

# 55,000 Magazines

January/February • March/April • May/June • July/August  
September/October • November/December

Our targeted distribution ensures that our magazines, and your advertising, is getting into the hands of interested buyers of your services!



## Your # 1 Resource For Local Information!

- Exciting and Rare Local Celebrity Interviews
- Hot Fitness Items for Men and Women
- Healthy Pet Section
- Calendar of Events
- Great Healthy Recipes
- Appealing Colorful Ads

Targeted Market Connecting Businesses with Interested Readers

Up-to-Date Information on the latest diet fads, fitness training and equipment, and beauty secrets

Special Sections Featuring Alternative and Holistic Options to Health



## PHILLYFIT MAGAZINE

Published by:  
JaLynn Concepts  
Owner/Publisher:  
Jami Lynn Appenzeller

215-396-0268  
Toll Free: 866-PhillyFIT (866-744-5348)  
Fax: 215-396-0288  
JaLynnConcepts@aol.com  
www.phillyfitmagazine.com



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# PHILLYFIT Magazine

SINCE SEPTEMBER, 2004



PhillyFIT Magazine is today's avenue to health, fitness, nutrition, style and trendy information.  
**We ARE your local fitness connection!**

Photo of our Owner/publisher



The only magazine of it's kind in this region!  
Does your business need to reach a health, fitness, beauty or holistic audience?  
Do you, or someone you know, deserve to be featured in our magazine?  
Would you like to be a contributing writer for PhillyFIT magazine?  
Would you like to be a distribution location for our FREE magazine?

Ideas? Comments? Want more details? All inquires are welcome... call us NOW! 215-396-0268  
www.phillyfitmagazine.com  
Jami@phillyfitmagazine.com

# Benefits

## Features

- Free
- Full Color Magazine
- Bi-Monthly
- Rack Distribution
- Coverage throughout Bucks, Delaware, Montgomery, Chester and Philadelphia Counties
- Plenty of niche locations for reader accessibility
- Classified section
- Local health, beauty, fitness and nutritional information
- Targeted readership of more than 150,000 interested readers
- Lifestyle and family oriented editorial
- Regular columns written by accredited local professionals
- Timely and upbeat information
- Monthly guides to fitness, health and beauty businesses
- Readership loyalty
- Very long shelf life (up to one full year)
- Eye-catching glossy color covers
- Average statistics for local, free, bulk drop fitness magazines in the industry are: our readers are health enthused individuals constantly seeking information on their quests for better lifestyles. Pass along readership is 2.5 people per each copy of the magazine.

# Demographics

Anyone, any age interested in health and fitness, or better their lifestyle.

# Challenge Team

We challenge you... to challenge us!



The PhillyFIT Magazine Challenge Team is throwing down the gauntlet, and accepting any and all challenge offers. If you have something new and unique in the world of health and fitness, and would like our Challenge Team to put it to the test, tell us about it. We'll take your challenge.

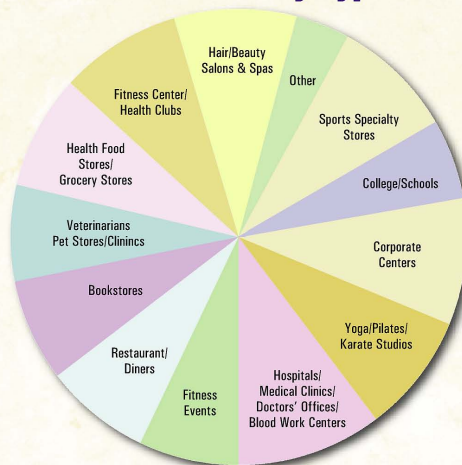
Our team knows no limits. If you have something related to health, fitness, nutrition, healthy dining... whatever, invite us to take your challenge. We'll send our crew to your location to test your product or service and our experience and results will be written up in an upcoming edition of PhillyFIT Magazine. You might beat us... we might beat you. Either way, you can expect great exposure --- and FUN for all.

Our team brings to the table a wealth of experience and wide range of backgrounds. We are available in teams of three or as a large as our entire group. (Some team members are not featured in this photo). Call 215-396-0268 or contact editorial@phillyfitmagazine.com for pricing details and to schedule a CHALLENGE.

# Bi-Monthly Distribution Analysis

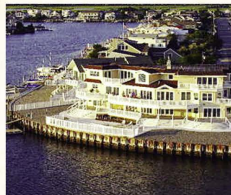
50,000 Copies distributed to OVER 2,300 LOCATIONS in Bucks, Delaware, Montgomery, Chester & Philadelphia Counties

# Distribution by Type



## PHILLYFIT Bash

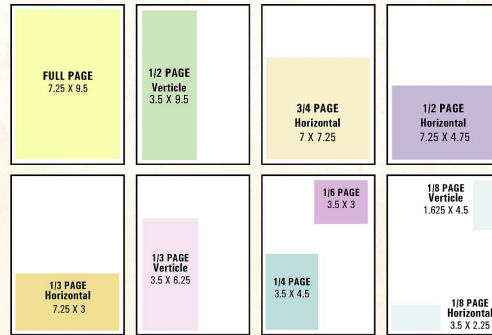
Featuring over 100 vendors and 4,000 attendees twice a year! Call for dates! 10 x 10 Booth space = \$ 325.00 per booth (includes 8 ft. table and 2 chairs) Sponsorship package that include advertising and prime space at event, logo on all promo materials and mass promotion at the event = \$2,000.



## PHILLYFIT Winter Retreat

Sponsorship: promote our product and/or services at our event, and throughout the year through our feature stories on the retreat run in each issue! Packages range from \$500-\$2000.

# Display Ad Sizes 6 Issues Per Year



## Ad Rates Reflect 8 Weeks Of EXPOSURE!

	1-3 x rate	4-6 x rate	Additional Costs Full Color
Inside Front cover:	\$2,800	\$2,500	Price Includes Color
Back cover	\$2,800	\$2,500	Price Includes Color
Inside back cover	\$2,800	\$2,500	Price Includes Color
Page 3 Prime Spot	\$2,800	\$2,500	Price Includes Color
Full Page	\$1,900	\$1,710	\$400
3/4 page	\$1,600	\$1,450	\$350
1/2 page	\$1,100	\$990	\$300
1/3 page	\$800	\$720	\$200
1/4 page	\$550	\$495	\$125
1/6 page	\$450	\$400	\$75
1/8 page	\$325	\$290	\$50
Business card	\$225	\$200	\$50
Calendar ad	\$75	Included	Included

## Website Advertising:

Live link in our list of advertisers \$600 year (Only \$50/month)  
 Spotlight ad & live link in our list of advertisers \$900 year (Only \$75/month)  
 Display ad on homepage \$350 per month

## Healthy Pet Section

All feature stories will be on our furry friends... pictures galore... and plenty of local advertisements helping our readers find where to go for boarding, grooming and how to keep their pets healthy and well-behaved! If your business assists our pets, then you need to be in this magazine!



1/8 - \$150 1/4 - \$300 1/2 - \$500 Full - \$900