



FIT FOR FUN - THE MAGAZINE FOR FITNESS AND LIFESTYLE

WHY FIT FOR FUN?

- ✓ FIT FOR FUN FOR motivated and inspired, with ideas for a sporty life.
- ✓ FIT FOR FUN FOR 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 FOR stands for a brand world: in the monthly magazine, on fitforfun.de, with WOM and FIT FOR 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: **Wednesday**

Copyprice: **3.50 €**

Basic rate (Ø 1/1 page 4c): **29,370 €^{1.)}**

Reach: **1.21 Mio.^{2.)}**

Sold circulation: **127,919^{3.)}**

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

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ MA 2017 II, ³⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	1.21	100.0	
Sex			
Men	0.40	33.2	68
Women	0.81	66.8	131
Age			
14-19 years	0.12	9.9	142
20-29 years	0.34	27.9	202
30-39 years	0.28	22.7	162
40-49 years	0.24	20.1	125
50-59 years	0.16	13.2	73
60-69 years	0.06	5.2	39
>= 70 years	0.01	1.0	6
Qualification			
Comprehensive school	0.07	5.5	118
Sec. school (without apprenticeship)	0.03	2.6	32
Sec. school (with apprenticeship)	0.12	10.1	36
Secondary modern school	0.39	32.2	108
Grammar school	0.32	26.4	198
University	0.28	23.3	142
Net income			
less than 1,000.00 EUR	0.08	6.3	76
1,000 to 1,250 EUR	0.03	2.7	58
1,250 to 1,500 EUR	0.04	3.5	45
1,500 to 2,000 EUR	0.09	7.0	53
2,000 to 2,500 EUR	0.13	10.7	77
2,500 to 3,000 EUR	0.13	11.0	91
3,000 EUR and more	0.71	58.8	146

Source: ma 2017 II