

# mf

## men's fitness presents Health Club Panel Network



**P**LACE YOUR BRAND IN TARGETED, FITNESS-FOCUSED ENVIRONMENTS REACHING GUYS WHO KNOW HOW TO LOOK AND FEEL GREAT. These active men are pre-qualified consumers with the purchasing power to invest in your products. Let Men's Fitness and the Health Club Panel Network generate buzz, support product launches and boost sales for your brand through strategic placement in over 2700+ health clubs around the country.

The Health Club Panel Network (HCPN) is the largest nationwide provider of advertising and add-on marketing programs in health clubs in the U.S. The HCPN provides the opportunity to place your logo and brand messaging in health clubs on posters and in :30 commercials broadcast throughout the club.

### AVAILABLE POSTER SIZES

#### 26" x 37" Backlit Super Panel

- ▶ Size of traditional movie posters
- ▶ Features single advertiser and is purchased in one-month segments on a per club basis
- ▶ Limited distribution
- ▶ 2,300 locations

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#### 16" x 20" Standard Panel

- ▶ In direct proportion to magazine advertisement
- ▶ 2,300 locations

#### :30 SPOTS

- ▶ 400+ locations

ClubCom is in-club entertainment television that provides high-energy music videos along with useful tips targeted to health club members as they exercise. Entertainment is sent to full-sized televisions at the front desk, retail areas, juice bars and locker rooms, plus video is aired as the default channel on personal viewing screens secured to exercise equipment.

Your brand can run in-gym :30 commercials promoting your products. Your commercial will be aired several times during peak, prime time hours in each club.

### MARKETS

The Health Club Panel Network maintains a presence across 45 states in 100+ DMAs in the United States. Over 70 percent of all HCPN clubs are concentrated in the top 20 DMAs.

### KEY CLUB PARTNERS:

24 Hour Fitness	Fitness First Health Clubs	Spectrum Sports Club
Beacon Hill Athletic Clubs	Gold's Gym	Sport & Health Clubs
Cardinal Fitness	Lucille Roberts	Synergy Fitness Clubs
Curves	Olympus Gym	Women's Workout World
Dolphin Fitness	Powerhouse Gym	World Gym

**CONTACT:** Your Men's Fitness sales representative  
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# Men's Fitness

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