



**FI FITNESS
SUPPLIERS**
DIRECTORY 2011 - 2012

2011 Media Kit

Australia's No.1 resource and online platform "connecting suppliers with buyers"

PRINT & ONLINE ADVERTISING

Brought to you by GymLink Australia
Major Sponsor 2009, 2010 & 2011





Just letting you know how amazing the response to our double page spread in the 2010-2011 Fitness Suppliers Directory. We covered the cost of advertising within 2.5 weeks after it hit the clubs! The gym owners who responded have been fantastic to deal with and an absolute pleasure to serve. Thank you so much, we are thrilled and will be definitely featuring again next year! - Vanessa McDonald - Director, Boutique Marketing

Published annually by GymLink Australia, the Fitness Suppliers Directory is a highly targeted publication offering business owners, managers and operators with a complete and comprehensive directory of fitness suppliers and their range of products and services.

Now in its fourth year, the directory has become a welcome resource “connecting suppliers with buyers.”

Distribution & Database

Getting the publication in the hands of the buyer remains a top priority for our Team. Almost every day of the year, adjustments are made to our database to ensure it is not only accurate, but it's growing too. This year, the 2011-2012 Fitness Suppliers Directory & Buyer's Guide will be distributed early July 2011 to over 12,500 businesses searching for a product or service solution that a fitness supplier can provide. Recipients include: -

- 🕒 Gyms, Health Clubs, Fitness Centres including Ladies Only Gyms & 24 Hours Gyms
- 🕒 Council Aquatic & Recreational Centres
- 🕒 YMCA's & PCYC's
- 🕒 Developers, Leading Hotel Groups & Resorts
- 🕒 Universities & Colleges
- 🕒 Surf Life Saving Clubs
- 🕒 Mobile Personal Trainers & Personal Training Studios
- 🕒 Yoga & Pilates Studios
- 🕒 Sports Physiotherapists
- 🕒 Martial Arts, Boxing Studios & Boxing Gyms
- 🕒 Emergency Services & Armed Forces

Reach your true target market in the most cost effective manner and get your message through to the real decision makers. The Fitness Suppliers Directory & Buyer's Guide is a resource that will be used repeatedly throughout the year, and is the one publication you cannot afford to leave out of your marketing mix.



"The Fitness Suppliers Directory is the major link to fitness industry professionals and ensures our message is communicated to our key demographic." - Jon Perry - General Manager, Australian Fitness & Health Expo

2011-2012 Categories

Providing the reader with a more defined search, a total of 14 'MAIN' categories make up this years directory. Example 'SUB' categories (shown below) allow the best placement for your products and services.

Aquatic Equipment & Supplies	Blankets • Chemicals • Cleaners • Filtration • Grating • Heating • Inflatables • Maintenance • Plant • Playground • Ropes • Safety • Seating
Audio & Visual Equipment	Cabling • Cardio Theatre • Equipment Hire • Headphones • Installation • Microphones • Projectors • Recorders • Sound Systems • Speakers • Transmitters
Business Resources	Accounting • Asset Protection • Consulting • Direct Debit Billing • Financing • Franchising • Insurance • Recruitment • Human Resources
Education & Training	Alternative • Aquatic • Boxing • Cycling • First Aid • General Fitness • Group Fitness • Kettlebells • Kids • Massage Therapy • Motivation • Nutrition • Online • Pilates • Sales • Sports Coaching •
Fitness Equipment	Barbells • Benches • Bikes • Boxing • Cardio • Cross Trainers • Discs • Dumbbells • Ellipticals • Hydraulic • Kettlebells • Kids • Maintenance • Pilates • Racks • Refurbished • Rowers • Servicing • Strength • Used • Vibration • Yoga
Fitness Training Aids	Assessment • Balance • Balls • Bands • Belts • Body Composition • Charts • Circuits • Gloves • GPS • Heart Rate Monitors • Mats • Medicine Balls • Performance Devices • Rehabilitation • Rollers • Ropes • Testing
Flooring	Artificial • Carpet • Cushion • Functional • Modular • Multi-Sport • Rubber • Tile • Turf • Wooden
Group Exercise	Boot Camp • Boxing • Circuit • Cycling • Kids • General Music • Group Fitness Classes • License Free Music • Outdoor • Vibration
Locker Room	Air Purification • Benches • Cleaners • Custom Build • Dryers • Hygiene Services • Laundry • Lockers • Padlocks • Pest Control • Sanitation • Storage
Marketing	Branding • Call Centre • Direct Mail • Email • In-house • Lead Boxes • Loyalty Programs • Member Rewards • Online • Print • Promotional Merchandise • Referral Programs • SEM • SEO • SMS • Tele-Sales • Web
Nutrition	Bars • Branding • Contract Manufacturing • Coolers • Drink Mixers • Gels • General Supplements • Hydration • Powders • Programs • Vending • Weight Loss
Spa Products & Services	Installation • Massage Equipment • Saunas • Skin Care • Spas • Steam Rooms • Storage Solutions • Tanning
Sports & Activewear	Boxing • Compression • Dancewear • Footwear • General • Martial Arts • Pilates • Staff Uniforms • Swimwear • Yoga
Technology	Access Control Systems • Booking Systems • Client Management Systems • Computer Software • Exercise Programming • Fitness Testing • PT Systems & Software • Retention Management • Ticketing • Web Solutions



I am delighted with the changes introduced in the 2010-2011 Directory. The new Buyer's Guide Features and category tabs & sub-categories make it easier to find what you want and given suppliers more options to gain maximum exposure and return. We are already seeing sales come in after the few weeks. I look forward to showcasing our software and services in the future. - Neil Earey - Managing Director, PulseTec Solutions

Full Colour	Advertising Rate*	Early Bird**
Double Page Spread	\$4,250	\$3,825
Full Page	\$2,500	\$2,250
2/3 Page (vertical only)	\$1,850	\$1,665
1/2 Page (horizontal only)	\$1,450	\$1,305
1/3 Page (vertical only)	\$1,050	\$945
1/4 Page	\$750	\$675

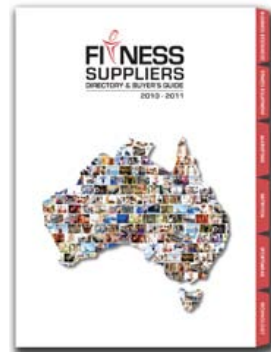
Up to 25% discount available for print & online packages.

PREMIUM POSITIONS - MAIN CATEGORY FOLDABLE TAB PAGE

Take first place in the new fold out 'TAB' on first right hand side of a main category page. 1 per category, 30.mgs high quality stock paper

Full Colour	Advertising Rate*	Early Bird**
Priority RHS with TAB	\$3,000	N/A

NEW!
Category TAB



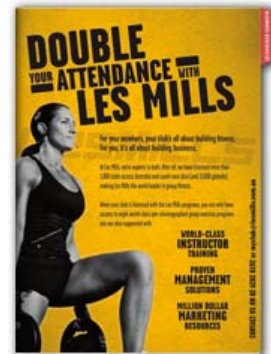
SPECIAL POSITIONS

Special position pages are a strictly limited number of pages outside the main category pages.

Full Colour	Advertising Rate*	Early Bird**
Pages 3, 7, 9, 11, 13, 15	\$2,750	\$2,475

COVER POSITIONS

Full Colour	Advertising Rate*	Early Bird**
Inside Front Cover	\$3,000	N/A
Inside Back Cover	\$3,000	N/A
Back Cover SOLD	\$3,500	N/A



INSERTS

Samples required for all inserts. Price on application. Max 4 pages A4.

BUYER'S GUIDE FEATURE

Provide a more detailed description of your product or service - an invaluable buyer resource with optional price guide - see below.

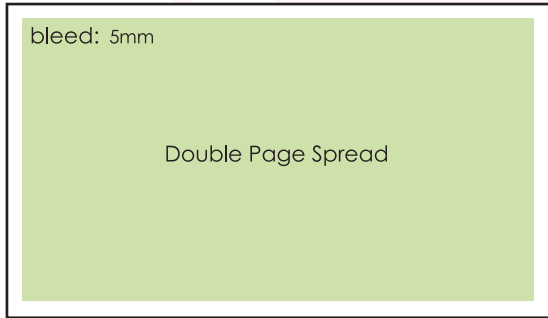
Full Colour	Advertising Rate*	Early Bird**
1/6 page	\$395	\$354

* All rates exclude GST **Early Bird closes Friday 28th February 2011.



“As a new business, I have used the supplier directory on many occasions. The new products in the directory have been very useful in growing our business and allowing us to have an edge offer our members something different – I am looking forward to the next edition!” - Renee & Marty - Owners, Beachbodies Health Club

trim: w 420mm x h 297mm
 print area: w 400mm x h 277mm



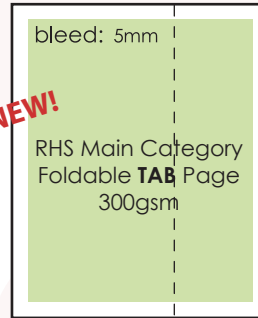
print area: w 121mm x h 268mm



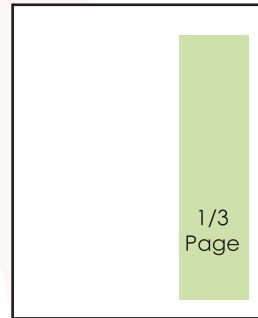
print area: w 184mm x h 132mm



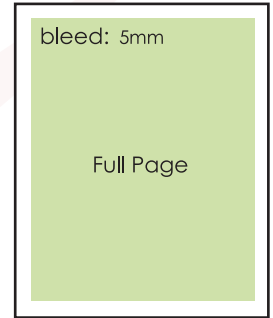
trim: w 210mm x h 297mm
 print area: w 190mm x h 277mm



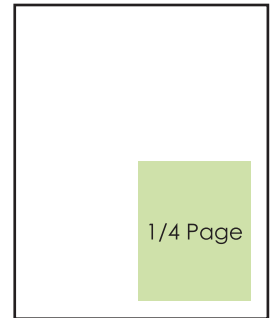
print area: w 58mm x h 268mm



trim: w 210mm x h 297mm
 print area: w 190mm x h 277mm



print area: w 90mm x h 132mm



BUYER'S GUIDE FEATURE



Harbinger	Your business name
see our ad p. 51	Your main Ad page (if applicable)
Harbinger	Your image or logo (58mm x 30mm)
Product Heading	Your product heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.	Your 80 word description
Manufacturer's list price: \$250	Manufacturer's List Price (optional)
Phone: (02) 9999 9999	Your Contact Number

A full graphic design service is available. See over for copy of terms and conditions and deadline dates.



"We definitely found advertising in the GymLink Fitness Supplier Directory & having an online listing beneficial in creating further awareness of our commercial Strength & Cardio ranges. Particularly as the directory is industry specific with an Australia distribution." - Andrew Pettet - National Sales Manager, Calgym

FITNESS SUPPLIERS ONLINE

Be part of Australia's largest and most comprehensive fitness supplier directory. Over 1700 registered suppliers and growing. The fitness suppliers directory is **THE ONLINE EXPO**.

Increase your exposure and generate more leads & enquiries. Upgrade to a Premium Listing with these features: -

- 🕒 Share top spot in your supplier category
- 🕒 FREE Premium listing on the GymLink.com.au Fitness Supplier Directory
- 🕒 List your business in all relevant **MAIN & SUB** categories
- 🕒 Full business promotional web page with logo & contact details
- 🕒 Video or infomercial upload
- 🕒 Product image gallery
- 🕒 Direct enquiry form & website link

Cost: \$1298 (inc.) minimum 12 month listing



FITNESS BUSINESS E-NEWSLETTER

Since 2004, the monthly Fitness Business e-Newsletter has been a trusted resource for up to the minute news & reviews on products, services & solutions for fitness business owners, manager & fitness professionals.

With over 8,200 subscribers, the Fitness Business e-Newsletter represents a highly targeted & quick response advertising platform for fitness suppliers, course providers, fitness franchisors and those looking to sell their fitness business. The Fitness Business e-Newsletter brings you: -

- 🕒 Supplier features, showcases & profiles
- 🕒 New product & service launches
- 🕒 Latest fitness courses & workshops
- 🕒 Fitness franchising & business for sale opportunities
- 🕒 Lead generation solutions - online & offline
- 🕒 Industry trends, reports & international news

Cost: \$660 (inc.) per feature per month (strictly limited to 5 features)





"Being part of the GymLink business directory is absolutely worth it. The directory has very quickly become the "bible" of credible suppliers and is unique because of its 12-month shelf life. Traditional marketing such as magazines, direct mail, and banner ads just do not give you that level of expose when you need it."

- Emmett Williams - Managing Partner, Creative Fitness Marketing & Blue Fitness

FITNESS SUPPLIERS PACKAGES

SAVE UP TO 35%* - Advertising packages are available to maximise exposure and cost effectively promote your supplier business to your target market across a variety of streams including online, offline and digital.

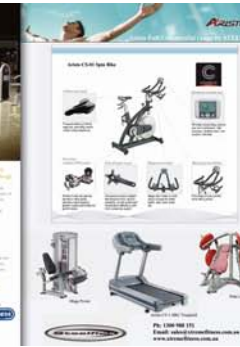
There are 4 packages to suit varying budgets: -

Contents / Package	Bronze	Silver	Gold	Platinum**
Print Directory	Buyers Feature	Quarter Page	Half Page	Full Page
Online Directory	Premium Listing	Premium Listing	Premium Listing	Premium Listing
Digital Directory	Buyers Feature	Quarter Page	Half Page	Full Page
e-Newsletter Feature	0	1	2	2
Website Block Advert	0	0	0	1
TOTAL COST	\$1,721	\$2,706	\$4,070	\$5,885
Package Saving	5%	10%	15%	25%
Package Price	\$1,634	\$2,435	\$3,459	\$4,413
Payment Terms	Bronze	Silver	Gold	Platinum**
Set-Up Fee (A)	\$199	\$199	\$199	\$199
12 Monthly Debits (B)	\$119	\$186	\$271	\$351
First Debit (A+B)	\$318	\$385	\$470	\$550

* 35% discount available up to close of 'early bird' - 28th February 2011

** option for guaranteed 'priority' right hand category TAB page is an extra \$250 (one available per category)

If you have any further questions on Packages, please call 1300 GYMLINK.



"Australian Fitness Network has worked with GymLink for many years. The annual Fitness Supplier Directory is a welcome addition to their portfolio of lead-generating opportunities. GymLink's continued proven success ensures we have no hesitation in continuing our presence in each edition of the Directory."

- Analee Matthews - Australian Fitness Network

To reserve your ad space contact:
 T: 1300 GYMLINK
 E: fitnesssuppliers@gymlink.com.au

Booking Forms:
 Fax to (02) 9997 4155

Team Contacts:
Editor:
 Craig Mac - craig@gymlink.com.au

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 Brian Cotton - brian@gymlink.com.au

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 Amanda Mathews - amanda@gymlink.com.au

Art Department:
 Kevin Randau - kevin@gymlink.com.au
 Tim Freedman - timm@gymlink.com.au
 Chris Stevenson - chris@gymlink.com.au

Post Material to:
 GymLink Australia,
 PO Box 908
 Manly,
 NSW 2095



**CIRCULATIONS
 AUDIT BOARD**



[click here](#) to request 2009-2010 print copy



[click here](#) to view digital 2009-2010 publication



[click here](#) to view online Suppliers Directory



"Being part of the GymLink business directory is absolutely worth it. The directory has very quickly become the "bible" of credible suppliers and is unique because of its 12-month shelf life. Traditional marketing such as magazines, direct mail, and banner ads just do not give you that level of expose when you need it."

- Emmett Williams - Managing Partner, Creative Fitness Marketing & Blue Fitness

PAYMENTS & PROCEDURES

1. All bookings are subject to a minimum 10% deposit at time of booking. Account balance payable 14 days from date of distribution. No cash discounts or agency commissions allowed. Advertisers billed at special early bird rates who fail to fulfil 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. Amex and Diners are subject to a 2% surcharge. 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. GymLink Australia 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 GymLink Australia 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. GymLink Australia reserves the right to reject any and all advertising that GymLink Australia feels is not in keeping with the publication's standards, policies and principles.
3. GymLink Australia reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any page, that in GymLink Australia's sole judgement, 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. GymLink Australia 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. GymLink Australia 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 GymLink Australia.
7. GymLink Australia 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 GymLink Australia 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

The 2011-2012 Fitness Supplier Directory & Buyer's Guide will be distributed early July 2011. Booking deadline is Friday 13th May 2011. Material deadline is Friday 27th May 2011. Cancellations must be in writing and received before the booking deadline date. Cancellations received prior to the booking deadline are subject to a 10% cancellation fee. 'Cover positions' and 'special positions' are sold by contract and are non-cancellable or refundable. A 50% cancellation fee applies to advertisements cancelled after the booking deadline date.

To reserve your ad space in the 2011-2012 Fitness Suppliers Directory & Buyer's Guide, complete all the information below

Ad Space

- Double page spread
- Full page (TAB priority)
- Full page
- 2/3 page (vertical)
- 1/2 page (horizontal)
- 1/3 page (vertical)
- 1/4 page
- Insert
- Buyer's Guide Feature**

Quantity: _____

Ad Position

Supplier Category: _____

or page number if advertising outside the category pages: _____

Ad Packages (SAVE UP TO 35%)

Please select your advertising package: Bronze Silver Gold Platinum

Business Details

Current GymLink Advertiser New Advertiser

Business name: _____ ABN: _____

Contact Name: _____ Position: _____

Postal Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone: () _____ Fax: () _____

Email: _____ Website: _____

Payment Details (tax receipt issued upon receipt of payment)

All bookings require a 10% deposit - 'TAB priority' & 'Buyer's Guide Features' ads must be must be paid in full at time of booking.

EFT: BSB 124 001 Account no. 20363208 Account name: GymLink Australia

Credit card - please charge \$ _____ (+GST) to my VISA Bankcard MasterCard Amex Diners

(a 2% surcharge applies to Amex and Diners card payments)

Card number: Exp: /

Cardholder's name: _____ Cardholder's signature: _____

By signing below I acknowledge that I have read and agreed to the published costs and the Terms & Conditions listed on page 9.

Authorised Signature: _____ Date: _____

Forward to: GymLink Australia fax number 02 9997 4155 or scan email to fitnesssuppliers@gymlink.com.au