A photograph of two runners on a track at dusk. The runner in the foreground is wearing a blue long-sleeved shirt and dark shorts. The runner in the background is wearing a red and black long-sleeved shirt and black shorts. The sky is a mix of blue and orange, suggesting sunset or sunrise. The track has a metal railing in the background.

MEDIA DATA 2016

body•LIFE[®]
Indian Edition

www.bodylifeindia.com



PDA-HAB
MEDIA & TRADEFAIRS PVT. LTD.

For your healthy business

bodyLIFE Indian Edition is the latest addition to the family of successful European trade fitness magazines. It is a high-quality magazine, up-market but popular and easy to read. It carries independent and dependable reports on trends and developments in fitness, wellness and related markets. Extensive market surveys and product focus articles aim to help improve readers' business decisions.

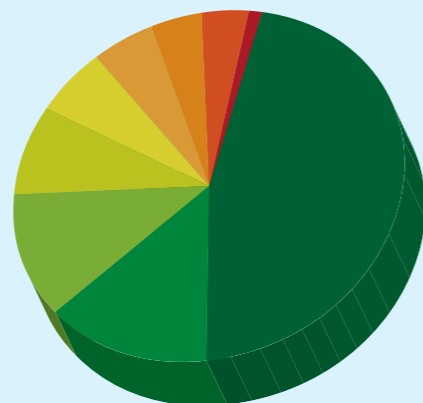
Our readers are key decision-makers at the managerial level, in fitness centres, gyms and hotel complexes across India. Thanks to its European industry contacts, and to being part of a European editorial concept, bodyLIFE Indian Edition is in the forefront of Indian developments and trends in fitness and related industries, keeping the reader always up-to-date.

Since its launch in 2001, European fitness trade magazine bodyLIFE (www.bodylife.com) has remained the best-known professional fitness magazine in European fitness studios, and a leading player in the fitness and wellness market. Published in eight countries, bodyLIFE sets the standards for Europe's fitness trends. Behind bodyLIFE is a powerful international publishing house: Health and Beauty Business Media GmbH from Germany (www.health-and-beauty.com).

Circulation

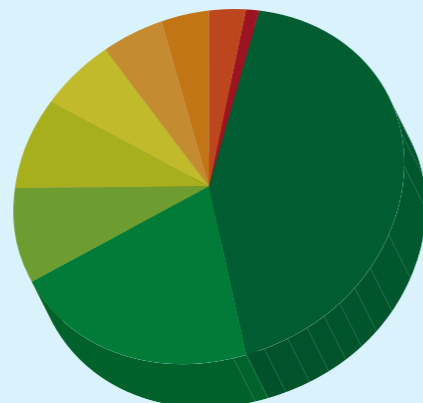
Each issue of body LIFE is read by more than 15,000 industry professionals.

Readership by Industry:



Gym	46%
Fitness studio Chain/Franchises	14%
Corporates	12%
Real estate companies	8%
Social clubs & Hotels	6%
Medical institutions	5%
Sports bodies/Athletic federations	4%
Health club	4%
Schools/Universities	1%

Readership by job function:



Owners	43%
Gym Managers	21%
Facilities Managers	9%
Builders & Developers	8%
Administrators	6%
Medical Practitioners	5%
Trainers	4%
Fitness Studio Consultants	3%
Nutritionists	1%

Geographical Breakdown:

NORTHERN ZONE		EASTERN ZONE	
Region	Count	Region	Count
New Delhi	1040	Kolkata	215
Gurgaon	240	Patna	105
Noida	90	Bhubaneswar	85
Total	1370	Ranchi	70
		Jamshedpur	80
		Guwahati	85
		Shillong	55
		Siliguri	10

SOUTHERN ZONE		WESTERN ZONE	
Region	Count	Region	Count
Bangalore	3430	Navi Mumbai	405
Chennai	1215	Goa	240
Hyderabad	305	Vadodara	115
Coimbatore	40	Surat	80
Erode	15	Mumbai	4580
Madurai	15	Pune	1065
Tirunelveli	10	Thane	670
Total	5030	Aurangabad	40
		Ahmedabad	535
		Nashik	40
		Total	7900



Advertising

Options & Rates

Options	1 insertion		3 insertions		6 insertions	
Tile Advertisement	₹ 8,000	€ 170.00	₹ 21,000	€ 450.00	₹ 39,000	€ 830.00
Bottom Strip	₹ 12,000	€ 250.00	₹ 32,000	€ 685.00	₹ 58,000	€ 1,250.00
Quarter Page	₹ 17,000	€ 350.00	₹ 46,000	€ 985.00	₹ 82,000	€ 1,750.00
One-Third Page	₹ 22,000	€ 450.00	₹ 60,000	€ 1,285.00	₹ 1,05,000	€ 2,250.00
Half Page	₹ 30,000	€ 600.00	₹ 80,000	€ 1,715.00	₹ 1,45,000	€ 3,100.00
Full Page	₹ 50,000	€ 1,000.00	₹ 1,35,000	€ 2,895.00	₹ 2,45,000	€ 5,250.00
Double Page Spread	₹ 85,000	€ 1,700.00	₹ 2,30,000	€ 4,930.00	₹ 4,15,000	€ 8,890.00
Premium Options						
Page Facing Inside Back Cover	₹ 60,000	€ 1,200.00	₹ 1,60,000	€ 3,430.00	₹ 2,90,000	€ 6,215.00
Inside Back Cover	₹ 70,000	€ 1,400.00	₹ 1,90,000	€ 4,070.00	₹ 3,40,000	€ 7,285.00
Page Facing Contents	₹ 75,000	€ 1,500.00	₹ 2,00,000	€ 4,285.00	₹ 3,65,000	€ 7,825.00
Page Facing Editorial	₹ 75,000	€ 1,500.00	₹ 2,00,000	€ 4,285.00	₹ 3,65,000	€ 7,825.00
Inside Front Cover	₹ 80,000	€ 1,600.00	₹ 2,15,000	€ 4,600.00	₹ 3,90,000	€ 8,350.00
Thicker Sheet (300 gsm)	₹ 80,000	€ 1,600.00	₹ 2,15,000	€ 4,600.00	₹ 3,90,000	€ 8,350.00
Page Facing Inside Front Cover	₹ 90,000	€ 1,800.00	₹ 2,45,000	€ 5,250.00	₹ 4,40,000	€ 9,430.00
Back Cover	₹ 1,00,000	€ 2,000.00	₹ 2,70,000	€ 5,785.00	₹ 4,85,000	€ 10,400.00
Advertorial Options						
Half Page	₹ 25,000	€ 500.00	₹ 67,000	€ 1,435.00	₹ 1,20,000	€ 2,570.00
Full Page	₹ 40,000	€ 800.00	₹ 1,10,000	€ 2,360.00	₹ 1,95,000	€ 4,180.00
Double Page Spread	₹ 70,000	€ 1,350.00	₹ 1,90,000	€ 4,070.00	₹ 3,40,000	€ 7,285.00
Classified						
Single Unit	₹ 5,000	€ 100.00	₹ 13,500	€ 290.00	₹ 24,000	€ 515.00
Double Unit	₹ 8,000	€ 160.00	₹ 21,500	€ 460.00	₹ 39,000	€ 835.00

Editorial Calendar

Issue	Special Focus	Advertiser's Focus	*Publishing Date
Feb-March 2016	Internet of Things	Training & Management Software	01 February
April-May 2016	Fitness for Sports & Competition	Sports Goods, Nutrition & Accessories	01 April
June-July 2016	Wearables & Accessories	Gym wear, Fitness Tracking Devices & Accessories	01 June
Aug-Sept 2016	bodyLIFE-India Expo	Expo Exhibitors & Branding for Participants	01 August
Oct-Nov 2016	Fitness Tourism	Hotels, Resorts & Management Consultants	01 October
Dec '16-Jan '17	Fitness through Dance-rctise	Flooring Manufacturers	01 December

*For editorial and advertising dead lines please contact us.

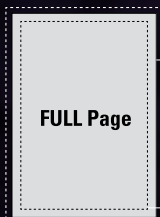


Web Advertising

Options	₹	€
Top Banner	25000	535
1st Tile Advertisement	10000	215
2nd Tile Advertisement	8000	170
3rd Tile Advertisement	6000	130
Bottom Banner	10000	215
Email Blast (per address)	5	0.10
e-Advertorial with profile page	50000	1050



Advertisement Sizes*

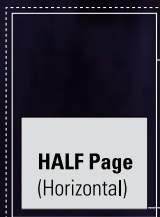


FULL Page

Page Trim
29.7cm x 21cm

Page Bleed
30.3cm x 21.6cm

Safe Area
27.7cm x 19cm

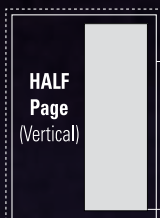


**HALF Page
(Horizontal)**

Page Trim
29.7cm x 21cm

Page Bleed
30.3cm x 21.6cm

Ad Size
13.4cm x 19cm

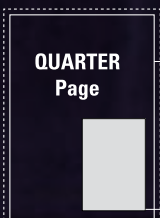


**HALF Page
(Vertical)**

Page Trim
29.7cm x 21cm

Page Bleed
30.3cm x 21.6cm

Ad Size
27.7cm x 9cm



QUARTER Page

Page Trim
29.7cm x 21cm

Page Bleed
30.3cm x 21.6cm

Ad Size
13.4cm x 9cm

Digital Ad Specifications

- Please send a CD of your ad layout in Adobe InDesign or Adobe Illustrator with all fonts and high-resolution CMYK images at 300dpi in Adobe Photoshop EPS or TIFF format included.
- We do not accept ads built in Microsoft Publisher, Microsoft Word or Adobe Pagemaker. Nor do we accept files with lab color, RGB or Pantone Colors.
- Adobe Illustrator EPS files must have all linked images. Fonts must be converted to Outlines.
- All materials must be accompanied by a color proof and clearly marked with issue/date.

Contact

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