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MEDIADATA

Approximate edition per country:

		Germany	Switzerland	Austria	Total
Studio Edition: Fitness & Wellness Clubs, Spa	Addressed Edition	approx. 7100	approx. 970	approx. 821	approx. 8891
Subscriptions*	Addressed Ed.	2412	2078	171	approx. 4661
Kiosk	Unaddressed Ed.		approx. 350	approx. 150	approx. 500
Total Edition					approx. 14052
Exhibition editions	Conventions	plus 8000	plus 4000	plus 2000	approx. 2333
Total edition in a year					approx 100'000

* 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, 2012