

Gainesville Health & Fitness

Gain access to more than **28,000** of our community's most influential consumers with the **official magazine of GHF**.

The GHF advantage:

- Members logged more than **1.3 million visits** to our centers in 2009 and **1.4 million visits** are expected in 2010.
- The digital edition of *Soar* is e-mailed to **16,000** member inboxes.
- Our clientele represent more than **28,000 of the area's most affluent consumers**, with average household incomes well above the country average.
- GHF members report **eating out frequently and shopping for fun** at rates far higher than the national average.
- On average, our members have college educations, own homes, are married with children and are white collar workers under the age of 42.



Who We Are:

For more than 30 years, Gainesville Health & Fitness has served the Gainesville community and surrounding areas. **Our clubs have won Gainesville-area Business of the Year three times and are frequently named among the best fitness centers in the world.** Recently, we partnered with dozens of area businesses to start our new Member Savings Program, allowing members to save money while showing support for local business. We hold an amazing commitment to our members and our town, and our total focus is making Gainesville the healthiest community in America.

To learn more about GHF, visit: www.ghfc.com

CONNECTING YOU WITH OUR MEMBERS - IN PRINT AND ONLINE

Soar - Magazine

The official magazine of the Gainesville Health & Fitness, *Soar*, is published four times a year and contains club news, information on wellness and many other features of interest to our members. The magazine is available at every GHF facility and is free to all members.

Soar - Digital Edition

In addition to print, *Soar* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



*Cover image is a sample.



FOR MORE INFORMATION, PLEASE CONTACT:

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Gainesville
Health & Fitness®

naylor
We build IMAGE.

Soar magazine – print edition

Net Advertising Rates

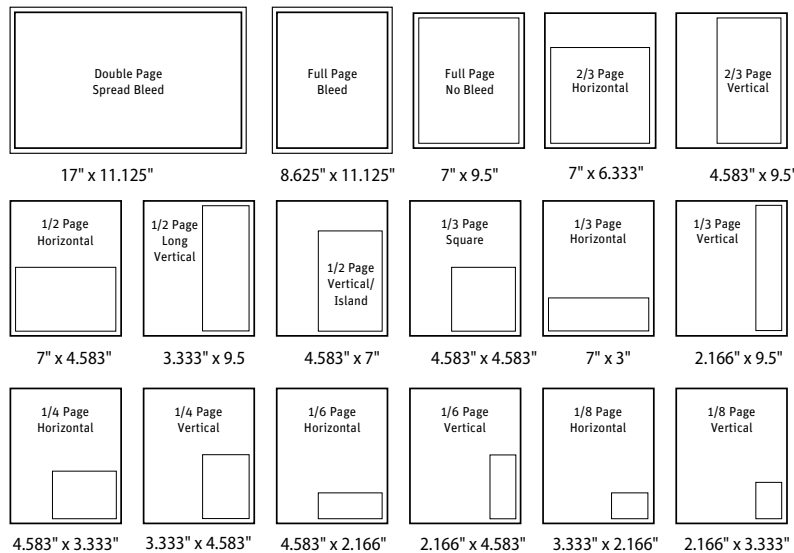
Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

All rates include an eLink in the digital edition of the magazine!

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$ 2,599.50	\$ 2,469.50	\$ 2,209.50
Outside Back Cover	\$ 2,499.50	\$ 2,409.50	\$ 2,239.50
Inside Front or Inside Back Cover	\$ 2,199.50	\$ 2,109.50	\$ 1,939.50
Full Page	\$ 1,699.50	\$ 1,609.50	\$ 1,439.50
2/3 Page	\$ 1,469.50	\$ 1,399.50	\$ 1,249.50
1/2-Page Island	\$ 1,259.50	\$ 1,199.50	\$ 1,069.50
1/2 Page	\$ 1,079.50	\$ 1,029.50	\$ 919.50
1/3 Page	\$ 809.50	\$ 769.50	\$ 689.50
1/4 Page	\$ 619.50	\$ 589.50	\$ 529.50
1/6 Page	\$ 489.50	\$ 469.50	\$ 419.50
1/8 Page	\$ 379.50	\$ 359.50	\$ 319.50

Print Advertising Specifications: Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Soar magazine

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Accountant/CPA | <input type="checkbox"/> Convenience Stores | <input type="checkbox"/> Massage Therapists |
| <input type="checkbox"/> Acupuncture | <input type="checkbox"/> Country Clubs | <input type="checkbox"/> Medical - General Services |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Credit & Debit Counseling | <input type="checkbox"/> Medical Equipment |
| <input type="checkbox"/> Air Conditioning & Heating | <input type="checkbox"/> Credit Unions | <input type="checkbox"/> Men's Health |
| <input type="checkbox"/> Air Conditioning/Duct Cleaning | <input type="checkbox"/> Day Spa | <input type="checkbox"/> Men's Retail |
| <input type="checkbox"/> Airport/Transportation | <input type="checkbox"/> Dental | <input type="checkbox"/> Mental Health Services |
| <input type="checkbox"/> Aluminum/Screen Room & Gutters | <input type="checkbox"/> Department Stores | <input type="checkbox"/> Mold Detection |
| <input type="checkbox"/> Ambulatory/Surgical Center | <input type="checkbox"/> Discount Stores | <input type="checkbox"/> Mortgage Lender |
| <input type="checkbox"/> Apartments | <input type="checkbox"/> Dry Cleaning | <input type="checkbox"/> Mortgage Services |
| <input type="checkbox"/> Architects & Planners | <input type="checkbox"/> Education | <input type="checkbox"/> Motor Coach/RVs |
| <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Electronics/Home Entertainment | <input type="checkbox"/> Moving & Storage |
| <input type="checkbox"/> Assisted Living Facilities | <input type="checkbox"/> Event Planning | <input type="checkbox"/> Occupational Therapy |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Financial Planning & Services | <input type="checkbox"/> Ophthalmologist |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> First Aid Training/CPR | <input type="checkbox"/> Optical/Opticians |
| <input type="checkbox"/> Aviation | <input type="checkbox"/> Flea Market/Farmers Market | <input type="checkbox"/> Optometrist |
| <input type="checkbox"/> Bakery | <input type="checkbox"/> Floor Coverings | <input type="checkbox"/> Orthotics & Prosthetics |
| <input type="checkbox"/> Banks | <input type="checkbox"/> Flooring & Carpet Sales | <input type="checkbox"/> Painting & Home Improvement |
| <input type="checkbox"/> Barbershop | <input type="checkbox"/> Florist | <input type="checkbox"/> Performing Arts |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Framing/Picture | <input type="checkbox"/> Pest & Termite Control |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Funeral Homes | <input type="checkbox"/> Pest Control |
| <input type="checkbox"/> Bicycle Sales & Service | <input type="checkbox"/> Furniture Retail | <input type="checkbox"/> Pet Groomer |
| <input type="checkbox"/> Boat Sales & Service | <input type="checkbox"/> Furniture/Upholstery | <input type="checkbox"/> Pet Stores |
| <input type="checkbox"/> Bookstores | <input type="checkbox"/> Gates & Fencing | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Photographers |
| <input type="checkbox"/> Builders - Residential | <input type="checkbox"/> Gifts/Baskets | <input type="checkbox"/> Physical Therapy |
| <input type="checkbox"/> Business Resources | <input type="checkbox"/> Golf | <input type="checkbox"/> Physicians |
| <input type="checkbox"/> Cabinets | <input type="checkbox"/> Government/State Agencies | <input type="checkbox"/> Plumbing |
| <input type="checkbox"/> Cable/Satellite Providers | <input type="checkbox"/> Groceries | <input type="checkbox"/> Pools & Spas |
| <input type="checkbox"/> Campground & RV Park | <input type="checkbox"/> Hair Salon | <input type="checkbox"/> Psychologists |
| <input type="checkbox"/> Car Wash/Auto Detailing | <input type="checkbox"/> Health Care Services | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Carpet & Flooring Sales | <input type="checkbox"/> Herbal Medicine | <input type="checkbox"/> Rehabilitation/Nursing Home |
| <input type="checkbox"/> Carpet & Upholstery Cleaning | <input type="checkbox"/> Home Improvement | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Hospice | <input type="checkbox"/> Retirement Community |
| <input type="checkbox"/> Cellular Services | <input type="checkbox"/> Hospitals | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Chiropractor | <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> RV Campground |
| <input type="checkbox"/> Charities | <input type="checkbox"/> Insurance | <input type="checkbox"/> Security Systems |
| <input type="checkbox"/> Churches | <input type="checkbox"/> Interior Design | <input type="checkbox"/> Sports & Recreation |
| <input type="checkbox"/> Cleaning Services | <input type="checkbox"/> Internet/Online Services | <input type="checkbox"/> Storage Facility |
| <input type="checkbox"/> Clock & Watch Repair | <input type="checkbox"/> Investments | <input type="checkbox"/> Tax Preparation |
| <input type="checkbox"/> Clothing | <input type="checkbox"/> Jewelers | <input type="checkbox"/> Television Stations |
| <input type="checkbox"/> Clubs/Civic Organizations | <input type="checkbox"/> Kitchen Accessories | <input type="checkbox"/> Temples |
| <input type="checkbox"/> Coffee House | <input type="checkbox"/> Landscape Architects | <input type="checkbox"/> Theater |
| <input type="checkbox"/> Computer Sales & Service | <input type="checkbox"/> Lawn & Pest Control | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Computer Services | <input type="checkbox"/> Lawn Care | <input type="checkbox"/> Venues |
| <input type="checkbox"/> Concierge Service | <input type="checkbox"/> Libraries | <input type="checkbox"/> Veterinarians |
| <input type="checkbox"/> Condominiums/Townhouses | <input type="checkbox"/> Limousine/Luxury Transportation | <input type="checkbox"/> Wedding Planning |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Locksmith | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Soar magazine – digital edition

Digital Edition: Delivered to more than 16,000 local inboxes!

In addition to print, *Soar* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website. The digital edition will be E-mailed to members and will also appear on the desktop of every GHF in-house computer available for member use!



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download it for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles of interest to colleagues
- Click on ads to go directly to the advertiser's website



eSponsorship* | 1,699.50

Your message will be prominently displayed directly across from the cover of the magazine.

eToolbar | \$699.50

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

eSkyscraper | \$1,499.50

The eSkyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

eLink | Included in Display Ad Rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

*Animation and video capabilities available

Soar magazine

2010 Editorial Calendar

Issue:	Materials Deadline:	Ships:
Volume 1, Issue 1 (GHF-Q0310)	7/21/2010	9/13/2010
Volume 1, Issue 2 (GHF-Q0410)	10/15/2010	12/9/2010
Volume 2, Issue 1 (GHF-Q0111)	1/24/2011	3/8/2011
Volume 2, Issue 2 (GHF-Q0211)	4/28/2011	5/27/2011

Volume 1, Issue 1 Editorial Plan

Theme: **Back to School; Back to the Gym**

Article: **Getting Back into a Fitness Routine**

Kids are heading back to school and it's time to get back into a routine. This article helps to guide members looking to get into a better fitness routine that makes sure they're working toward their goals and sticking to the plan.

Feature: **A Fitness Re-Education**

It's back to school time, and this feature encourages members to re-educate themselves about fitness. Whether they take a new class, learn more about nutrition or just try out a new machine, learning something new can help to freshen up their gym experience.

Member Savings Program

Found in every issue, this list highlights the businesses that compose the GHF Member Savings Program. These businesses are part of an exclusive members-only savings program that helps pay members back for their membership dues.

Member Spotlight

This department will feature a different GHF member each issue.

Index of Advertisers

Locate the product or service you're looking for in our Index of Advertisers. Advertising companies are listed by category along with the page number on which their ad is located.

Advertiser.com

Advertiser.com listings highlight advertising companies' Web addresses for easy access.

Kicker Page

This page features events, classes and updates on the gym that members won't want to miss.