

# HCM

MEDIA KIT

UNITING THE WORLD OF FITNESS



IMAGE COURTESY OF LES MILLS



+ PRINT EDITION



+ DIGITAL TURNING PAGES



+ PDF SUBSCRIPTION

## Create innovative and effective marketing campaigns, both online and in print

The display package provides a total marketing solution, enabling you to find sales leads, build your prospect database and grow your business.

### EXTRAS



#### Enhance your promotions

Create a fully rounded promotional campaign

Take advantage of a range of additional marketing services to round out your campaign.

Whether it's developing a new strategy, arranging inserts, direct mail or advertorials, we can develop a versatile campaign to support your marketing and give you extended access to our readership of buyers and decision-makers.

- Advertorials
- Loose inserts
- Bound-in inserts
- Direct mail
- Tip-ons
- Cover mounts
- Dummy covers
- Belly bands
- Open wraps
- Tabs

Extras are quoted on a bespoke basis by your account manager.

### Digital Turning Pages

#### Cross-platform display for your promotions

HCM is available on digital turning pages where the entire magazine can be viewed online, tablet and smartphone. Readers can zoom in on content, easily navigate around the pages. It is also fully searchable and each issue is archived allowing repeat views of your advertisements.



**CLICK TO PLAY VIDEO**  
Your video clip overlaid on your advertisement in the digital turning pages edition of HCM

### What is it?

The Display Package offers great value for money and ensures your campaign has impact, both in print and online. The package gives you three promotions for one very competitive price – it includes advertisements in both the magazine, the digital turning pages, as well as a downloadable PDF edition available to the reader any time.

*We work with you to develop a marketing strategy to meet your aims within your budget*

### The benefits

With adverts to suit all budgets, the package helps you generate sales leads, strengthen your brand and keep your company in front of current and prospective buyers across the industry.

The package is the perfect base for your marketing and can be linked to a range of other creative promotions to form a customised campaign.

## A NOTE FROM THE PUBLISHER



**HCM** magazine is the industry's favourite read, and with so much packed into each monthly issue it keeps our readers excited and wanting more.

We take great care in supporting industry suppliers helping them succeed, which is why we run our clients' campaigns in targeted print media including magazines and handbooks as well as online via dedicated websites and sector specific weekly news e-zines.

The HCM website [www.HCMmag.com](http://www.HCMmag.com) makes it simple to navigate the latest fitness news from the UK and afar, plus our in-house video studio and off-site video services mean we can work at any location and help you create video content to boost your marketing promotions.

Whether you want to create a pipeline of sales leads, build your brand, target a new customer or strengthen your reputation, we have mixed marketing campaigns which will work hard for you.

We welcome your company news and look forward to discussing your marketing campaign.

**Jan Williams, Publisher**

Issues	1	3	6	9	11	Dimensions (trim size mm)
Cover positions	£1903	£1848	£1793	£1681	£1626	210x297 (inside front, inside back, outside back)
Single Gatefold	£4942					1 page 210x297 plus 2 pages 205x297
DPS	£2595	£2469	£2253	£2057	£1935	420x297
1/2 DPS	£1920	£1827	£1667	£1522	£1432	420x147
1/4 DPS	£1248	£1188	£1084	£990	£931	420x70
1 Page	£1730	£1645	£1503	£1371	£1290	210x297
1/2 Page	£1003	£954	£871	£795	£748	172x127 (horizontal)
Featured Company Profile DPS	£2937	-	-	-	-	2 pages 210x297
Featured Company Profile 2 x DPS	£4863	-	-	-	-	4 pages 210x297
Click to play video (on existing add, digital edition)	£100					

RATES





## Maximum value for money combined with promotional power

Don't let your competitors take your potential customers.

**Every magazine** has its own Social Media channels including LinkedIn, Facebook, Instagram and Twitter. We are always keeping an eye on the latest platforms and make sure we utilize them when writing about the industry and our clients.

### Enhance your campaign with Social Media

The foundation of a successful marketing campaign is the successful delivery of quality content via various channels.

There is no denying that marketing via Social Media has many advantages. Regular use of Social Media will lead to increased traffic, better SEO, improved brand recognition, and much more.

*For more details talk to your account manager*

- Improve brand awareness
- Have cost-effective campaign
- Engage with your buyers
- Improve brand loyalty
- Achieve healthier customer satisfaction
- Create brand authority
- Increase traffic to your website
- Enhance your SEO ranking



## We provide full-service video creation and marketing campaigns.

Taking HCM's 25 years of experience in the Health Club industry we create videos that reflect the needs of your business whether it be product launches, new projects, corporate videos or training.

### Video will:

- Get you more leads
- Increase your visibility against your competitors
- Give your marketing campaign a longer lifespan across a number of highly-visible platforms

- **97%** of marketers say video has helped increase user understanding of their product or service\*
- **81%** of people have been convinced to buy a product or service by watching a brand's video\*
- **83%** of consumers would consider sharing a brand video with their friends\*

\*Hubspot 2018

### We can:

- Produce a video implementing your campaign and promote it across our platforms
- Create an advertorial video and distribute it across our channels
- Produce staff recruitment videos and training videos
- Host your conference call events
- Produce video interviews for corporate, promotional and awareness purposes
- Create bespoke videos for any marketing requirements you have.

Please contact us to discuss your video marketing campaign now! 44 (0)1462 431385 [videostudio@leisuremedia.com](mailto:videostudio@leisuremedia.com)



## Web power

Use the power of the web to boost your sales, with a HCM web campaign.

From traditional web advertising positions, to innovative, flexible campaigns, we can create a customised promotion to meet your needs.

Whether you're looking to create brand awareness or generate sales leads, HCM's online advertising packages can get immediate and targeted results.

## The website

Thousands of buyers and decision-makers visit the HCM website each day for its great content.

They search for the latest news, jobs and diary dates – all of which are updated daily – and browse both our magazine features and dedicated buyer search engine and product news update.

This means your promotions are seen by the widest possible audience.

## The benefits

An effective web campaign ensures your promotion is seen frequently, increasing response, impact and retention.

We'll work with you to create a persuasive and innovative campaign that grabs the attention of decision-makers and directs buyers to your own website. To achieve maximum impact, we'll fine tune your campaign and advise you on the best and most productive ways to advertise.

## Cost per month

Promotion period (months)	1	3	6	9	12
Large Square	£521	£1495	£2814	£3987	£5004
Featured Supplier	£400	£1140	£1620	£2295	£2880
Leaderboard	£750	£2130	£4060	£5780	£7100
Pop-Up Leaderboard	£1500	£4260	£8120	£11560	£14200
Web Banner	£260	£741	£1404	£1989	£2496
Web Directory Box	-	-	£300	-	£480
Online Company Profile	-	-	-	-	£903
Catalogue Download					
32 pages	£360	£891	£1468	£1814	£1994
64 pages	£696	£1498	£2258	£2715	£2952
Opinion	£600 monthly				



### CATALOGUE DOWNLOAD

#### From supplied PDFs

Make it easy for buyers to find out about your products and services. A downloadable PDF of your sales literature can be seen on the Homepage and News pages making it easily accessible to buyers.

# Raise your profile on the leading

# health & fitness industry website



### HOME PAGE SQUARE

SIZE 277x300px

This large web advert dominates the home page of the Health Club Management website. This is a great way to develop brand awareness and drive response from new and existing customers. Includes 3-5 images.



### FEATURED SUPPLIER (ADVERTORIAL)

SPECIFICATION

The Advertorial allows for 200-250 words, with a colour image to promote your product (700x560px minimum) together with a headshot of your key sales person and a short quote from them. It appears on HCM and fitness-kit.net websites.



### LEADERBOARD & POP UP LEADERBOARD

SIZE Desktop 1188x85px Tablet 1018x75px Mobile 600x150px

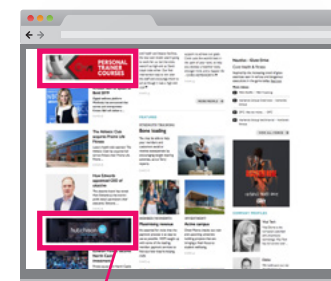
This large, page-dominating advertisement is very effective in developing brand awareness and prompting enquiries. The pop-up element at the bottom of the page greatly increases its presence on the website.



### OPINION SPECIFICATION

Share your insight and knowledge on key topics within the fitness industry.

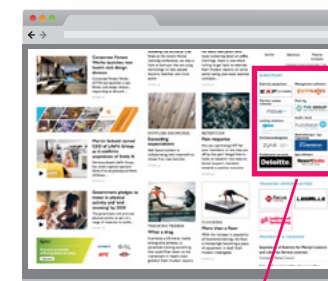
A hi-res headshot, a short quote that sums up the content, and a description about your business. The actual comment/opinion can be as long/short as you'd like to make it.



### WEB BANNER

SIZE 680x180px

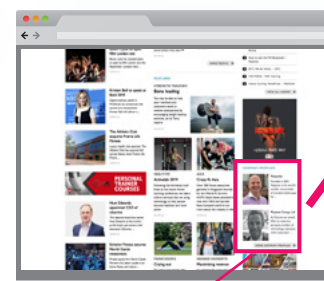
Banner advertisements catch the eye of buyers when they're reading the news. The Banners rotate around the Health Club Management and fitness-kit.net websites and can animate for up to three frames.



### WEB DIRECTORY BOX

SIZE 600 x 218px (displayed at 134x49px and 300x109px)

This booking gives you an online Directory Box on the home page of the Health Club Management website and ezine for 12 months. The box links directly to your website to bring buyers straight to your page.



### ONLINE COMPANY PROFILE

SPECIFICATION 250 words, 2x images, 700px wide

Your profile appears and rotates on the website year round, making you visible to industry buyers and influencers. Your ad promotion sits at the foot of your profile.



\*Special offer: Book your profile online and in print for only £903





## Make an impact quickly

### What is it?

The ezine is a subscriber-only electronic email newsletter which is sent to buyers and decision-makers by request each week.

The ezine contains the latest industry news, jobs, features and diary dates, in addition to special promotions and offers from suppliers.

It also contains links to all archive content, so buyers can click to view vast amounts of information to ensure they keep up to date.

RATES	Issues	1	4	8	12
	ezine Takeover	£500	£1900	£3600	£5100
	ezine Banner	£200	£760	£1440	£2040
	ezine Advertorial	£300	£1160	£2199	£3000

### Why promote on the HCM eZine?

The popular and well-established HCM eZine can be used to raise your profile or to market a specific product or service. An advert on the ezine ensures you'll get in front of a substantial number of potential customers who have opted to receive the ezine by request.

This means that when the ezine lands in their inbox, it's welcomed and it's read and, most importantly, it arrives with your promotion prominently displayed.

The ezine is weekly, so can get results quickly. When you promote on the ezine, the buyers initiate the sale, meaning they're more receptive to your call and are actively looking to buy the types of products and services you specialise in.

### Who gets it?

The HCM eZine is read by managers, decision-makers and buyers from across all parts of the industry. Readers are managers in both independent clubs and larger health club chains, hotel health clubs, spa and resort clubs and also corporate health and fitness facilities. The eZine also has a strong readership in both the public and voluntary sectors of the industry.

### Strengths

If you need to tell the industry about a new launch or some important company news, the eZine can reach out to the market quickly and cost-effectively.

It also allows you to link to a range of other digital promotions such as video, PDF downloads and digital turning pages editions of your sales material.

The eZine is a highly effective and interactive medium which gives creative power to your promotions.



## Get buyers calling you



### EZINE TAKEOVER PACKAGE

**DESKTOP 1188x85**  
**TABLET 1018x85** **MOBILE 600x150**  
 The package includes a Leaderboard sitting at the top of the eZine together with a Homepage Square promotion. The Leaderboard follows the reader around the eZine\*

\*excludes advertorial stories carried on the e-zine



### EZINE BANNER

**SIZE 680x180 + URL link**  
 A Banner advert on the Health Club Management weekly eZine places your promotion and web link in front of key buyers and decision-makers and appears amongst the top stories.



### EZINE FEATURED SUPPLIER/ADVERTORIAL

The Advertorial allows for 200-250 words, with a colour image to promote your product (700x560px) together with a headshot of your key sales person and a short quote from them.







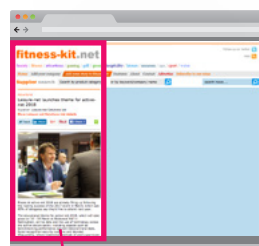
POWERED BY  
**fitness-kit.net**

## Catch decision-makers



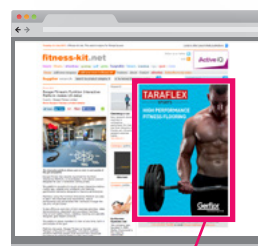
**HOME PAGE SQUARE**  
SIZE 277x300px

This large web advert uses Flash to dominate the home page of the fitness-kit.net website. The Home Page Square is a great way of developing brand awareness and driving responses.



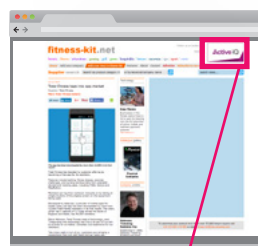
**FEATURED SUPPLIER/ADVERTORIAL**

The advertorial allows for 200-250 words, with a colour image to promote your product (700x560 px) together with a headshot of your key sales person and a quote from them.



**POSTER**  
SIZE 468x690px

This large, page-dominating advert is very effective in developing brand awareness and driving response. The advert rotates around the site and sits next to editorial to draw buyers' attention.



**HEADER SHARE**  
SIZE 181x94px

Positioned at the top of each web page, the Header Share advert creates immediate awareness of your company and links directly to your website. The Header Share advert can't be missed!

Thousands of buyers use the fitness-kit.net website each month to find contact details for suppliers and to get the latest information about product launches.

A promotion on fitness-kit.net ensures key buyers and decision-makers can find your details quickly and easily while they're searching for a supplier.

Promotions are available to suit every budget and include a range of search marketing options.



The Directory Package works hard for you all year round and gives you three promotions for one very competitive price and includes an advertisement in the HCM magazine Buyer's Guide and in the digital turning pages edition of the magazine. In addition, the package includes an online directory box on the fitness-kit.net website (product search engine).

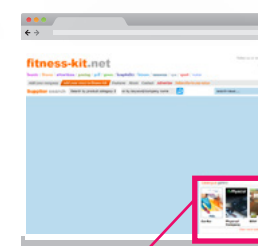
Months	1	3	6	9	12
Advertorial	£300	-	-	-	-
Large Square	£400	£1100	£2000	£2600	£3000
Header Share	£200	£500	£800	£1100	£1400
Web Banner	£300	£800	£1400	£2200	£2400
Online Directory Box	-	-	£300	-	£480
Poster	£300	£855	£1620	£2295	£2880
Search Topper	-	-	-	-	£120
Catalogue Download	-	-	-	-	£120
Directory Package (std)	-	-	-	-	£1930
Directory Package (enhanced)	-	-	-	-	£3599

## in buying mode and make more sales



**WEB BANNER**  
SIZE 468x60px

A traditional banner advert which rotates around the fitness-kit.net website and includes animation of up to three frames.



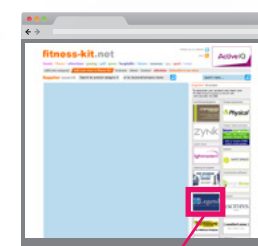
**CATALOGUE DOWNLOAD**  
From supplied PDFs

Make it easy for buyers to find out about your products and services. A downloadable PDF of your sales literature can be linked to fitness-kit.net so it's available to buyers each time your company details appear.



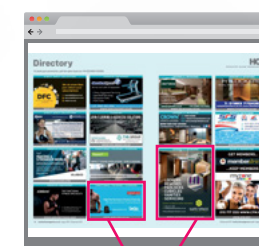
**SEARCH TOPPER**  
LOGO SIZE 120x120px

When you book a Search Topper, your company's details appear at the top of the search results page with your logo prominently displayed each time a buyer searches for your product type.



**ONLINE DIRECTORY BOX**  
SIZE 124x80px

A Directory box on the fitness-kit.net homepage links to your website so buyers can find you quickly. Directory boxes can be booked on a standalone basis, or as part of the HCM Directory Package.



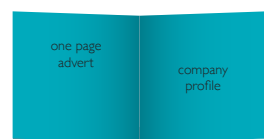
**HCM DIRECTORY PACKAGE**  
11 print and digital editions

**RATES & SIZE OPTIONS:**  
**Standard entry £1930**  
1 x box: 90mm x 50mm  
**Enhanced entry £3599**  
2 x boxes: 90mm x 110mm  
Free artwork & proofing service



Your booking will also appear on the HCM Handbook website  
[www.HCMhandbook.com](http://www.HCMhandbook.com)

## Build your market presence with the



online directory box

**COMPANY PROFILE\***  
 EACH PAGE 210x210 trim, 216x216 bleed + online directory box 130x60 px  
 A full page Advertorial exclusively about your company, plus a full facing page advertisement and bonus Online Directory Box advert.



**ENHANCED ONLINE COMPANY PROFILE**  
 250 words, 2x images, 700px wide  
 Your profile appears and rotates on the website year round, making you visible to industry buyers and influencers. Your ad promotion sits at the foot of your profile.



home page square advert

**COVER**  
 210x210 trim, 216x216 bleed + home page square advert 277x300 px  
 With only two available, Handbook covers are high-profile and exclusive. Your booking includes a Home Page Square advert.



online directory box

**DPS ADVERTISEMENT**  
 2 pages: 210x210 trim, 2 pages: 216x216 bleed  
 The biggest advert in the handbook, the double page spread gives you plenty of room to explain the benefits of your offer to buyers. Includes a Poster ad on fitness-kit.net



online directory box

**FULL PAGE**  
 210x210 trim, 216x216 bleed  
 Positioned in the features section, full page adverts are a direct, high-profile way to get your company in front of buyers. Includes an online directory box advert.

### About the book

The HCM Handbook, now in its tenth year, is the annual reference guide for the industry and is used by buyers and decision-makers from across the market.

Each year the Handbook reveals the latest market data, industry trends, forecasting and supplier and industry contacts, making it an invaluable reference tool for buyers and decision-makers.

### Who's it for?

The Handbook has a hand-picked circulation of top industry decision-makers and purchasers to ensure your promotions are seen by potential customers and influencers.

In addition, it has bonus distribution at selected industry events and is also available as a digital turning pages edition, meaning you'll reach and influence an even wider audience all year round. Copies are also available for sale.

### Benefits

Handbook promotions have a year-long shelf life to underpin your annual marketing campaign.

We place your adverts and promotions alongside the popular Handbook content to ensure they're seen regularly, so you'll influence hard-to-reach buyers.

To increase the value of your promotions, the Handbook can be accessed from the HCM website and also from its own site.



The HCM Handbook website, [www.HCMhandbook.com](http://www.HCMhandbook.com)

gives buyers and decision-makers access to all content from the book in an easy-to-use, searchable format. A PDF copy of the handbook is also available as a download.



Package	1 Edition
Company profile	£1330*
Online Company Profile	£903*
Cover	£1560
DPS	£1330
Full Page	£1045
Bookmark	£1100
1/3 Page Strip	£495
Handbook Sponsorship	£5976
Product Showcase	£300

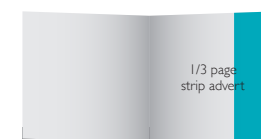
**\*Special offer:**  
 Book your profile online and in print for only £1820

## Health Club Management Handbook



online directory box

**BOOKMARK**  
 To be supplied ready for attachment  
 An unusual and effective way of getting your details in front of decision-makers when they're using the Handbook. Includes an online directory box advert.



online directory box

**1/3 PAGE STRIP**  
 69x210 trim, 72x216 bleed + online directory box 130x60 px  
 Your advertisement is positioned alongside key listings on a solus basis, so you dominate the page. Includes an online directory box advert,



**HANDBOOK SPONSORSHIP**  
 Logo on cover, first DPS advert, logo on welcome page, company profile, Home Page Square web advert  
 We only sell one sponsorship package for each Handbook, giving you a high-profile and exclusive promotion.



**PRODUCT SHOWCASE**  
 150 words + image  
 Get individual products in front of buyers with a product showcase in the product pages of the Handbook. We highlight your product to get it extra attention from buyers. Includes a web listing.





# Display and online promotions



## Magazine and Handbook

Display solutions to promote your brand/product

- Feature profiles These are feature articles promoting your business or an aspect of your business.
- Supplier showcase Our team will work with you to choose the best format to promote your brand, product or service. Suppliers are invited to provide a case study about an operator that's using their equipment.
- Sponsored briefing
- Promotional feature
- Product innovation
- Project profile
- Company profile
- Product showcase
- Franchise profile
- Technology profile



## Website/Ezine/Search engine

Online solutions for your promotions

- Online Advertorial/Featured supplier or an Opinion piece where you can share your opinion on an aspect of the industry.
  - Company profile This will appear on the HCM homepage, in the weekly ezine mailings and the reader will be able to access the information via the online search engine on www.fitness-kit.net
  - Opinion
- These online options are offering a very flexible way of showcasing your business, product or service. It can be an online article, company profile

Take advantage of our content marketing approach which will position your business as an expert in your industry, increase the visibility and awareness of your brand and therefore help your customers make the purchase decision more quickly.

We actively use Content Marketing as a way of effective promotion in our magazines, handbooks and on the websites across all sectors and publications.

+ COMPANY PROMOTION



### FEATURE PROFILES (MAGAZINE)

Option One: DPS

£2937

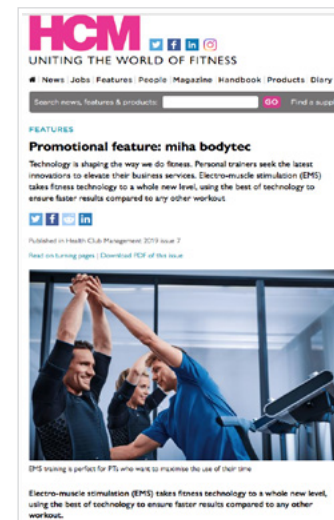
Two-page profile of your company, written by a professional journalist.

Option Two: 2xDPS

£4863

Three-page profile of your company, written by a professional journalist, plus a full-page advert to run alongside.

Feature Profiles include a PDF copy and copyright clearance to use the material for your own promotion.



## What is it?

This is your chance to throw a spotlight on your company. This two, three or four page promotion in our printed editions, as well as online advertorials, will enable you to fully explain your business offering, introduce new technology, launch new products or promote a range of services. The good news is, we're here to help you write the copy, create, design and proof your promotion.



### COMPANY PROFILE/ADVERTORIAL (HANDBOOK)

A full page Advertorial and a full page ad: £1330

Get more exposure adding Online Company profile for the total of: £1820

A full page Advertorial exclusively about your company, plus a full facing page advertisement and bonus Online Directory Box advert. Enhance your promotion by adding an online company profile. Your profile will appear and rotate on the website year round, making you visible to industry buyers.

You can also run a Feature Pro in Handbook - please contact your sales person for the bespoke quotation based on the needs of your promotion.

### FEATURED SUPPLIER/ADVERTORIAL (WEBSITE)

An online advertorial: £400 per month

The Advertorial allows for 200-250 words with a colour image to promote your product or service. The large image (700 x 560px) together with a headshot of your key sales person and a short quote from them will make this a prominent ad to view online and attract new clients and readers. The advertorial will appear on Health Club Management website, as well as rotate on our search engine located on fitness-kit.net



## + magazines



## + handbooks



## + websites & ezines

### MAGAZINE WEBSITES

attractionsmanagement.com  
HCM.com  
leisuremanagement.co.uk  
leisureopportunities.co.uk  
spaopportunities.com  
sportsmanagement.co.uk  
spabusiness.com  
am2.jobs

### OTHER WEBSITES

exerciseprofessionals.net  
leisurearchitecture.com  
leisureconsultancy.com  
leisuredesigners.com  
leisurediary.com  
leisureproperty.com  
spa-east.com  
spaamericas.com  
spaeurope.co.uk  
worldleisurenews.com

### HANDBOOK WEBSITES

attractionshandbook.com  
HCMhandbook.com  
hospitalityhandbook.com  
spahandbook.com

### KIT WEBSITES

beauty-kit.net  
fitness-kit.net  
fun-kit.net  
gaming-kit.net  
green-kit.net  
hospitality-kit.net  
leisure-kit.net  
museum-kit.net  
spa-kit.net  
sport-kit.net

### HOMEPAGE

leisuremedia.com

### EZINES

Leisure Opportunities  
HCM  
Exercise Professionals  
Leisure Management  
Sports Management  
Spa Opportunities  
Spa Business  
AM2  
Attractions Management  
World Leisure Jobs & News  
leisure-kit  
Leisure Property  
Public Sector News  
Hospitality Alert  
Leisure Property Forum  
Instant job & news alerts  
Sporta  
BHA  
AALARA  
ASVA

## Grow your business Break into new markets

Leisure Media has a broad range of promotional options which will enable you to break into new markets across the industry.

Our portfolio of print and digital magazines plus handbooks, websites and ezines offer a wide range of marketing opportunities which can help you grow your business by finding new sales leads.

### Contact us:

#### Leisure Media

Portmill House, Portmill Lane,  
Hitchin, Hertfordshire, SG5 1DJ, UK  
Tel: +44 (0)1462 431385  
Email: [theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)  
[www.leisuremedia.com](http://www.leisuremedia.com)

