

Life AND Fitness

MAGAZINE IRELAND

Life & Fitness Magazine at a Glance

Life & Fitness Magazine is a groundbreaking development in the Irish Health and Fitness industry. 20,000 copies are distributed nationwide through Gyms & Leisure Centres and at sporting gatherings. Issues are also available for sale through newsagents and by subscription.

Our readership is compiled of all different types of people with one

common link; they aspire to lead a healthy lifestyle.

Our editorial comprises of articles that will appeal to anyone interested in their health, both casual and hard-core. Each issue, we print what we have researched and found to be pertinent information for our readers.

Our informative articles ensures the magazine is held onto for longer and referred back to more often.

In Every Issue

What's happening: We feature the latest advancements in Fitness, Nutrition, Health, Wellness, Travel and notable happenings.

Fitness: The best techniques and advice to get readers in shape

Weight loss: True stories of real people beating the battle of the bulge, plus advice for those trying to lose weight.

Nutrition: The latest trends and news you need to know.

Wellness: Everything needed for living your best life.

Health: Current issues and solutions for good health.

Travel: From adventure trips to spa destinations



The Life & Fitness Magazine community is a group of influential and affluent professionals who have the disposable income and the proven ability to purchase frequently across a broad range of product categories, including:

- Apparel and footwear
- Automotive
- Electronics and technology
- Financial services
- Food and beverage
- Health and wellness
- Travel
- Sporting gear
- Spa services
- etc.

No other publication in Ireland offers this active, affluent readership ready to spend money on looking and feeling good.

Advertisement Rates - Premium

Standards

Full Page	€1750
2 Page Spread	€3150
Half Page	€1015
Quarter Page	€595

Premium

Inside Front/Back Cover	€2240
Inside Front/Back Cover DPS	€4130

"Readers take action as a result of seeing advertising in magazines"

Source: PPA Marketing

Classifieds and Directory Advertising Display Ads

1 Col Unit (1/16 page)	€75
2 Col Unit (1/8 page)	€145
4 Col Unit (1/4 page)	€275
8 Col Unit (1/2 page)	€540

Classifieds

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