

FITNESS BUSINESS NEWS

EDITORIAL CALENDAR

Issue	Market Watch	Product Focus	Bonus Distribution	Deadlines	
JANUARY	Cost Saving Strategies	Treadmills/Ellipticals		Ad Space: 12/11/07 Materials: 12/14/07	Digital Editions: Published each month electronically and sent to our email subscriber list prior to the mailed issue. Sponsorships and hotlinked ads are available to advertisers!
FEBRUARY	Club Management Technology	Locker Rooms/Flooring		Ad Space: 1/09/08 Materials: 1/14/08	
MARCH	Group Exercise	Stationary Bikes	IHRSA	Ad Space: 2/06/08 Materials: 2/11/08	
APRIL	Corporate Wellness	Strength Machines		Ad Space: 3/12/08 Materials: 3/17/08	
MAY	Youth Fitness	Fitness Technology		Ad Space: 4/09/08 Materials: 4/14/08	
JUNE	Food & Beverage	Aquatics		Ad Space: 5/14/08 Materials: 5/19/08	
JULY	Personal Training	Pilates and Yoga		Ad Space: 6/11/08 Materials: 6/16/08	
AUGUST	Sales & Marketing	Youth Fitness		Ad Space: 7/09/08 Materials: 7/14/08	
SPECIAL ADVERTISER STUDY					
SEPTEMBER	Senior Fitness	Club and Spa Amenities		Ad Space: 8/13/08 Materials: 8/18/08	
OCTOBER	Staff Development	Climbers/Rowers	Club Industry	Ad Space: 9/10/08 Materials: 9/15/08	
NOVEMBER	Franchising	Free Weights		Ad Space: 10/08/08 Materials: 10/14/08	
DECEMBER	Retention	Nutriceuticals/Supplements		Ad Space: 11/12/08 Materials: 11/17/08	