REACH YOUR TRUE TARGET MARKET IN THE MOST COST EFFECTIVE MANNER

The What’s New In Fitness magazine is a unique print and digital publication presenting the latest supplier products and services from around the world and enriching the burgeoning Australian fitness industry.

Published by online industry leader GymLink Australia, What’s new In Fitness is a highly targeted publication that can connect your supplier business with real decision makers and buyers.

FREQUENCY

Now with two editions – Summer and Winter (distributed October/November and April/May respectively), means double the opportunity to advertise your products and services to over 12,000 Australian fitness businesses searching for a supplier solution.

76% of readers said they would use the magazine as a resource throughout the year.
“THE ULTIMATE GO-TO FOR WHAT’S NEW”, THE 2014 SUMMER EDITION WILL BE HUGE

WHO GETS IT?

<table>
<thead>
<tr>
<th>Category</th>
<th>Contacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gyms</td>
<td>39%</td>
</tr>
<tr>
<td>includes mixed, ladies, 24 hour, YMCA, PCYC, recreation, aquatic</td>
<td></td>
</tr>
<tr>
<td>PT's</td>
<td>28%</td>
</tr>
<tr>
<td>includes studios, mobile &amp; outdoor fitness &amp; bootcamp providers</td>
<td></td>
</tr>
<tr>
<td>Martial Arts</td>
<td>15%</td>
</tr>
<tr>
<td>includes studios &amp; schools</td>
<td></td>
</tr>
<tr>
<td>Pilates</td>
<td>7%</td>
</tr>
<tr>
<td>includes studios &amp; outdoor</td>
<td></td>
</tr>
<tr>
<td>Yoga</td>
<td>6%</td>
</tr>
<tr>
<td>includes studio &amp; outdoor</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>includes expo's</td>
<td></td>
</tr>
</tbody>
</table>

12,000+

Database & Distribution
Almost every day of the year, adjustments are made to our database to ensure it is not only accurate, but it's growing too. Getting the publication in the hands of the 'buyer' remains the top priority for our Team.

42% of readers said they contacted one business, 24% said they contacted two or more.
**SUPPLIER TALK!**

The What's New In Fitness magazine has been extremely well received by suppliers and trade alike (more on the back page)...

“**What’s New In Fitness provides an opportunity to talk direct to all decision makers. It’s the one publication for the Trade that we have to be in.**”

Shaun Krenz, Exhibition Manager,
Australian Fitness Expo.

“We found advertising with GymLink and in the What’s New in Fitness magazine to be a very cost effective means of targeting our key customers. We’ll certainly be continuing our advertising.”

Adam Lewit, Owner;
Summit Fitness

“As Australasia’s leading supplier of new and innovative commercial products, ‘What’s New In Fitness’ is the perfect resource to showcase our new products and communicate with facility owners and managers.”

David Norman, Owner; EYE Fitness

“We look for the best ways to showcase our latest and most innovative products. WNIF provides an essential go-to guide on everything that’s new. Read by the key decision makers, we know our message is reaching the right people.”

Andy Pickett, Business Director;
Precor Australia

“WNIF is able to position our business in a format specifically aimed at promoting new products to key buyers in the industry - it’s second to none. Not advertising in What’s New In Fitness is not an option!”

Ash Robertson, General Manager;
Asia Pacific, CFM / MYZONE

“We found advertising with GymLink and in the What’s New in Fitness magazine to be a very cost effective means of targeting our key customers. We’ll certainly be continuing our advertising.”

Adam Lewit, Owner;
Summit Fitness

**HEART RATE BAND**

“WNIF is able to position our business in a format specifically aimed at promoting new products to key buyers in the industry - it’s second to none. Not advertising in What’s New In Fitness is not an option!”

Ash Robertson, General Manager;
Asia Pacific, CFM / MYZONE
Now effort is measurable. BODY BIKE Connect is a sophisticated watt cycle with an integrated sensor that measures your performance. The BODY BIKE Performance Console shows you your watt output, cadence, heart rate, calorie expenditure and other data giving you immediate and valuable feedback on the intensity of your training effort. Contact us for more info on Connect or other BODY BIKE indoor cycles.

Simply effective fitness tools
For more info or to buy online, visit www.gymstick.com.au/shop or contact Gymstick Australia on (03) 9646 6867

Professional fitness equipment for fitness, sports and rehabilitation:
- Barbells • Benches • Bikes • Boxing • Cardio
- Cross Trainers • Discs • Dumbbells • Ellipticals
- Hydraulic • Kettlebells • Kids • Maintenance
- Pilates • Racks • Refurbished • Rowers
- Servicing • Strength • Used • Vibration • Yoga

Any supplier who has a product, service, course, franchise or opportunity they want to take to market.

Positioning your business in front of the key industry decision makers is a crucial marketing strategy - this is your opportunity!

Content includes:
- Feature Articles
- New Product Section
- Buyer’s Guide Section
- Fitness Suppliers Guide
- Franchise Opportunities
- Book Reviews
- Top Mobile Apps
- Events Calendar
AD SPECS
Full graphic design services are available at competitive hourly rates. Artwork can only be accepted as per specification below.

Trim: w 420mm x h 297mm
Type: w 400mm x h 275mm
Bleed: w 430mm x h 307mm

Double Page Spread

Trim: w 210mm x h 297mm
Type: w 190mm x h 275mm
Bleed: w 220mm x h 307mm

Full Page

Size: w 123mm x h 275mm

2/3 Page

Size: w 190mm x h 132.5mm
vertical: w 90mm x h 275mm

1/3 Page

Size: w 57mm x h 275mm

1/4 Page

Size: w 90mm x h 132.5mm

MATERIAL SPECS:
If for any reason you are unable to supply print-ready PDFs for display advertisements, please contact us to make alternative arrangements.

PDF REQUIREMENTS:
All fonts saved as outlines. All images CMYK 300 dpi.

DEADLINES - SUMMER & WINTER
Summer edition: Booking deadline: last week in September, material deadline: first week in October.
Winter edition: Booking deadline: last week in March, material deadline: first week in April.
AD RATES

Two edition per year. Advertise in both editions for great discounts. Distribution dates in April/May (Winter edition) & October/November (Summer edition).

View our packages on pages 8

<table>
<thead>
<tr>
<th></th>
<th>Single Edition Rate*</th>
<th>Both Editions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Colour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$4,250</td>
<td>$7,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$4,500</td>
</tr>
<tr>
<td>2/3 Page (vertical only)</td>
<td>$1,850</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 Page (horizontal only)</td>
<td>$1,450</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/3 Page (vertical only)</td>
<td>$1,050</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$750</td>
<td>$1,200</td>
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</table>

“WHAT’S NEW IN FITNESS” FEATURE SECTION
Showcase your newest product releases, services or courses.

<table>
<thead>
<tr>
<th></th>
<th>Single Edition Rate*</th>
<th>Both Editions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approx 1/3 Page</td>
<td>$500</td>
<td>$900</td>
</tr>
</tbody>
</table>

COVER POSITIONS

<table>
<thead>
<tr>
<th></th>
<th>Single Edition Rate*</th>
<th>Both Editions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Colour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNIF Front Cover</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>WNIF Inside Front Cover</td>
<td>$3,000</td>
<td>$5,400</td>
</tr>
<tr>
<td>WNIF Back Cover</td>
<td>$4,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>WNIF Inside Back Cover</td>
<td>$3,000</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

“BUYER’S GUIDE” FEATURE SECTION - Completed online.

<table>
<thead>
<tr>
<th></th>
<th>Single Edition Rate*</th>
<th>Both Editions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Page</td>
<td>$195</td>
<td>$350</td>
</tr>
</tbody>
</table>

CLASSIFIED SUPPLIERS GUIDE

<table>
<thead>
<tr>
<th></th>
<th>Single Edition Rate*</th>
<th>Both Editions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Colour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Lines in Category</td>
<td>$99</td>
<td>$179</td>
</tr>
</tbody>
</table>

INSERTS - POA. Maximum 4 x A4 pages. Placed between cover and fly sheet.

* All rates exclude GST.
SAVE UP TO 33%* - Packages maximise your exposure by offering a complete 12 month advertising & marketing strategy. Combine print & digital with online lead generation, block ads, monthly newsletters & targeted email campaigns for huge savings!

**Print & Digital Package Only**

<table>
<thead>
<tr>
<th>CONTENT / PACKAGE</th>
<th>GOLD</th>
<th>PLATINUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF PAGE ADVERT</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>FULL PAGE ADVERT</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>WNiF FEATURE PRODUCT (approximately 1/3 PAGE)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>WNiF BUYERS GUIDE FEATURE (1/6 PAGE)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>DIGITAL MEDIA EDITION</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

**FULL COST**

- GOLD: $2,145
- PLATINUM: $3,390

**PACKAGE DISCOUNT**

- 10%
- 20%

**TOTAL FOR 1 EDITION**

- GOLD: $1,930
- PLATINUM: $2,712

**SECOND EDITION DISCOUNT**

- 10%
- 20%

**SECOND EDITION COST**

- GOLD: $1,737
- PLATINUM: $2,170

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**Complete Packages**

Our Complete Online & Print Packages maximize your exposure by offer a comprehensive 12 month advertising and marketing strategy that include:

- Print publication (Summer & Winter)
- Digital publication (Summer & Winter)
- Online (12 month premium listing on FitnessSuppliers.com.au - full promotional page, video & pdf upload PLUS a lot more)
- Monthly WNiF eNewsletter features (over 8,000 subscribers)
- Targeted email campaigns to gyms, studios, personal trainers etc.
- Regular author ‘Posts’ on WNiF website with videos, links, reviews and more.
- ‘Your Company’ directory published online with all your gym, studio etc. installations throughout Australia.

**SAVE up to 33%**

Monthly payment options available.
Custom packages available on request.

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Get a quote for a package to suit your budget - call 1300 496 546.
T & C’s

PAYMENTS & PROCEDURES
1. All bookings are subject to a minimum 10% deposit at time of booking. Account balance payable within 7 days from date of distribution. No cash discounts or agency commissions allowed. Advertisers billed at special early bird rates that fail to fulfill the contract will be billed for the difference to reflect the actual rate. Overseas advertisers must prepay at time of booking. Payment options include all types of credit card, EFT or cheque payable to GymLink Australia. Credit card payments by Visa or MasterCard only. Overdue accounts are subject to a 1.5% service charge per month (18% annually).

2. Dual responsibility. Advertiser and advertising agency are jointly and severally liable for payment. WNIIF will not release any advertising agency from liability even if sequential liability clauses are included in contracts, insertion orders, purchase orders, etc. Billing directed to an agency is approved on the condition that a minimum 10% deposit is paid at time of booking and the advertiser accepts responsibility for payment if the agency does not remit payment within 14 days from the date of distribution.

COPY & CONTRACT CONDITIONS
1. All advertisements are accepted and published entirely on the representation that the agency and/or advertiser are properly authorised to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, that advertiser and/or agency will indemnify and hold WNIIF harmless from and against any claims or suits from libel, violation of rights of privacy, plagiarism, trademark and copyright infringement, and other claims based on the contents or subject matter of such publication.

2. WNIIF reserves the right to reject any and all advertising that feels is not in keeping with the publication’s standards, policies and principles.

3. WNIIF reserves the right to add the word “Advertisement” at the top and/or bottom of, or anywhere within any page, that in WNIIF’s sole judgment, too closely resembles editorial pages of the publication.

4. Placement of any advertisement is at the publisher’s discretion except where otherwise agreed and confirmed in writing.

5. WNIIF will not be bound by any conditions, printed or otherwise, appearing on any order, insertion or contract when they conflict with the terms or conditions of the rate card herein, or any amendment thereof.

6. WNIIF shall not be liable whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within the control of WNIIF.

7. WNIIF is not responsible for the accuracy of any corrections or changes made to any advertiser’s materials.

8. If complete material is not received in accordance with confirmed material deadline dates, it is agreed that WNIIF is to insert material on file or, lacking that, the advertiser’s name, address, and phone number.

9. Advertisement artwork is held at the risk of the advertiser/agency, and not insured by the publisher.

DEADLINE DATES & CANCELLATIONS
All ‘Booking’ and ‘Material’ deadlines shown on page 6. Cancellations must be in writing and received before booking deadline. Cancellations received prior to booking deadline are subject to a 10% cancellation fee. All ‘Cover positions’ sold by contract and are non-cancellable or refundable. A 50% cancellation fee applies to advertisements cancelled after the booking deadline dates. Cancellation policies are final and non-negotiable.
“What’s New In Fitness – it’s fantastic!”
- Fitness Australia

“We just received our copy of WNIF & we wanted to say we LOVE it!”
- Bec Rosewell, Human Kinetics

“This magazine is impressive”
- Jamie Hayes, Healthy Inspirations

“Just got What’s New In Fitness - great work!”
- Simon Hall, Ezypay

“What a great job you’ve done, thanks!”
- Greg Doherty, HQH Fitness

“This magazine is awesome!”
- Peta Christie, Technogym Australia