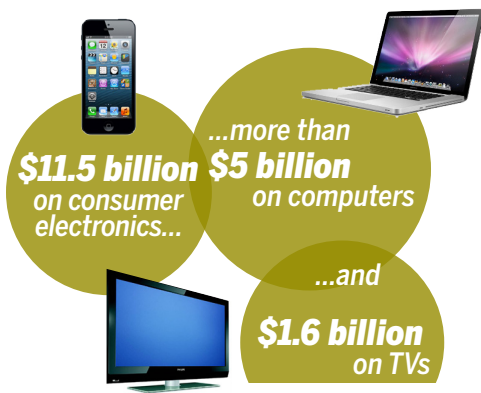




Buying, Trying, Desiring
Fitness reaches **7.3 million** techno pumped early adopters that advertisers crave. Fitness is the technology hot spot that will power up your sales!

Oh Yes She Did!
In the last 12 months,
Fitness women spent over:



Multi-Tasking, Multi-Platform

Largest fan base in the category
426,000+ Facebook Likes

76% of Fitness women find workout tips online

68% own a tablet or e-reader

32% have scanned QR codes

Fitness is all access—print, online, mobile, tablet, TV and experiential

Adopting Early & Often

Fitness ranks **#1** and outpaces the health/fitness set:

I'm the first among friends/colleagues to try new tech products (Index:122)

I give others advice when they are looking to buy tech products (Index: 103)

I'm willing to pay more for top quality electronics (Index: 106)

I like to have a lot of gadgets (Index: 110)

I want others to say 'wow' when they see my electronics (Index: 113)

I have a great deal of knowledge/experience in computers, home electronics, new technology, mobile/cell phones, photography, video games

57% of Fitness women plan to buy consumer electronics in the next year. That's **13% more likely than the general population!**

Sources: MRI Spring 2012 vs. Health, Self, Shape and Women's Health. *Very/somewhat likely-tech products include: e-reader, home theater system, large flat screen HDTV (27"-42"), giant flat screen/HDTV (43+), blu-ray player, digital video camera/digital camera, desktop computer, laptop, smartphone, tablet, portable DVD player or satellite radio. MRI Starch 10/12 & 1/12, MRI Starch Jan 2011-November 2012, vs. Self, Shape, Women's Health (Health data considered unstable).

Techno Pumped Editorial



The Fitness AD-vantage

Fitness women rank #1 for:

- Purchased products advertised in Fitness
- Took any action on ads in Fitness
- Visited an advertiser's website/joined their social network
- Net Impact Actions (have a more favorable opinion/recommended a product)

Plugged In Marketing Opportunities

Grab the attention of Fitness readers with these targeted opportunities designed to drive product awareness and sales:



MEET & TWEET

Showcase your brand to the country's most influential bloggers at Fitness' annual signature event. Spring/East Coast and Fall/West Coast. 28M impressions/event.



MORE/FITNESS HALF MARATHON

Connect with 10,000+ health and fitness enthusiasts in New York City at the largest all-women's half-marathon in the country. Customized activations, demo and/or sell products, distribute literature, branded premiums.



HOLIDAY WISH LIST

Promote your brand's special offer with the Holiday Wish List in-book and online, providing bonus media and reach.

Want more?

To learn about additional opportunities or to create a custom experience for your brand, contact Publisher, Eric Schwarzkopf, at 212.551.6975 or eric.schwarzkopf@meredith.com.