



## FIT FOR FUN - THE MAGAZINE FOR FITNESS AND LIFESTYLE

### WHY FIT FOR FUN?

- ✓ FIT FOR FUN motivated and inspired, with ideas for a sporty life.
- ✓ FIT FOR FUN reaches the active Performer: 25-45, very well qualified, actively and income-strongly.
- ✓ The extra mile goes FIT FOR FUN FOR: Ad-Specials, cross-media campaigns, WoM, Merchandising and events are optimally produced.
- ✓ FIT FOR FUN stands for a brand world: in the monthly magazine, on fitforfun.de, with WOM and FIT FOR FUN friends, with Social Media and also as eMagazin.

### USP

FIT FOR FUN is Germany's biggest fitness and lifestyle brand and the magazine for active men and women who see a high standard, healthy and sporty lifestyle as the counterbalance to their daily working lives. The editorial team are of the highest competence, reporting entertainingly and authoritatively on important and interesting issues on the question of exercise, nutrition, lifestyle, health, beauty and well-being. And all this is on a high aesthetic level and with a large motivating factor for the reader.

### KEYFACTS

Frequency: **monthly**

Day of publication: **Wendsday**

Copyprice: **3.50 €**

Basic rate (1/1 page 4c): **30,720 €<sup>1.)</sup>**

Reach: **1.21 Mio.<sup>2.)</sup>**

Sold circulation: **114,645<sup>3.)</sup>**

Editor-in-chief: **Alexander Steudel**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> MA 2017 II, <sup>3)</sup> IVW IV/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	1.19	100.0	
<b>Sex</b>			
Men	0.38	32.2	66
Women	0.81	67.8	133
<b>Age</b>			
14-19 years	0.11	9.3	133
20-29 years	0.33	27.4	198
30-39 years	0.27	22.7	162
40-49 years	0.24	19.8	123
50-59 years	0.16	13.3	73
60-69 years	0.08	6.3	47
>= 70 years	0.01	1.2	7
<b>Qualification</b>			
Comprehensive school	0.07	5.9	126
Sec. school (without apprenticeship)	0.04	3.7	48
Sec. school (with apprenticeship)	0.12	10.1	36
Secondary modern school	0.38	32.0	107
Grammar school	0.26	22.0	165
University	0.31	26.4	161
<b>Net income</b>			
less than 1,000.00 EUR	0.09	7.9	96
1,000 to 1,250 EUR	0.04	3.3	69
1,250 to 1,500 EUR	0.05	3.9	52
1,500 to 2,000 EUR	0.08	6.6	51
2,000 to 2,500 EUR	0.11	8.8	62
2,500 to 3,000 EUR	0.13	10.8	91
3,000 EUR and more	0.70	58.6	145

Source: ma 2018 I