexible. That's why we offer monthly payment in manageable instalments as standard. On request, invoicing can also take place after publication of the respective advertising measures. Of course, you can also pay the entire invoice amount in one instalment. Please feel free to contact us.

Total volume per booking*	Discount on total volume
2,000 EUR	5 %
3,500 EUR	10 %
5,000 EUR	15 %
10,000 EUR	20 %
15,000 EUR	25 %
20,000 EUR	30 %

* If you book several print or online advertising campaigns at once, you will receive the respective discount on the total amount of the commitment (net plus VAT) when the corresponding sales levels are reached.

PARTNER OF AUFSTIEGSKONGRESS SECURE EXTRA DISCOUNT

Are you a partner of the Aufstiegskongress 2026? That's great! As a congress partner, you also benefit from an even more attractive special price. You will receive a further five per cent discount on all your bookings for 2026.

Important note: There are only a limited number of partnerships available for the congress!

AUFSTIEGSKONGRESS

The annual congress, organised by the Deutschen Hochschule für Prävention und Gesundheitsmanagement, the BSA-Akademie and BSA-Zert, has long since established itself within the industry. With changing keynote speakers, top speakers and promising ideas, trends and developments, the annual congress in Mannheim has become a firm fixture in the diary of specialists and managers in the industry.

www.aufstiegskongress.de



PARTNERS 2025



OUR READERS

For more than 30 years, our publishing house has enjoyed the attention and trust of more than 20,000 operators and decision-makers in the German-speaking fitness and health industry. You too can benefit from our wide-ranging target groups.

Owner and managing director of fitness and health clubs in Germany

5,881 29.4 %

Studio manager of a fitness and health clubs in Germany

2,346 11.7 %

Trainers, presenters and instructors

1,257 6.3 %

Suppliers and service providers

792 4.0 %

Universities, professors, doctors and associations

395 2.0 %

Administrative centres of a fitness chain in Germany

149 0.7 %

Professionals and students

8,482 42.3 %

Owner and managing director in

Austria | Switzerland | other countries outside Germany

319 1.6 % **370** 1.8 % **51** 0.3 %

fitness
MANAGEMENT
INTERNATIONAL
20,042
Total circulation per issue¹

medical
fitness and healthcare
12,588
Total circulation per issue²

Physiotherapists and physiotherapy practices

5,595 44.5 %

Owner and managing director of a health-orientated fitness facility

5,364 42.6 %

Doctors, clinics, rehabilitation centres and healthcare providers

785 6.2 %

Supplier and service provider for physiotherapies and health-oriented fitness facilities

389 3.1 %

Universities, professors and speakers

409 3.2 %

Customers outside Germany

46 0.4 %

¹ Average circulation fMi issue 05/24 to 04/25

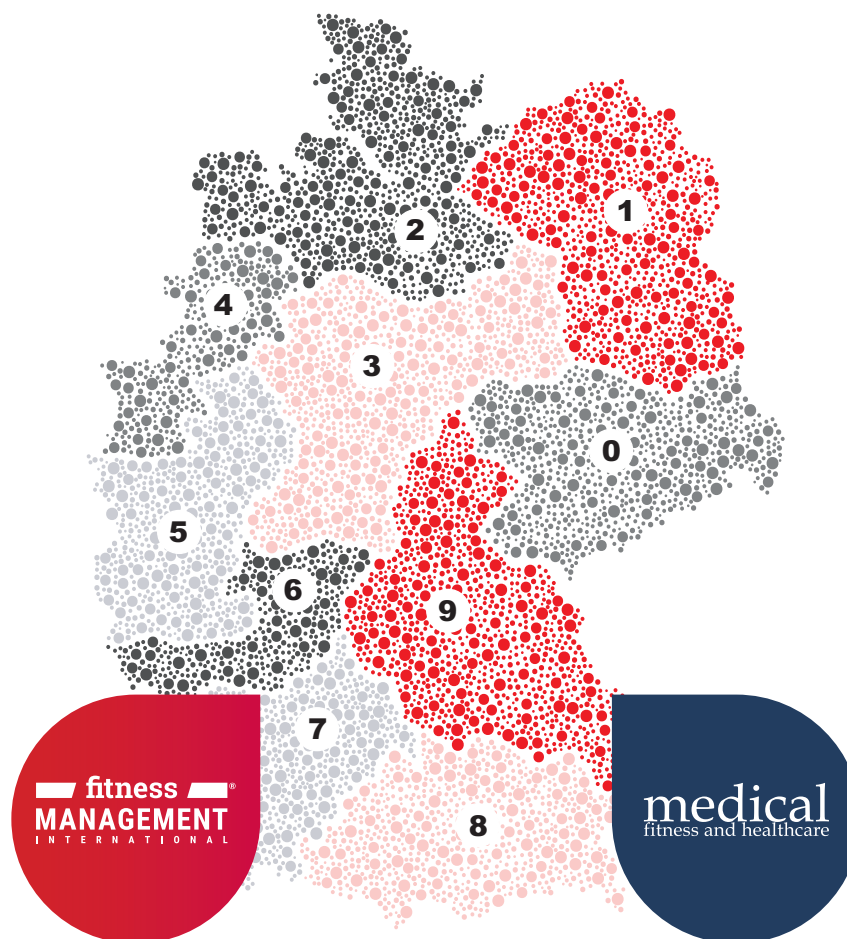
² Average circulation mfhc issue 02/24 to 01/25

OUR TARGET GROUP

In order to be able to show the regional distribution of our readership, we record the data according to the federal states. This gives you an even better overview of the distribution of the two specialist magazines.

ZIP CODE	Ø 05/24 TO 04/25	IN %
PLZ D-0	1,016	5.1 %
PLZ D-1	1,271	6.3 %
PLZ D-2	2,174	10.8 %
PLZ D-3	1,974	9.8 %
PLZ D-4	2,275	11.4 %
PLZ D-5	2,469	12.3 %
PLZ D-6	2,302	11.5 %
PLZ D-7	2,411	12.0 %
PLZ D-8	1,970	9.9 %
PLZ D-9	1,440	7.2 %
outside Germany	740	3.7 %
total	20.042	100 %

ZIP CODE	Ø 02/23 TO 01/24	IN %
PLZ D-0	609	4,8 %
PLZ D-1	1,243	9.9 %
PLZ D-2	1,395	11.1 %
PLZ D-3	1,098	8.7 %
PLZ D-4	1,405	11.3 %
PLZ D-5	1,447	11.5 %
PLZ D-6	1,631	13.0 %
PLZ D-7	1,490	11.7 %
PLZ D-8	1,312	10.4 %
PLZ D-9	912	7.2 %
outside Germany	46	0.4 %
total	12.588	100 %



Important note: The subdivision of our distribution list into individual postcode areas is for information purposes only and to ensure comparability with the gym figures in the "Eckdaten der deutschen Fitnesswirtschaft". It is not technically possible to book partial editions.

fitness MANAGEMENT international



ABOUT fMi

The trade magazine fitness MANAGEMENT international (fMi) is one of the leading magazines with the highest circulation in the fitness and health industry. With every issue, it provides indispensable information to the leading figures in the German-speaking fitness industry. Readers can rely on compact, scientifically sound and practice-orientated content. In this way, fMi serves as a source of inspiration and investment advice.

TARGET GROUP

In addition to owners and decision-makers in fitness and health centres and specialist tanning businesses in German-speaking countries, fMi's broad readership also includes students at the Deutsche Hochschule für Prävention und Gesundheitsmanagement (DHfPG) and course participants at the BSA-Akademie. With this target group, fMi represents the entire German-speaking fitness and health industry.

Circulation per issue	20,042
Frequency of publication	6 x annually
Single copy price	9 EUR
Subscription price per year (Germany)	43 EUR
Subscription price per year (outside Germany)	61 EUR

(All prices incl. VAT, plus shipping costs)

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.

TIP!

To prevent graphic or text elements from being cut off, a safety margin with a distance of at least 3 mm from the edge of the final format.



INFO

We will be happy to make you a customised offer for flaps, inserts and banderoles.

ADVERTISEMENTS: FORMATS AND LIST PRICES

Advertisements	Format ¹	Price ²
small advertisement	87,5 mm x 81 mm	600,- EUR
1/3 page portrait	210 mm x 100 mm	1,500,- EUR
1/3 page landscape	70 mm x 297 mm	1,500,- EUR
1/2 page portrait	210 mm x 150 mm	1,900,- EUR
1/2 page landscape	105 mm x 297 mm	1,900,- EUR
1/1 page	210 mm x 297 mm	2,700,- EUR
2/1 page	420 mm x 297 mm	4,500,- EUR
U2	210 mm x 297 mm	5,500,- EUR
U3	210 mm x 297 mm	5,250,- EUR
U4	210 mm x 297 mm	6,000,- EUR

¹ All formats plus 3 mm bleed on all sides (e. g. 210 mm x 297 mm = 216 mm x 303 mm)

² All prices plus VAT. Any agency commission is already included in the prices shown.

³ Inserts over 50 g possible on request.



INSERTS: FORMATS AND LIST PRICES

Inserts ³	Format	Price ²
fitness and health centres only (ca.10.000)		
until 30 g	closed max. 210 mm x 294 mm	2,700,- EUR
until 50 g	closed max. 210 mm x 294 mm	2,900,- EUR
Total circulation		
until 30 g	closed max. 210 mm x 294 mm	3,700,- EUR
until 50 g	closed max. 210 mm x 294 mm	3,900,- EUR

ADVERTORIAL

fitness MANAGEMENT offers you the opportunity to place information about your company or your products in the best possible way with an advertorial.

Every piece of content is carefully checked by our editorial and graphic design team and optimised in terms of content and appearance to create a layout that matches the "look and feel" of our magazines. In this way, you achieve the greatest possible added value for your advertising measures and meet the tonality of our B2B readership.

Our editorial team will be happy to support you in the creation of your advertorials. For example, in consultation with our team, we can conduct a best practice interview for you or create a company portrait. The surcharge for the editorial preparation depends on the scope of your advertorial.

The term "advertorial" stands for an editorial advertisement and is made up of the words "advertisement" and "editorial", which are labelled "advertisement", "sponsored post" or similar.

Advertorial	Scope	Price ²	plus editorial creation (optional) in EUR (net)
1/1 Adv. (Print)	max. 2.500 signs (incl. spaces) + 1 to 3 pictures	2,700,- EUR	+600,- EUR
1/1 Adv. (Print + Online)	max. 2.500 signs (incl. spaces) + 1 to 3 pictures	3,300,- EUR	+600,- EUR
2/1 Adv. (Print)	max. 5.000 signs (incl. spaces) + 2 to 5 pictures	4,500,- EUR	+900,- EUR
2/1 Adv. (Print + Online)	max. 5.000 signs (incl. spaces) + 2 to 5 pictures	5,100,- EUR	+900,- EUR

medical fitness and healthcare

medical
fitness and healthcare

ABOUT mfhc

medical fitness and healthcare (mfhc) is one of the leading specialist magazines for the prevention and healthcare market. At the interface between the first and second healthcare market, mfhc reports in a scientifically sound and practical manner. The readership of mfhc is always up to date and receives a wide range of compact, scientifically sound and practice-orientated content.

TARGET GROUP

mfhc is aimed at decision-makers and employees in the healthcare system. In addition to physiotherapy and medical practices, this also includes pharmacies, clinics, therapeutic facilities (including physiotherapy, occupational therapy and osteopathy) and health insurance companies. The specialist magazine also addresses providers of privately financed healthcare products and services.

Circulation per issue	12,588
Frequency of publication	2 x annually
Single copy price	9 EUR
Subscription price per year (Germany)	14 EUR
Subscription price per year (outside Germany)	18 EUR

(All prices incl. VAT, plus shipping costs)

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

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.

TIP!

To prevent graphic or text elements from being cut off, a safety margin with a distance of at least 3 mm from the edge of the final format.



INFO

We will be happy to make you a customised offer for flaps, inserts and banderoles.

ADVERTISEMENTS: FORMATS AND LIST PRICES

Advertisements	Format ¹	Price ²
small advertisement	72,5 mm x 80 mm	500,- EUR
1/3 page portrait	210 mm x 100 mm	1,250,- EUR
1/3 page landscape	70 mm x 297 mm	1,250,- EUR
1/2 page portrait	210 mm x 150 mm	2,000,- EUR
1/2 page landscape	105 mm x 297 mm	2,000,- EUR
1/1 page	210 mm x 297 mm	3,500,- EUR
2/1 page	420 mm x 297 mm	5,990,- EUR
U2	210 mm x 297 mm	5,500,- EUR
U3	210 mm x 297 mm	5,250,- EUR
U4	210 mm x 297 mm	6,000,- EUR

¹All formats plus 3 mm bleed on all sides (e. g. 210 mm x 297 mm = 216 mm x 303 mm)

²All prices plus VAT. Any agency commission is already included in the prices shown.

³Inserts over 50 g possible on request.



INSERTS: FORMATS AND LIST PRICES

Inserts ³	Format	Price ²
Total circulation		
until 30 g	closed max. 210 mm x 294 mm	3,600,- EUR
until 50 g	closed max. 210 mm x 294 mm	3,800,- EUR

ADVERTORIAL

fitness MANAGEMENT offers you the opportunity to place information about your company or your products in the best possible way with an advertorial.

Every piece of content is carefully checked by our editorial and graphic design team and optimised in terms of content and appearance to create a layout that matches the "look and feel" of our magazines. In this way, you achieve the greatest possible added value for your advertising measures and meet the tonality of our B2B readership.

Our editorial team will be happy to support you in the creation of your advertorials. For example, in consultation with our team, we can conduct a best practice interview for you or create a company portrait. The surcharge for the editorial preparation depends on the scope of your advertorial.

The term "advertorial" stands for an editorial advertisement and is made up of the words "advertisement" and "editorial", which are labelled "advertisement", "sponsored post" or similar.

Advertorial	Scope	Price ²	plus editorial creation (optional) in EUR (net)
1/1 Adv. (Print)	max. 2.500 signs (incl. spaces) + 1 to 3 page	3,500,- EUR	+600,- EUR
1/1 Adv. (Print + Online)	max. 2.500 signs (incl. spaces) + 1 to 3 page	3,900,- EUR	+600,- EUR
2/1 Adv. (Print)	max. 5.000 signs (incl. spaces) + 2 to 5 page	5,990,- EUR	+900,- EUR
2/1 Adv. (Print + Online)	max. 5.000 signs (incl. spaces) + 2 to 5 page	6,490,- EUR	+900,- EUR

OUR DIGITAL OUTLETS

With more than 80 reports per month, fitness MANAGEMENT also provides its readers digitally with all the important news. As in our print publications, we focus on quality, expertise and customer-orientation!



YOU'VE GOT QUESTIONS?

+49 (0) 40 300 945 0
presse@fitnessmanagement.de

WEBSITE, SOCIAL MEDIA & NEWSLETTER

Cross-media advertising is the non plus ultra. fitness MANAGEMENT is the perfect partner to place your messages on our various online channels.

INFORMATION AND KEY FIGURES

Target group: Decision-makers, specialists and managers in the fitness and health industry

Distribution: GSA-Region (German-speaking area)

Average page views per year¹: 1,412,234

Average page views per month¹: 95,500


Average users per year¹: 513,436

Average time spent¹: 1:27 minutes

Followers & subscribers social media (cumulative)¹: 23,582

Current and further figures and information on the website and other online channels are available on request.

DIGITAL OUTLETS


 www.fitnessmanagement.de

 fitnessmanagement

 Podcast „Fitness im Ohr“

 fitnessMANAGEMENT

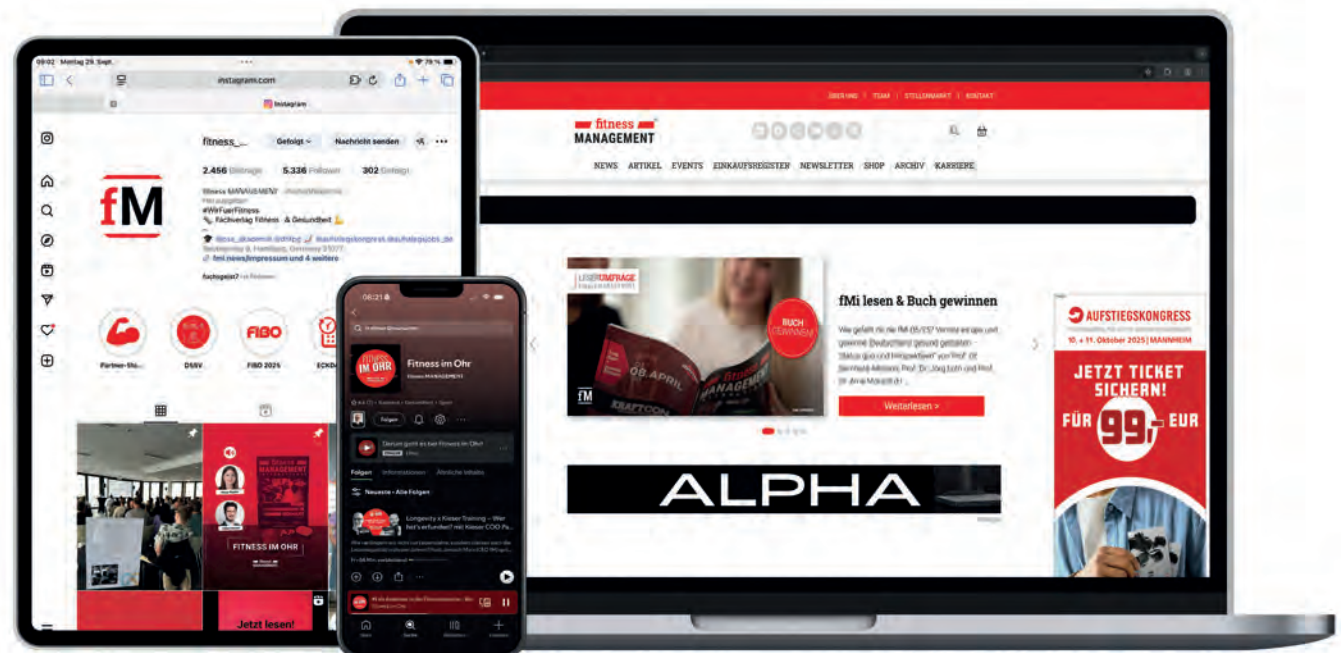
 fitnessMANAGEMENTinternational

 fitness_management

 bit.ly/fm-whatsapp-kanal



Follow us on our
online channels



¹Status: September 2025, period from 31.08.2024 to 01.09.2025

ONLINE ADVERTORIALS & PRESS RELEASES



FITNESSMANAGEMENT.DE

Our website is the digital supplement to the B2B trade publications. Users find relevant content that expands the range of the print magazines. This includes industry news (product news, event reports, personal details, etc.), specialist articles, company portraits, best-practice examples and interviews. Every day, we publish between two and six online articles on our website and our social media channels and generated over 1.4 million page views in 2024/2025. Your information should not be missing.

DELIVERY OF PRESS RELEASES

Send to: presse@fitnessmanagement.de

Text length: approx. 1,500 characters (incl. spaces)

Image format: jpg oder png

Image quality: at least 300 dpi incl. image source(s)

Note: Many press releases are sent out before events or due to seasonally highlights. As capacities are limited, it is not possible to publish every press release promptly. Press releases without a picture cannot be published.

DELIVERY OF ONLINE-ADVERTORIALS

Send to: presse@fitnessmanagement.de

Text length: approx. 2,500 characters (incl. spaces)

Image format: jpg or png

Image quality: at least 300 dpi with a size of 1,200 x 630 px incl. image source(s)

Note: Images are required in landscape format without embedded text. Logos and images must be sent as separate files (not attached to the Word document). Images can only be published if the image source is specified. Videos can be embedded. Please allow one week (five working days) for processing prior to the desired publication date. Press releases can also be published as online advertorials on request.

Guaranteed services	press release	Online advertorial basic package	Online advertorial reach package
Publication on www.fitnessmanagement.de	according to availability	yes	yes
Search engine optimisation (SEO)	no	yes	yes
Backlink to homepage/landing page	no	yes	yes
Publication on social media channels (LinkedIn and Facebook) ²	no	yes	yes
Dispatch as browser push	no	yes	yes
Placement in the newsletter	no	no	yes
Advertising budget ³ on Social Media	no	on request	on request
Price ⁴ per publication	0,- EUR	990,- EUR	1,290,- EUR

¹Status: September 2025, period from 31.08.2024 to 01.09.2025

²Additional social media channels upon request

³Advertising budgets are passed on 1:1. The amount and utilisation are determined with the online editorial team.

⁴All prices plus VAT. Any agency commission is already included in the prices shown.

NOTE!
Photo/image/video material will only be used by submitting the source. Find the guidelines on page 32.

INFO
See also combined offer "Print and online advertorial" on page 11/13

NEWSLETTER & EINKAUFSSREGISTER



NEWSLETTER

Ein Service von **fitness MANAGEMENT**

fm INSIDE

#00/2024 September



Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid qu Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta.

Mehr erfahren

BEITRAG NEWSLETTER

Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo sim ad earci sume volupti aut officid qu

Mehr erfahren

Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo sim ad earci sume volupti aut officid qu

Mehr erfahren

BANNER NEWSLETTER

Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo sim ad earci sume volupti aut officid qu

Mehr erfahren

"EINKAUFSSREGISTER" (BUYERS GUIDE)

ÜBER UNS | TEAM | STELLENMARKT | KONTAKT

fitness MANAGEMENT

NEWS ARTIKEL EVENTS EINKAUFSSREGISTER NEWSLETTER ABONNEMENT ARCHIV KARRIERE

Home > Kraftgeräte

KRAFTGERÄTE

Komplette Kraftstationen oder spezielle Geräte, Zirkeltraining und Co. – für jede Körperregion und jedem Kunden ist das geeignete Gerät dabei.

<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>	<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>	<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>
<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>	<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>	<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>
<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>	<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>	<p>LOGO</p> <p>ATUR MAXIMIL IMUS</p> <p>Atur maximil imusRum, sed quiam idunt into verum endis aut recte nonem ratur? Gites et landit quodipi entemquo dolupta sim ad earci sume volupti aut officid quis questio bla bla bla, commolobum nes doluptae sed quam unit. Quiaur, ut postea sus, ipsa</p> <p>Weitere Infos ></p>

ARTICLE / BANNER IN THE NEWSLETTER

The e-mail newsletter fm INSIDE is sent to decision-makers in the fitness and health industry. In addition to industry news and articles, you have the opportunity to place articles and banners about your company.

Distribution list: 6,200 E-mail addresses (status: September 2025)

Dispatch frequency: weekly

Text length for articles: 150 signs (incl. headline and spaces)

Image format banners/pictures: jpg oder png

Image size for articles: 1,200 x 630 px, 300 dpi, landscape

Image size for banner: 1,200 x 120 px, 300 dpi, landscape

Linking possible: yes

Price: 500,- EUR per sending

ENTRY IN THE EINKAUFSSREGISTER

The buyers guide is the online platform that provides operators with an overview of manufacturers and service providers, sorted by product category.

Text length: : 250 signs (incl. spaces)

Logo Format: Vector file

Linking possible: yes

URL: www.fitnessmanagement.de/ekr

Price: 480,- EUR per category per year

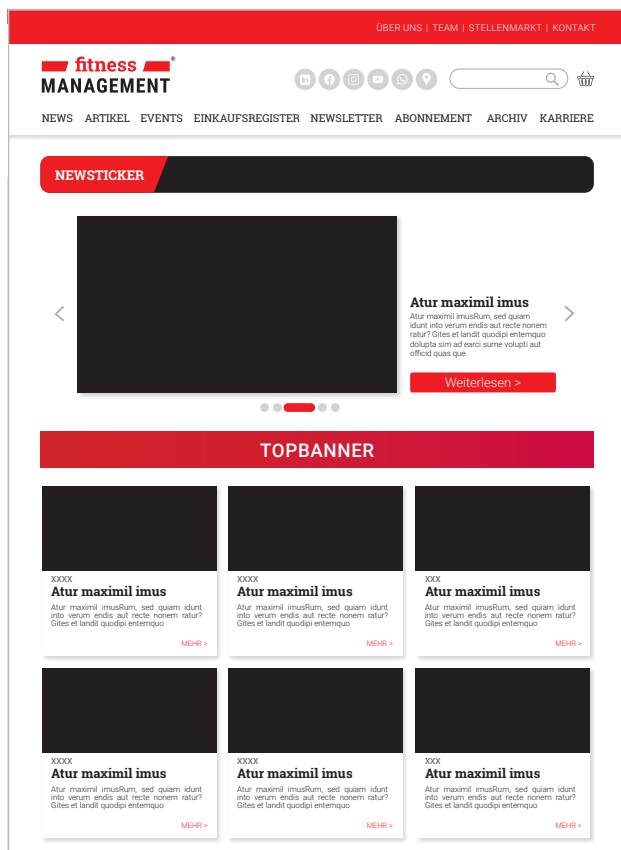
TIP!
Increase findability through multiple entries in different categories

*All prices plus VAT. Any agency commission is already included in the prices shown.

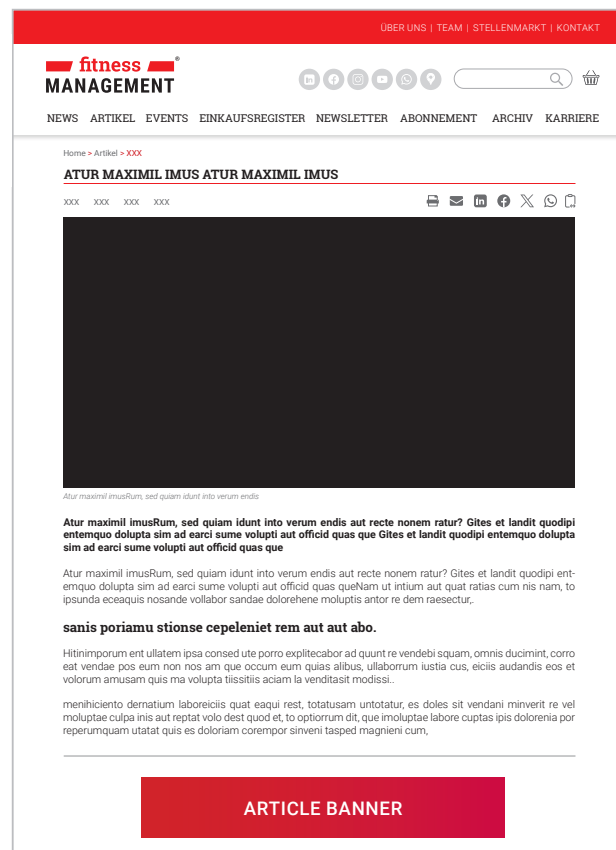
WEBSITE & ARTICLE BANNER



TOPBANNER AT HOMEPAGE



ARTICLE BANNER



TOPBANNER

The top banner is placed on the homepage below the header and is only displayed on this page in desktop and tablet size. Top banners are delivered in rotation; a maximum of 3 top banner placements are sold per quarter.

Size: 1,200 x 120 px, 300 dpi

Format: jpg, png oder gif

File size: max. 1 MB

Linking possible: yes

URL: www.fitnessmanagement.de

Runtime: quarterly (Minimum term: 3 months)

Price¹: 910,- EUR per month

ARTICLE BANNER

The article banners are placed in suitable positions in the articles/news on the fm website. A change of motif is possible within the booking period.

Size: 1,200 x 100 px, 300 dpi

Format: jpg, png oder gif

File size: max. 1 MB

Linking possible: yes

URL: www.fitnessmanagement.de

Runtime: quarterly (Minimum term: 3 months)

Price¹: 890,- EUR per month

¹All prices plus VAT. Any agency commission is already included in the prices shown.

OUR PARTNERS

The German fitness association DSSV e.V. has been pursuing the goal of representing the interests of the industry since 1984. The DSSV is Europe's largest employers' organisation for the fitness industry, one of the leading associations of the German economy, a member of the Confederation of German Employers' Associations (BDA) and is represented at EU level via the employers' association BusinessEurope. As a social partner, the DSSV is always in demand, be it for regulations in social policy or in vocational training.



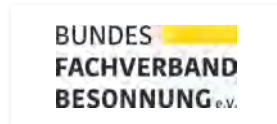
www.dssv.de

The state-recognised private University Deutsche Hochschule für Prävention und Gesundheitsmanagement offers seven dual Bachelor's degree programmes, four Master's degree programmes, a graduate programme to prepare students for a doctorate and more than 100 university continuing education courses. The dual Bachelor's degree programmes combine distance learning with compact courses and work in a training company. The courses can be completed digitally and/or at one of the eleven study centres in Germany (nationwide), Austria and Switzerland.



www.dhfg.de

Bundesfachverband Besonnung e.V. (BfB) represents the interests of tanning salon operators and the manufacturers and service providers of their technical equipment in Germany. In this way, the BfB is transforming itself into a learning industry platform that improves the dialogue between tanning salon operators, manufacturers and training institutions at regular congresses and symposia, thus creating the basis for providing scientific and qualitative support for the innovation process within the industry.



www.bundesfachverband-besonnung.de

With more than 275,000 participants since 1983, the BSA-Akademie is one of the leading training providers in the future market of prevention, fitness and health. It offers over 90 state-certified and authorised qualifications for all fields of activity in the industry. The course system combines distance learning phases and compact attendance phases, which can be completed digitally or at one of the course centres in Germany (nationwide) and Austria. This enables a flexible, practice-orientated and part-time qualification.



www.bsa-akademie.de

EuropeActive has been in existence for over 20 years and previously operated as the European Health and Fitness Association (EHFA). In 2015, the name changed to EuropeActive to better reflect its position as a European association for fitness and physical activity. This change signalled the explicit anchoring of the association's values in its new name. At the centre of the positioning is the ambition to get more people moving more often and more actively, thereby serving the European fitness and health industry.



www.europeactive.eu

The annual career advancement congress, organised by the German University for Prevention and Health Management and the BSA Academy, has long since established itself within the industry. The annual congress, which takes place in Mannheim in October, has become a firm fixture in the diary of specialists and managers in the fitness and health industry with its changing and well-known keynote speakers, top speakers and promising ideas, trends and developments.



www.aufstiegskongress.de

OUR CUSTOMERS



This is a selection of customers who booked advertising measures with fitness MANAGEMENT in 2025.

OUR TEAM



JANOSCH MARX

CEO & editors-in-chief

marx@fitnessmanagement.de
+49 40 300 945 0



ALISHA DITTMER

Head of Office Management

dittmer@fitnessmanagement.de
+49 40 300 945 15



LARS MARSCHALEK

Head of Graphics & Layout

marschalek@fitnessmanagement.de
+49 40 300 945 27



DAVID KÖNDGEN

Head of Online Editing

koendgen@fitnessmanagement.de
+49 40 300 945 28



FLORIAN SCHMIDT

Head of Science Editorial Office

schmidt@fitnessmanagement.de
+49 40 300 945 0



LENA HENNING

Head of Proofreading

henning@fitnessmanagement.de
+49 40 300 945 0



LARA HAHN

Consulting & Service

hahn@fitnessmanagement.de
+49 40 300 945 32



LARISSA PAWLOWSKI

Consulting & Service

pawlowski@fitnessmanagement.de
+49 40 300 945 0



DENNIS WENDT

Finances & Controlling

buchhaltung@fitnessmanagement.de
+49 40 300 945 0

OUR TEAM



PROF. DR. SARAH KOBEL
Science Editorial Office
kobel@fitnessmanagement.de
+49 40 300 945 0



FABIAN PELZER
Science Editorial Office
pelzer@fitnessmanagement.de
+49 40 300 945 0



DR. ANDREAS BARZ
Science Editorial Office
barz@fitnessmanagement.de
+49 40 300 945 0



KATRIN BOHR
Science Editorial Office
bohr@fitnessmanagement.de
+49 40 300 945 0



STEPH KLEEMANN
Online Editorial Office
kleemann@fitnessmanagement.de
+49 40 300 945 38



JÜRGEN WOLFF
Editorial Office
wolff@fitnessmanagement.de
+49 40 300 945 21



ANKE SÖRENSEN
Editorial Office
soerenzen@fitnessmanagement.de
+49 40 300 945 36



MORITZ SCHEIDEL
Proofreading
scheidel@fitnessmanagement.de
+49 40 300 945 0



KAROLINA DICKMANN
Proofreading
dickmann@fitnessmanagement.de
+49 40 300 945 25



CAROLIN BLANK
Proofreading
blank@fitnessmanagement.de
+49 40 300 945 0

OUR TEAM



PASCAL ALDOAIS
Content Creation
aldoais@fitnessmanagement.de
+49 40 300 945 48



STEFANIE REIFSCHNEIDER
Graphics & Layout
reifschneider@fitnessmanagement.de
+49 40 300 945 41



KATHARINA MÜHLENBERG
Graphics & Layout
muehlenberg@fitnessmanagement.de
+49 40 300 945 34



FREDERIC REUTER
Photo- & Videography
reuter@fitnessmanagement.de
+49 40 300 945 0

**OUR TEAM WILL BE HAPPY TO HELP YOU AT ANY TIME.
GET IN TOUCH WITH US!**

OUR TECHNICAL DATA

PAPER FORMAT

210 x 297 mm (width x height) plus 3 mm bleed on all sides. Bleed levelling max. 3 mm

LAYOUT

Documents must be created in the final format. (Please note the format specifications.) For motifs placed right up to the edge of the document, a **bleed of 3 mm** must be taken into account at all edges. Text and important information such as logos and contact details, which must not be trimmed, must be placed at least 5 mm from the edge of the final format. Black text must be set in 100 per cent 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 300 dpi for greyscale images. Colour profiles should neither be attached nor embedded. Logos are to be supplied as vector files (AI or EPS).

PDF-DATA

Data should preferably be supplied in **PDF/X-4 format**. Fonts must be embedded or converted into paths.

OPEN DATA

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

DOCUMENT FORMATS

Open files can be processed: InDesign, Illustrator and Photoshop files (CC 2025 or newer) in AI, TIF and JPG formats. Office documents are only used for the text modules.

PRINTING AND BINDING PROCESS

Sheetfed offset, Adhesive binding

COORDINATION OF INSERT PRINTING

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

DELIVERY INSERT

Inserts can only be used in closed format (folded). Unfolded inserts will be folded by our service provider. The costs for this will be invoiced separately. Due to the large number of deliveries please send us the print file of the insert (reduced resolution) and the (reduced resolution) and the delivering company with tracking number (as soon as available). Delivery should be made to:

Güll GmbH
Production [Confirmation code]
Heuriedweg 19 | D-88131 Lindau am Bodensee | Germany

PUBLICATION OF IMAGE/VIDEO MATERIAL

For each file submitted, please send us a photo/image/video source and check it beforehand for the necessary licenses/rights of use in accordance with our terms and conditions. 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 optimise the presentation of your news item. Please send your text (approx. 1,500 characters incl. spaces), a website for linking and images (JPG or PNG; 1.200 x 100 px, min. 300 dpi) incl. source by e-mail to: presse@fitnessmanagement.de. Please allow a lead time of one week (five working days) for the desired publication date. Press releases can also be published as an online advertorial.

ARTICLE IN THE NEWSLETTER

The fM INSIDE newsletter is sent out weekly. Send us your news in short form (max. 150 characters incl. spaces), a website for linking and an image (JPG or PNG; 1.200 x 100 px, 72 dpi) incl. source to: presse@fitnessmanagement.de. The date of receipt of all documents determines the date of publication.

The technical data for all other online advertising measures can be found on the previous pages or will be provided with the order confirmation.

PUBLISHER'S DETAILS

fitness MANAGEMENT – a brand of PIPG GMBH
Privates Institut für Prävention und Gesundheitsmanagement GmbH

ADDRESS

Beutnerring 9
21077 Hamburg
Germany

MANAGING DIRECTOR

Janosch Marx, Johannes Marx

CONTACT

Tel.: +49 (0) 40 300 945 0
Fax: +49 (0) 40 300 969 90
E-Mail: info@fitnessmanagement.de

Tax number: 47/751/00651

VAT identification number: DE138344298

Amtsgericht Hamburg HRB 147152

You can find our general terms and conditions at: www.fitnessmanagement.de/agb

**GIVE THEM QUALITY.
THAT'S THE BEST KIND
OF ADVERTISING."**

Milton Hershey

**fitness[®]
MANAGEMENT**