

EDITORIAL

A guide to what you
need to know in the
coming months.

CALENDAR

<http://fitnessbusinesspro.com/advertisers>



ISSUE	IN THIS ISSUE	VALUE-ADDED MARKETING/BONUS CIRCULATION
January Ad Close: November 27 Materials due: December 11	<ul style="list-style-type: none"> •State of the Industry •Veteran Voices 	<ul style="list-style-type: none"> •Cardio •Software
February Ad Close: December 21 Materials due: January 8	<ul style="list-style-type: none"> •IHRSA Preview •Attracting the African American Market 	<ul style="list-style-type: none"> •City Rec Centers •Senior Fitness •Children's Fitness
March Ad Close: January 21 Materials due: February 11	<ul style="list-style-type: none"> •CI East Preview •NIRSA Preview •Fundraising for Nonprofits 	<ul style="list-style-type: none"> •Strength •Physical Plant
April Ad Close: February 22 Materials due: March 21	<ul style="list-style-type: none"> •IHRSA Post Show Report •Weight Loss Programs •Growth of Personal Training Studios 	<ul style="list-style-type: none"> •Pilates/Mind/Body •Unconventional Exercise
BUYERS' GUIDE (May) Receive repeated exposure throughout the year with one ad in Fitness Business Pro's Buyers' Guide. Targeted ads and enhanced listing are available in print and online.		
May Ad Close: March 26 Materials due: April 9	<ul style="list-style-type: none"> •Club Industry East Post Show Report •Neighborhood Club Growth •Tennis 	<ul style="list-style-type: none"> •Juice Bars and Cafes •Aquatics
CLOSING DATES SPACE: MARCH 26 AD MATERIAL: APRIL 9		
June Ad Close: April 25 Materials due: May 9	<ul style="list-style-type: none"> •Exercise and Wellness Connection •Alternative Sports in Facilities 	<ul style="list-style-type: none"> •Design •Insurance
July Ad Close: May 26 Materials due: June 11	<ul style="list-style-type: none"> •Top 100 •Software 	<ul style="list-style-type: none"> •Spas
August Ad Close: June 25 Materials due: July 11	<ul style="list-style-type: none"> •Club Industry National Show Preview •Franchising 	<ul style="list-style-type: none"> •Flooring •Active Gaming
September Ad Close: July 25 Materials due: August 11	<ul style="list-style-type: none"> •Club Industry National Show Update •Lifetime Achievement winner •Best of the Best 	<ul style="list-style-type: none"> •Climbing Walls •Entertainment
October Ad Close: August 27 Materials due: September 10	<ul style="list-style-type: none"> •Marketing/Branding 	<ul style="list-style-type: none"> •Military •Locker Rooms
November Ad Close: September 24 Materials due: October 8	<ul style="list-style-type: none"> •Athletic Business Show Preview •Club Industry Post Show Report •University Fitness 	<ul style="list-style-type: none"> •Strength •Cardio
December Ad Close: October 24 Materials due: November 12	<ul style="list-style-type: none"> •Year in Review 	<ul style="list-style-type: none"> •Pilates/Mind/Body •Design

Beyond the Printed Page

ONLINE & INTERACTIVE

Interactive marketing campaigns surrounding relevant content engage your customers, position your brand and create measurable marketing results. Sponsor any of the subjects in the Editorial Calendar through one of our many online mediums. Editorial topics may be featured, expanded upon and presented in the following online channels:

- Podcasts
- White Papers
- Web Videos
- Blog
- Microsites
- Step by Step Columns
- Webinars
- Webcasts
- Ask the Experts
- Online Special Reports
- One-Stop Sponsorships

Our robust suite of multimedia products accelerates sales, increases revenues and measures results. It's the perfect complement to your print marketing campaign.

For details on online products from *Club Industry's Fitness Business Pro*, see Innovative Online Marketing in our Media Kit.



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EDITORIAL

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Pamela has been with the magazine since 2002, moving into the editor's role in December 2004. During that time, she has covered each area of the fitness industry, focusing mostly on the for-profit sector, while also leading the magazine in its transition to a news/business publication and the expansion of its online products, which include a Web site, e-newsletters, a blog and podcasts. Pamela graduated with a bachelor's in English and a master's in magazine journalism. She has won a Neal Award certificate of merit, two regional American Society of Business Publication Editors (ASBPE) writing awards and a Penton Media-sponsored Foundation Award. Prior to joining the magazine, Pamela covered the energy industry for 10 years.

JAN

FEB

MAR

APR

MAY

JUN

JULY

AUG

Club Industry's
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