

**CLUB BUSINESS**  
INTERNATIONAL

# MEDIAKIT

2012

# IHRSA BOARD OF DIRECTORS

IHRSA's international board of directors sets direction for the association and includes the world's leading club operators. They, along with IHRSA's Public Policy Council and IHRSA's diverse worldwide membership, comprise a large segment of *CBI's* loyal readership.

## BOARD OF DIRECTORS 2011-2012



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Millennium Partners Sports Club Management, LLC  
Boston, MA  
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sportsclubs.cfm



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Club One, Inc.  
San Francisco, CA  
clubone.com



**Carol Nalevanko**

DMB Sports Clubs  
Scottsdale, AZ  
dmbclubs.com

**“CBI IS A GREAT PUBLICATION. It is clear, comprehensive and provides a multitude of ideas and resources. It is a must read!”**

~ Bill McBride  
President & Chief Operating Officer  
Club One, Inc.



**David Patchell-Evans:** *Ex-Officio*

GoodLife Fitness Clubs  
London, Ontario, Canada  
goodlifefitness.com



**Christian Pierar**

De Fitness Organisatie  
Oostakker, Belgium  
fitness.be



**Chuck Runyon**

Anytime Fitness  
Hastings, MN  
anytimefitness.com



**Kay Yuspeh**

Elite Sports Clubs  
Brookfield, WI  
eliteclubs.com

# GLOBAL CONNECTION

**CLUB BUSINESS INTERNATIONAL** is the world's leading, and most respected, magazine for the commercial health and fitness club industry. With readers in 78 countries, *CBI* gives your company global exposure unmatched by any other trade publication. In addition, *CBI* is distributed at major industry events in the U.S., Europe, Latin America, and Asia. By advertising in *CBI* and on IHRSA.org, you can put IHRSA's global reach to work for you!

## THE HEALTH CLUB INDUSTRY CONTINUES TO PROSPER

The health club industry continues to demonstrate remarkable economic resiliency. In the United States, total health club memberships grew by 10.2% in 2010. Worldwide, there are more than 133,558 health and fitness centers serving 128.8 million consumers. As the industry's premier monthly magazine, *CBI* provides your company with access to thousands of dynamic, growing businesses.

### IHRSA GLOBAL 25: LEADING CLUB COMPANIES FOR 2011

RANK & COMPANY	COUNTRY	LOCATIONS
1 Fitness First Group, Ltd.	U.K.	492
2 24 Hour Fitness USA, Inc.	U.S.A.	360
3 LA Fitness International, LLC	U.S.A.	360
4 Konami Sports & Life Co., Ltd.	Japan	359
5 Bally Total Fitness	U.S.A.	300
6 Goodlife Fitness Clubs	Canada	275
7 HealthCity	Netherlands	265
8 Nuffield Health Fitness & Wellbeing Centres	U.K.	200
9 Virgin Active	U.K.	194
10 B-Fit	Turkey	165
11 Town Sports International Holdings, Inc.	U.S.A.	164
12 Central Sports Co., Ltd.	Japan	155
13 ClubCorp	U.S.A.	147
14 SATS Sports Club Sweden AB	Sweden	146
15 Renaissance, Inc.	Japan	104
16a Life Time Fitness, Inc.	U.S.A.	89
16b David Lloyd Leisure, Ltd.	U.K.	89
17 LA Fitness, Plc.	U.K.	80
18 Fernwood Women's Health Clubs	Australia	74
19 Fitness World	Denmark	64
20 Gold's Gym International, Inc.	U.S.A.	63
21 Bannatyne Fitness, Ltd.	U.K.	60
22a Lifestyle Family Fitness	U.S.A.	55
22b Lucille Roberts Health Clubs	U.S.A.	55
23 Organizacion Britania	Mexico	51
24 L&T Health and Fitness	U.S.A.	48
25a ELIXIA Nordic AS	Norway	45
25b Bodytech	Columbia	45

### GLOBAL MARKET SIZE & SCOPE

CONTINENT	TOTAL INDUSTRY REVENUE (USD)	TOTAL # OF CLUBS	TOTAL # OF MEMBERS
Europe	\$31,401,723,146	48,005	44,446,750
North America	\$24,031,904,000	38,332	58,088,100
Asia	\$10,658,985,200	18,149	13,982,615
Australia	\$2,330,750,000	3,210	3,070,000
South America	\$2,448,133,757	24,086	7,173,990
Africa	\$54,778,483	1,776	2,010,920
<b>Total</b>	<b>\$70,926,274,586</b>	<b>133,558</b>	<b>128,772,375</b>

Source: 2011 IHRSA Global Report

### CBI READERSHIP

Presidents/Board, VPs, GMs	7,785
COO, CEO, CFO, CTO, etc.	1,370
Directors, Department Heads	5,085
Managers	6,055
Sales/Marketing Staff	2,650
<b>Total</b>	<b>22,945</b>

### CBI DISTRIBUTION

U.S.	20,095
Europe	1,180
Asia, Australia	630
Canada	605
Central and South America	215
Africa, Middle East & Rest of World	220
<b>Total</b>	<b>22,945</b>

# READERSHIP

## **CBI IS THE SMART CHOICE FOR ADVERTISERS**

From August 2010 to July 2011, *CBI* captured 54% of the market share among the three leading fitness publications.

## **Audience**

The operators of IHRSA member clubs are the “movers and shakers” in the fitness industry. IHRSA members are the largest and most profitable facilities in the world. IHRSA members are the owners and decision makers and *pay membership dues to receive CBI* and rely on it to provide them with information they can trust.

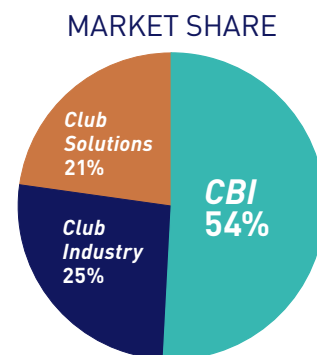
## **Distribution**

Each month, IHRSA sends *CBI* to a targeted list of qualified club operators and fitness professionals. As the leading trade association representing the industry, IHRSA is in daily contact with more club professionals than any other organization. Therefore, IHRSA has the most complete, and up-to-date database of commercial fitness facilities anywhere. In addition, each year, IHRSA hosts the industry’s premier event - IHRSA’s International Convention & Trade Show, and major events in Europe, Latin America and Asia - and adds thousands of new qualified buyers to *CBI*’s mailing list.

## **Buying Power**

IHRSA estimates the total annual revenue of the industry worldwide to be more than \$71 billion. Further, IHRSA research clearly indicates that IHRSA clubs recognize the positive correlation between club profitability and facility improvements. IHRSA members have demonstrated a willingness to reinvest in their facilities even during tough economic times.

**Fast Fact** According to IHRSA’s 2011 Industry Data Survey, the IHRSA-member facilities surveyed typically spend \$103,000 per year, or 4.4% of their total revenue, on fitness equipment, office technology, and facilities and grounds.



Source: Inquiry Management Systems

**Fast Fact** Every month new health club locations join IHRSA, the industry’s only global trade association. For example, in September 2011, Charter Health enrolled all of its 65 fitness centers into IHRSA membership.

**85%** of readers are either directly responsible for, or have influence on, their clubs’ purchasing decisions regarding fitness equipment, services, and supplies.

**76%** of the *CBI* readers surveyed plan to purchase fitness equipment within the next 18 months.

**CBI Readers** ranked the IHRSA Trade Show and *CBI* their **top two** informational resources when purchasing fitness equipment or services.

**When asked** how they prefer to read *CBI*, 73% chose the print version, while 22% prefer the digital version. In addition, 19% of respondents download the full PDF to their computers!

Source: Online 2011 IHRSA survey.

## CBI DRIVES TRAFFIC TO MAJOR INDUSTRY TRADE SHOWS

CBI is sent to qualified trade show attendees and prospects prior to major industry events. CBI has high-profile, high-penetration circulation at all IHRSA meetings, including the industry's premier event, IHRSA's International Convention & Trade Show (Los Angeles, March 2012).



“We’re opening some new clubs and investing a significant amount to refurbish existing ones in 2011.”

~ Olav Thorstad  
SATS, CEO

**Number of clubs: 113**  
(38 in Norway, 53 in Sweden,  
10 in Finland, and 12 in Denmark)

“We anticipate opening 20-30 new domestic clubs in 2011 and up to 100 by the end of 2012.”

~ Jim Snow

Gold's Gym International, President  
**Number of clubs owned & franchised: 623**



“Over the next three to five years, we’d like to grow to 500 clubs and be the market leader in every country we’re active in.”

~ Rene Moos

HealthCity, CEO

**Number of clubs: 265**  
(Largest single club operator in Europe)

# 2012 EDITORIAL CALENDAR



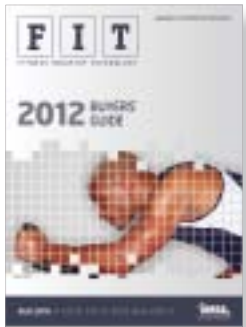
<i>CBI</i>	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Editorial</b>	Online Services	<b>IHRSA 2012</b> Pre-Show Issue  Certifying Organizations	<b>IHRSA 2012</b> Show Issue	<b>IHRSA 2012</b> Post-Show Issue  Spa Products & Services	IHRSA Joining Forces Network & Community Outreach  Yoga & Pilates	Active Aging
<b>IHRSA 2012</b> International Convention & Trade Show Issues, Los Angeles, CA March 14-17						
<b>Product Focus</b>	Flooring	Body Weight Training		Fitness Testing	Functional & Core Training	Interactive Technology
<b>F.I.T. Extra</b>	Club Management Software	Group Exercise	IHRSA 2012 Product Premier Showcase	Total-Body Equipment	Free Weights	Circuit Training & Selectorized Equipment
<b>BuyersMart and added Value</b>	BuyersMart			BuyersMart		
<b>Bonus Distribution</b>			<b>IHRSA 2012</b>		IHRSA's Legislative Summit in Washington, DC	
<b>F.I.T. Extra Listings/Sidebar</b>	Oct. 3, 2011	Nov. 1, 2011	Dec. 1, 2011	Jan. 3, 2012	Feb. 1, 2012	March 1, 2012
<b>Ad Closing</b>	Nov. 15, 2011	Dec. 15, 2011	Jan. 16, 2012	Feb. 15, 2012	March 15, 2012	April 16, 2012
<b>Material Due</b>	Nov. 29, 2011	Dec. 27, 2011	Jan. 27, 2012	Feb. 28, 2012	March 28, 2012	April 27, 2012
<b>Get Active!</b>						
<b>Issue</b>	<b>WINTER ISSUE</b> (ARRIVES IN CLUBS BY JANUARY 1, 2012)					
<b>Ad Reservation</b>	November 11, 2011					
<b>Material Due</b>	November 18, 2011					
<b>E-Newsletters</b>	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>CBI News (monthly)</b>	✓	✓	✓	✓	✓	✓
<b>HR Digest (monthly)</b>	✓	✓	✓	✓	✓	✓

**EDITORIAL CONTACTS:** Publishing  
**Jay Ablondi**  
 Executive Vice President of Global Products  
 jma@ihrsa.org

**Michele Eynon**  
 Vice President of Advertising & Membership Sales  
 me@ihrsa.org

**CBI & F.I.T.**  
**Craig R. Waters**  
 Editor-in-Chief  
 c.waters@fit-etc.com

GLOBAL REPORT	JULY	AUGUST	SEPTEMBER	F.I.T. 2013	OCTOBER	NOVEMBER	DECEMBER
Global market reports and analysis of the trends shaping the industry	IHRSA Global 25  Locker Rooms	Group Exercise & Programs	Business Products & Services  Club Industry Show Preview	Descriptions and photos of all club products and services. Detailed equipment-comparison charts. Plus: New Product Showcase feature. F.I.T. 2013 is a year-long guide.	Club Industry Show Exhibitor listing with booth #s  Going Green/Cost-Savings	Facility Design	Youth Fitness
Profile of leading manufacturers & suppliers	Personal Training	Nutritional Products	Educational Resources	Complete IHRSA Associate Member Directory	Enhanced Performance Training	Member Service Enhancements	Weight Management & Nutrition
Profile of leading club companies worldwide	Treadmills	Fitness Accessories	Bikes		Multistations & Plate Loaded	Flooring Systems	Ellipticals & Lateral Motion Machines
#1 Best Seller on ihrs.org/store!	BuyersMart			Distributed at Major industry trade shows, IHRSA, Club Industry, etc.	BuyersMart		
			IHRSA/ Fitness Brasil Latin America Conference & Trade Show		Club Industry Show & IHRSA's European Congress	Athletic Business Expo	
March 2, 2012	April 2, 2012	May 2, 2012	June 1, 2012	June 4, 2012	July 2, 2012	Aug. 1, 2012	Sept. 3, 2012
April 13, 2012	May 16, 2012	June 15, 2012	July 16, 2012	June 15, 2012	Aug. 15, 2012	Sept. 14, 2012	Oct. 15, 2012
April 27, 2012	May 25, 2012	June 28, 2012	July 27, 2012	June 28, 2012	Aug. 29, 2012	Sept. 28, 2012	Oct. 29, 2012
					<b>FALL/WINTER ISSUE</b> <i>(ARRIVES IN CLUBS BY SEPTEMBER 17, 2012)</i>		
					August 3, 2012		
					August 10, 2012		
	<b>JULY</b>	<b>AUGUST</b>	<b>SEPTEMBER</b>		<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>
	✓	✓	✓		✓	✓	✓
	✓	✓	✓		✓	✓	✓



**F.I.T. & F.I.T. Extra**  
Rebecca Maverick  
r.maverick@fit-etc.com

**Get Active!**  
Jim Schmaltz  
jpschmaltz@gmail.com

**Global Report & E-Newsletters**  
Kristen Walsh  
kwalsh@ihrs.org

# ANNUAL ISSUES

## THE 2012 IHRSA GLOBAL REPORT (PUBLISHED IN JUNE 2012)

Mailed as a special annual supplement to *CBI*, *The IHRSA Global Report* provides the only comprehensive overview of the international health and fitness market. The exclusive market research contained in this report is used to compile the annual IHRSA Global 25 listings published in the July edition of *CBI*.

*The IHRSA Global Report* serves as a dependable perennial resource for investors and the heads of major club companies worldwide. Because it contains profiles of more than 240 club companies, *The IHRSA Global Report* is closely read by the leading club operators and is a cost-effective way for advertisers to gain exposure to this exclusive group of industry leaders. All advertisers in *The IHRSA Global Report* receive **double points** toward IHRSA's Associate Member Point System (AMPS).

### Supplier Profiles Editorial support for advertisers

#### LES MILLS

Les Mills turns group fitness into a profit center for health clubs. With a number of dynamic group fitness programs that are updated on a quarterly basis, your members get a world-class fitness experience every time. And, thanks to Les Mills' comprehensive group fitness management system, which includes instructor training and certification, ongoing group fitness management support and free marketing materials, managing a world-class group fitness program is made easy. Every week, millions of people in more than 15,300 clubs in 120 countries enjoy the LES MILLS® programs: BODYPUMP™ (weight), BODYBALANCE™ (yoga, tai chi, Pilates), BODYSTEP™ (step aerobics), BODYTONE™ (dance cardio), Salsa™ (salsa dance cardio), BODYATTACK™ (high-energy cardio), KICK™ (kickboxing), BODYVIVE™ (low intensity cardio and resistance training) and CORE™ (core training).

#### LIFE FITNESS

Life Fitness is a global leader in providing fitness equipment. The company manufactures and sells strength and cardiovascular equipment under the brand names Life Fitness and Hammer Strength and distributes its equipment in more than 120 countries. Headquarters are located in Skokie, Illinois, with regional offices in Chicago, San Antonio, Park...

#### MATRIX FITNESS

Matrix Fitness is among the world's premier - and fastest growing - commercial fitness brands. In the last two years alone, we've brought more innovative and unique concepts to the industry than any other brand, including the Johnny O'Krankycle by Matrix, LIVESTRONG® by Matrix Indoor Cycles, Intensity Virtual Active™ video programming, and Myride v3.0. Each of these innovations features easy-to-integrate programming for any size fitness facility. Matrix is the commercial division of Johnson Health Tech Co. Ltd. (JHT), one of the largest manufacturers of fitness equipment in the world. With over 25 years in the business, JHT has been an ISO 9001 quality company since 1996. Matrix Fitness comprises a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities.

#### MERRITHUE HEALTH & FITNESS™

Merrithue Health & Fitness™ is proud to celebrate over 20 years of achievement in the fitness industry. The company's mission is to promote the benefits of mind-body exercise worldwide. STOTT PILATES, Merrithue's premier brand, delivers innovation through high-caliber Pilates education, equipment and media.

## Fast Fact *The IHRSA Global Report* ranked No. 1 in publication sales in 2011 at IHRSA.org/store!

Supplement to Club Business International

### THE IHRSA GLOBAL REPORT 2011

THE STATE OF THE HEALTH CLUB INDUSTRY

Screened by Association

### Company Profiles Leading club operators worldwide

LEADING CLUB COMPANIES	Number of Clubs:	Revenue:
<b>24 HOUR FITNESS USA, INC.</b> 12047 Avenida Encinas, Suite 500, San Ramon, CA 94583 USA Phone: +1 925 543 3100 Founded: 1983	2010: 419 2009: 412 2008: 400 2007: 359	2010: \$1.805 billion 2009: \$1.500 billion
<b>MARKETS SERVED:</b> South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV), West South Central (AR, LA, OK, TX), Pacific (AK, CA, HI, NV, WA), Midwest (IL, IN, MI, MN, MO, WI, ND, SD), East South Central (AL, KY, TN, MS), West North Central (IA, IL, IN, MI, MO, NE, ND, SD), East South Central (AL, KY, TN, MS), West North Central (IA, IL, IN, MI, MO, NE, ND, SD), Pacific (AK, HI, WA, OR, ID)	2011 (Projected): \$11 million 2010: \$29 million 2009: \$28 million 2008: \$28 million	2011 (Projected): \$108 million 2010: \$119 million 2009: \$65 million 2008: \$41 million 2007: \$24 million
<b>ABS FITNESS &amp; WELLNESS CLUB</b> 79, Third Floor, Nucleus Mall, 1 Chattri Road, Pune, Maharashtra 411001 India Phone: +91 20 66010700 Number of Clubs: 2010: 13 2009: 11 CEO: Ashwinray Sable	2011 (Projected): \$11 million 2010: \$29 million 2009: \$28 million 2008: \$28 million	2011 (Projected): \$108 million 2010: \$119 million 2009: \$65 million 2008: \$41 million 2007: \$24 million
<b>37</b> www.37.co Vestby Rosten 80 2025 Tiller, Trondheim Norway Phone: +47 966 20 000 2008: 19 2007: 12 2006: 8 Number of Members: 2010: 45,000 2009: 42,000	2011 (Projected): \$11 million 2010: \$29 million 2009: \$28 million 2008: \$28 million	2011 (Projected): \$108 million 2010: \$119 million 2009: \$65 million 2008: \$41 million 2007: \$24 million
<b>ABSOLUTE LIVING</b> www.AbsoluteLiving.com 200 Ruar, Ruarong Road, #32-17 Singapore, 118571 Singapore Phone: +65 63417262 Founded: 2003	2011 (Projected): \$11 million 2010: \$29 million 2009: \$28 million 2008: \$28 million	2011 (Projected): \$108 million 2010: \$119 million 2009: \$65 million 2008: \$41 million 2007: \$24 million

“The IHRSA Global Report contains a wealth of useful data. I keep it in my office year-round for easy reference.”

—Chuck Runyon  
Co-Founder & CEO  
Anytime Fitness

## 2013 F.I.T. BUYERS' GUIDE (PUBLISHED IN SEPTEMBER 2012)

IHRSA's *Fitness Industry Technology (F.I.T.) Buyers' Guide* is a valuable year-round resource that's designed to simplify the purchasing process for club operators and staff. The material is organized by product category and accompanied by charts to permit side-by-side comparison of product features—a reader service unmatched by any other buyers' guide in the fitness industry. The guide's easy-to-read format enhances the buying process, efficiently connecting suppliers with customers. *F.I.T.* is a special supplement to *Club Business International* and is mailed to all subscribers. Published in September, *F.I.T.* is distributed at all major industry trade shows throughout the year, from the fall of 2012 through the fall of 2013.

“I look forward to reading *F.I.T.* each year. It provides a comprehensive overview of all the new products and services available to me.”

~ Scott Gillespie  
Owner  
Saco Sport & Fitness

### Fast Fact

IHRSA member clubs and facilities spend at a much higher rate than non-IHRSA member clubs.

Source: IHRSA's Health Club Equipment Benchmarking Report

All listings appearing in the annual *F.I.T.* guide and the monthly “F.I.T. Extra” section of *CBI* are created and/or updated online at [fitextra.com](http://fitextra.com). All IHRSA associate member companies receive their own unique user name and password to access [fitextra.com](http://fitextra.com). Any questions relating to the use of this site should be directed to Project Manager Rebecca K. Maverick, at [r.maverick@fit-etc.com](mailto:r.maverick@fit-etc.com) or +1 781-544-3709.

“*CBI* provides a worldwide view of the industry. The unique benefit of this is it allows you to be even prouder of local choices and even more confident in picking products from large manufacturers. Everybody wins!”

~ David Patchell-Evans  
Founder & CEO  
GoodLife Fitness Clubs

### F.I.T. includes comparison charts on:

- Bikes
- Climbers
- Elliptical Trainers
- Technology
- Treadmills

### Plus:

- An expanded “New Product Showcase”
- IHRSA Associate Member Directory



**GET ACTIVE!  
170,000+ CIRCULATION**

*Get Active!* magazine is your gateway to more than 170,000 health club consumers. Distributed nationwide by leading health club companies, including more than 1,600 Anytime Fitness locations, *Get Active!* can position your brand prominently in front of club owners, health club professionals and members.

**Give Your Muscles a Break**  
After long days at work, your muscles need recovery from excessive training. A recent study shows the effects of excessive training on muscle damage and inflammation for muscle damage were significantly reduced for at least 72 hours following strenuous exercise. Likewise, the ability of the affected muscles to generate power was increased during the same period, and there was a noticeable significant reduction in cellular performance indicators to cellular performance. **KEY TAKEAWAY:** Lack of progress in exercise starts to overtrain, and this study seems to suggest designing a program that gives you at least three days between specific body part workouts.

**Quick Tip**  
Once you're in bed, you're trying to heal. Don't know, try sitting back on the ground or elliptical machine. Exercise possibilities found that bedrest could help improve leg strength and aerobic capacity while practicing here again on.

**INTENSE EXERCISE IS A HAPPY PILL**  
Exercise? There's nothing you can't do! According to a new report by the British Psychological Society, you get a significantly greater mood boost with vigorous exercise than with moderate exercise. The scientists studied mood of the subjects during and after the workouts and found that only the intense exercisers had cortisol levels 20 minutes after the workout. **KEY TAKEAWAY:** It's not just about looking good. This and other studies confirm that exercise can be a natural antidepressant.

**Shall We Dance?**  
It may be hot, but you're probably still chilly and shivering in at least one or two places. That's good, because you're still burning calories. And you, you, you, dance dancing into your weekly routine. While that may seem like a simple exercise, the intensity and duration of dancing determines the number of calories you burn. As you can see from the table below, 20 minutes of moderate-intensity dancing at 100 beats per minute in the same amount of time spent walking at 4.5 mph or cycling at 14 mph.

Activity (20 minutes duration)	Calories Expended
Cardio dancing	205
Moderate dancing	233
Strenuous dancing	288
Slow jump rope	267
Fast jump rope	357
Cycling @ 3.5 mph	124
Cycling @ 10 mph	233
Cycling @ 13 mph	330
Walking @ 2.5 mph	136
Walking @ 3.5 mph	178
Walking @ 4.5 mph	240

**Run For YOUR LIFE!**  
The BEST Shoes for Active People

**SHEMAR MOORE**  
Is He the Fittest Actor on TV?

**Danica Patrick**  
ON STAYING HEALTHY AND HER CAMPAIGN TO FIGHT COPD

**How To Survive in a "Sugar Nation"**

**ANYTIME FITNESS**  
*Get Active!*  
Stop Dieting START

**ELISABETH ROHN**  
Four Mirrors, No Problem!  
Frankie Whims  
This Hat Remains on My Head

**MAKE THIS YOUR MAGAZINE!**  
Add your logo, address, website & more for less than \$1.  
(Min. 1000 copies)

**Happy Feet!**  
Choose the Best Training Shoe for You

**GET MORE FROM YOUR CARDIO!**  
Try These Hot Workouts

**HOW PROBIOTICS CAN HELP YOU LOSE WEIGHT**

**20 Ways to Boost Results**  
Training and Diet Tips That Really Work

**Olympic Star Alicia Sacramone FINDS HER PERFECT BALANCE**

You may also "Private Label" *Get Active!* with your company's logo and contact information, using IHRSA's high quality magazine as a marketing tool to reinforce your brand image with your clients and prospects.

**SPECIAL MARKETING PACKAGES** are available for new IHRSA members.

To learn more, e-mail Will Finn, wjf@ihrsa.org or call +1 617-316-6755.

# INTEGRATED MARKETING OPPORTUNITIES

Advertising on IHRSA.org offers companies an exciting opportunity to reach health club operators at one of the industry's highly valued sites.

## IHRSA.ORG: THE PREMIER WEBSITE FOR HEALTH CLUB OPERATORS

The industry relies on IHRSA.org more than ever for the latest news, data and other information about the fitness business. The number of page views continues to climb, and we enjoy a high level of engagement with the site's visitors. Most importantly, we're connecting with our audience - primarily health club owners and operators - by giving them the best and most relevant content available anywhere.



### 2011 HIGHLIGHTS

- Continued last year's record-breaking trend by recording more page views than ever, with more than **307,000** in March alone.
- This year, we passed the **1 million page view mark** early in August, ahead of last year's pace.
- Each IHRSA.org visitor spent more than 3 minutes on the site and **viewed 4.5 pages per visit**, on average.
- We significantly improved our position in Google's search rankings, with **over 47%** of traffic being referred from search engines, as opposed to 30% in 2010.
- Traffic on ihrsa.org averaged more than **135,000 page views** and **34,000 unique visitors** a month from January to August 2011.

**New for 2012!** Larger banner ads & more placement options available.

### Enhance Your Presence with Video

Want to grab readers' attention, and get them to click through to your website? Incorporate video messaging into your ads in the digital edition of *CBI*, which is sent monthly via email to more than **18,000 subscribers**.

In February 2011, videos were added to the digital edition of *CBI*. By June, more than 26% of readers said they were aware of, and enjoy, the video enhancements to *CBI*. Ask your account representative for details!







# Innovations

What's New | FIT Extra 37

## Innovations Opener\*

A dedicated page for your product image.

“I look forward to reading *CB* each month for its extensive news coverage and information on the latest trends in the industry.”

~Laurie J. Smith  
SVP of Operations  
Leisure Sports, Inc.

\*Exclusive opportunity: only one available per issue

Associate Profiles  
Enhanced editorial for member companies.

IHRSA Report   Member News		IHRSA Report   Member News	
<p><b>ASSOCIATE PROFILES</b></p> <p><b>Fit Interactive</b></p>  <p>Fit Interactive provides revolutionary fitness games that engage the competitive spirit to encourage people of all ages and fitness levels to be active. The combine proven physical training applications with sensory stimulation, using lights and sound to help improve sensory perception, mental acuity, and reaction time. Products include HeavyBall, JumpIt, and 30x3, in which 30 players react to light and sound and strive one of nine targets with their hands or feet. Points are awarded per strike based on reaction time. For more information, contact the company at 877-328-0020, www.fitinteractive.com.</p> <p><b>Junkies</b></p>  <p>Junkies is a large solid hardwood sports flooring manufacturer based in Europe, which has supplied flooring to customers worldwide. Junkies has developed exclusive, low-profile sports flooring systems, as well as professional systems that are quickly installed and ready for use in a fraction of the time of other wood systems. The company's sports systems are ideal for group exercise, dance, racquetball/squash, and complete gymnasium applications. All Junkies systems have OSHA performance based and are FSC Certified to be environmentally friendly. For more information, contact the company at 800-878-7642, www.junkiesfloor.com.</p>	<p><b>ASSOCIATE NEWS</b></p> <p><b>Cyber International, Inc.</b></p> <p>The Las Vegas Area Resort and Casino, and the Hard Rock Hotel and Casino, both in Las Vegas, Nevada, have installed a broad range of cardio and strength training equipment from Cyber International, Inc. Both installations feature the company's patented ARC Trainer, along with the Best Functional Trainer, which offers more than 200 different exercises to enhance strength, coordination, and core integration. They're more important: total and recent guests have extremely sophisticated tastes in health and wellness services. "Note: John Aguilera, the chairman and CEO of Cyber. For more information, contact the company at 888-462-9239, www.cyber.com."</p> <p><b>First Financial</b></p>  <p>Congratulations to Paul Bosley, who has been promoted by First Financial to executive vice president. Previously, he served for four years as the company's national marketing director, where he was responsible for arranging company seminars at trade shows, publishing articles in trade publications, and pursuing corporate memberships with industry associations. First Financial offers a variety of services, including accounts receivable financing, cash advances for working capital, commercial real estate mortgages, credit advice services, equipment leasing, merchant services for credit card processing, and more. For more information, contact the company at 800-756-7213, www.fiserv.com.</p> <p><b>Fiserv, Inc.</b></p> <p>Fiserv, Inc. has partnered with First Credit Services, Inc. (FCS), an accounts receivable management and collections provider. This collaboration provides Fiserv customers with an enhanced offering, including personal phone calls by experienced FCS collectors during the intermediate and advanced delinquency stages. The service is currently available to Fiserv clients using club management software (JSP) versioned with multiple locations, ranging from two to 42 facilities. "Both companies share a philosophy of helping health club operators maximize their cash flows while reducing operating costs," says Paul Entop, chief executive officer of FCS. For more information, contact the company at 800-872-7892, www.fiserv.com.</p> <p><b>Life Fitness</b></p> <p>The First Life Fitness Global Summit, held in May in Las Vegas, Nevada, joined 200 global health club customers with 400 of the company's global sales representatives, dealers, and distributors from 42 countries. The four-day event featured experts in fitness technology, social media, demographic data, facility &gt;</p>	<p><b>ASSOCIATE PROFILES</b></p> <p><b>Harbord Fitness</b></p>  <p>The Harbord Conditioning Course is a modular, portable, obstacle course where kids and adults can have fun exercising. Climbing, crawling, jumping, and ducking on the course builds strength and functional workout that improves strength, cardio endurance, balance, agility, coordination, speed, power, and flexibility—while burning calories like no other workout. The course's exercises are easy to teach, and come with an 80-page training manual. For more information, contact the company at 303-513-9955, www.harbordfitness.com.</p> <p><b>Strike Fit, LLC</b></p>  <p>Strike Fit, LLC, provides adult and youth strength equipment that gives people of all ages and fitness levels the opportunity to achieve better results in less time by using the effective, patented SmartStrength Technology. The company's customers include all levels of the U.S. military, leading national and international health clubs, YMCA, YWCA, universities, professional sports teams, celebrity trainers, and rehabilitation facilities. For more information, contact the company at 877-341-8784, www.strikefit.com.</p>	<p><b>ASSOCIATE NEWS</b></p>  <p>Power Plate continues gaining usage in Hollywood and in professional sports. In the music "Meat Works," Davey Latham plays an NBA physical therapist who uses a Power Plate to help her patient heal. "Teams like the Chicago Bulls, the San Diego Chargers, and the Boston Red Sox maintain fitness with Power Plate, and we also welcome club members," says Mark de Gorter, the president of Power Plate North America. Power Plate benefits include: increased fitness, strength, muscle tone, flexibility, bone density, and improved circulation and lymphatic system activation. For more information, contact the company at 877-573-0263, www.powerplate.com.</p> <p><b>Star Trac</b></p>  <p>Star Trac has added two new sales managers, Mike Hartley, a 22-year fitness industry veteran, to the government sales manager, managing all federal government accounts and the U.S. military. Previously, he spent four years at Fitness, Inc., Woodville, Washington, as government sales manager. And Mike is the new Eastern vertical and dealer sales manager, coming from 16 years at Fitrec, an national accounts manager and key account manager. With 11 years of fitness equipment sales experience and six years of owning clubs and personal training, Mike also is a competitive bodybuilder. For more information, contact the company at 800-228-4425, www.startrac.com.</p>

96 Club Business International | SEPTEMBER 2010 | www.ihrsa.org

www.ihrsa.org | SEPTEMBER 2010 | Club Business International | 97

## Value Proposition\*

An exclusive 2-page company profile.

IHRSA Report | Member News

### Value Proposition Zumba Fitness, LLC

How can one company meet the needs of five million students, at 40,000 sites, in some 75 countries? This one has learned how.

In 1999, celebrity fitness trainer Beto Perez brought Zumba—a fitness dance workshop based on salsa, merengue, and other Latin music—to the U.S. from his native Cali, Colombia. Perez quickly teamed with entrepreneurs Alberto Perlman and Alberto Aguilera, and, in 2002, Perlman and Aguilera secured a deal with a large international company to launch the concept nationally, resulting in the

current Member Acquisition and Retention program alone won't attract, or keep members coming back to any facility. To that end, says Alberto Perlman, the CEO Zumba Fitness, "We continually work on upgrading our technology, marketing materials, and educational tools to make it easy for fitness facilities and instructors to obtain new members & keep them happy. A good example of this is our Zumba structure post their classes on Zumba.com's class locator & post it to new members to the facilities where they teach."

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96 Club Business International | SEPTEMBER 2010 | www.ihrsa.org

IHRSA Report | Member News

Instructors who because they absolutely love what they do, and it provides them with a steady, lucrative income. Participants who because they see results and actually look forward to exercising. And the Zumba brand continues to grow because people want to know what a Zumba Fitness Party is all about. It's truly rewarding work. We're all very passionate about the Zumba program."

**Opportunities**  
"We've already seen that the Zumba Fitness Party has tremendous earning power. There are health clubs that have had the Zumba program for over five years, and it's still going strong. Now, we're seeing terrific opportunities with our specialty programs. We've already trained more than 5,000 instructors in our various programs: Zumba Gold. And we've successfully launched Zumba Toning, a body-sculpting class that uses weighted, maroon-onyx dumbbells. This month, at the Zumba Convention, we'll launch two new programs: Aqua Zumba, our new water-based class, and ZumbaTonic, our fun-filled, dance-based exercise program for kids."

**Challenges**  
"Right now, our biggest challenge is keeping up with the insatiable demand from international markets. There are several issues to handle when launching a program in a new country, including language, logistics, and communication. We've been successful in launching Zumba in more than 15 countries. It's been quite an experience, but I believe we've got it right. For example, in the Netherlands alone, we trained over 1,000 instructors. We've had to create an international Zumba Workshop team just to make sure we can keep up." Another challenge is an unfortunate reality. There are "big" instructors out there teaching classes using the Zumba



Zumba Fitness Party at IHRSA convention

name, but who aren't officially trained and licensed by Zumba Fitness. We've already successfully cracked down on some of them, and will continue doing so to protect the Zumba brand. Our Website, zumba.com, has an instructor locator function that lets fitness facilities type in a specific instructor's name to check on their status. It also allows them to find a listing of licensed Zumba instructors in their area."

**Zumba Fitness, LLC**  
FSC Form  
Year Founded: 1999  
Annual Growth Rate, 2007-2010: \$2,000 to \$11 Million  
Projected Growth Rate, 2009: approximately 120%  
Projected Growth Rate, 2010: approximately 120%  
Employees: 70 full-time, 40 part-time, 40,000+ instructors  
Clients: 40,000 locations in 75 countries

**CBi UPDATES DOES ZUMBA**  
Recently, CBi assistant editor Mike Cost and her mother, Melissa, checked out a Zumba class at the South Shore Athletic Club, in Cohasset, Massachusetts. Mike writes about their exciting and enlightening experience in "Mother Daughter Zumba Party" (the July 23 blog entry on CBi's website). "You had Zumba, and it gets two thumbs up in my book," she concludes. Read all that she has to say by logging on to <http://clubbusiness.com>.

www.ihrsa.org | SEPTEMBER 2010 | Club Business International | 95

## Associate News

A place to share your company or employee news.

## THE IHRSA ONLINE BUYERS' GUIDE

Club operators will obtain greater awareness of your products and services at [IHRSA.org/buyersguide](http://IHRSA.org/buyersguide). Search by product categories or company name. Includes direct link to your company's website, related *CBI* articles and much more. For additional information contact [advertising@ihrsa.org](mailto:advertising@ihrsa.org).

### Online exposure

IHRSA members can read and download each issue of *CBI*—exactly as it appears in print—from [IHRSA.org/cbi](http://IHRSA.org/cbi). Members can locate specific articles or topics using our online search engine. In addition, *CBI News* is emailed to more than 18,000 readers at the beginning of each month, allowing club operators worldwide to read *CBI* instantly. In addition to [IHRSA.org](http://IHRSA.org), digital editions of all IHRSA magazines are also available at [Scribd.com](http://Scribd.com) and [Yudu.com](http://Yudu.com)—two major ePublishing sites—generating significant additional exposure for advertisers each month.

“*Club Business International* is an essential resource for my management team. It stands head and shoulders above the other magazines in the industry.”

~Rick Beusman  
President  
Saw Mill Sports Management



## CBI CLASSIFIED/MARKETPLACE ADS

**HIRING?** Selling a health club or fitness equipment? Have a new product or service to promote? A classified ad in *CBI*'s Marketplace is a great, cost-effective way to get your message out to the industry's key players. Place a text ad or include a logo and add color for extra visibility. Discounts are available for a multi-issue commitment. For more information, e-mail: [classifieds@ihrsa.org](mailto:classifieds@ihrsa.org) or visit [IHRSA.org/classifieds](http://IHRSA.org/classifieds).



“CBI’s cleaner, less cluttered look enhances the overall reading experience and allows me to more effectively identify areas that I encourage my management team to review.”

~ Patricia A. Laus  
CEO & Owner  
The Atlantic Club

## E-NEWSLETTERS

Expand your electronic outreach with IHRSA’s cost-effective e-newsletters.

**CBI News** is sent monthly to more than 18,000 executives and staff at health clubs and wellness companies around the world. It includes highlights of the current issue of *Club Business International*.

**HR Digest**, powered by healthclubs.com/jobs, is sent monthly to more than 2,000 human resources (HR) directors, hiring managers and general managers with HR duties at health clubs and wellness companies in the U.S. and Canada. It includes industry HR news, articles on key employment-related topics, and information and offers regarding IHRSA’s HR publications and other resources.

## FITNESS BUSINESS LATIN AMERICA

**PUBLISHED BIMONTHLY**, *Fitness Business Latin America (FBLA)* targets the fast-growing Brazilian and Latin American club markets and is the official magazine of the IHRSA/Fitness Brasil Conference and Trade Show, the largest industry expo in Latin America, held each year in São Paulo, Brazil. FBLA is published in Portuguese. For more information, contact Jacqueline Antunes at [ja@ihrsa.org](mailto:ja@ihrsa.org).





## INTERNATIONAL HEALTH, RACQUET & SPORTSCLUB ASSOCIATION

Seaport Center | 70 Fargo Street | Boston, MA 02210 USA

**CONTACT** Tel: 800-228-4772 (U.S. & Canada) +1 617-951-0055 | [ihrsa.org](http://ihrsa.org) | [healthclubs.com](http://healthclubs.com)



## ABOUT IHRSA

**ESTABLISHED IN 1981**, the International Health, Racquet & Sportsclub Association is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide. The association's membership includes more than 10,000 clubs in 78 countries, along with more than 650 industry manufacturers and service companies. IHRSA's mission is to grow, protect, and promote the health and fitness industry, and to provide its members with benefits that will help them be more successful. IHRSA offers high-quality publications, websites, and educational networking opportunities in the major health club markets worldwide.

**REGARDLESS OF WHICH MEDIUM YOU SELECT**, advertising with IHRSA will help you achieve visibility among fitness industry leaders. Your involvement with IHRSA will allow you to build lasting relationships for your business. Because IHRSA is a member-owned association, all profits are invested back into services for members and global initiatives that foster industry growth.

**FOR RATE CARD OR OTHER INQUIRIES E-MAIL:**  
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