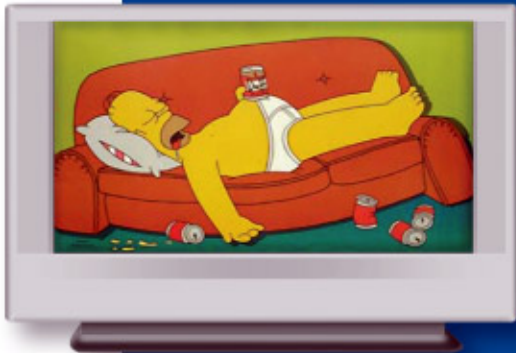


HOW TO  
EFFECTIVELY REACH  
**THE MOST ACTIVE ADULTS:**

**HEALTH CLUB MEMBERS**



**TELEVISION ?**

Health Club Members index at only 65 for heaviest TV viewership; but at 121 for lightest TV viewership compared to all US Adults.

Source: 2004 MRI Doublebase

**FITNESS/HEALTH MAGAZINES ?**

76% of Health Club Members DON'T read any of the top health & fitness magazines.

(Men's Fitness, Fitness, Health, Self, Shape, Men's Health, Men's Journal)

Source: 2004 MRI Doublebase



**One Targeted Media Source to reach  
over 8 million health club members**

**Health Club Panel Network™**

A CAPTIVE MEDIA COMPANY



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