

# HOW TO EFFECTIVELY REACH THE MOST ACTIVE ADULTS

## Television?

Health Club Members index at only 77 for heaviest TV viewership; but at 118 for lightest TV viewership compared to all U.S. adults.

Source: 2009 MRI Doublebase.



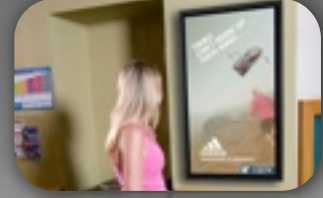
## Fitness / Health Magazines?

78% of Health Club Members DO NOT read any of the top health and fitness magazines.

Source: 2009 MRI Doublebase.  
Top Magazines Identified as: Fitness, Men's Fitness, Men's Health, Shape, and Women's Health.



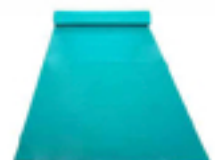
## One Targeted Media Source to Reach Over 12 Million Health Club Members



**((( HealthClubMedia Network™ )))**

The Leader in Reaching Active People

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Stretch your media mix.