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2010

MEDIADATA

Approximate edition per country:

		Germany	Switzerland	Austria	Total
Studio Edition: Fitness & Wellness Clubs, Spa	Addressed Edition	approx. 6600	approx. 850	approx. 700	approx. 8150
Subscriptions*	Addressed Ed.	2690	2588	104	approx. 5382
Kiosk	Unaddressed Ed.	approx. 1100	approx. 350	approx. 200	approx. 1650
Intermediate total					approx. 15182
Exhibition Edition	Unaddressed Ed.	approx. 750	approx. 100	approx. 100	approx. 5700
Total edition					approx. 16132

* About subscribers - we send the FT also to decisions makers in politics, economy and science, which are important to the fitness and wellness industry. Among those are fitness insiders, trainers and instructors, as well as CEO's of 4 and 5 star wellness hotels in DE, AT, CH and physiotherapies. All decisions makers of sport universities, like Cologne, Freiburg or Magglingen, etc., but also sport, beauty and wellness clinics receive the FT.

We collect in each fair about 40 business-cards of important persons out of the fitness and wellness industry, which then get the actual FITNESS TRIBUNE - also an important marketing tool for Advertiser.

Austria – Germany – Switzerland, January 1st, 2010