

## AT MORE THAN 300 VENUES



National  
coverage



Local  
commercials



Without  
advertising  
noise



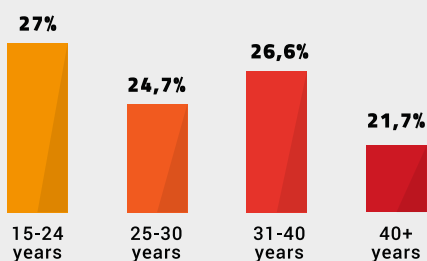
# CUSTOM MUSIC SERVICE IN THE FITNESS/WELLNESS INDUSTRY

**FitRadio** is an online background music service provider of top quality music especially to gyms, sports facilities, beauty salons and other stores.

- / At more than 300 venues all over the country
- / Continuously expanding network (*application-based listening*)
- / 24 different genre music channels
- / Reach: almost 120 000 people on working days
- / AB status, high purchasing power, active lifestyle listeners
- / Low advertising noise: 1 commercial per every 20 minutes

## LISTENER DEMOGRAPHICS

### AGE



### SEX



**90%** Average or better financial position

**51%** Secondary school **38%** Higher education

## LISTENING HABITS

The visitors of gyms form a massive, loyal clientele, so the audience lists to **FitRadio** regularly and for longer periods.



### TIME SPENT AT THE GYM

- 17% - more than 2 hours
- 83% - less than 2 hours



### MUSIC IN THE GYM

- 20% - what is broadcast at the gym
- 80% - different, using earphones



### WHEN DID YOU LAST ATTEND THE GYM?

- 49% - this week
- 43% - last week
- 3% - earlier



### HOW OFTEN DO YOU GO TO GYM?

- 38% - at least 4-5 times a week
- 53% - 2-3 times a week
- 9% - once a week or less

## NATIONAL COVERAGE, LOCAL ADVERTISING

Advertisers can use **FitRadio** to reach a targeted audience of younger and better-earning people compared to the mean population, with low advertising noise. This is because **FitRadio** only allows one commercial in every 20 minutes of its broadcast, so commercials will not disturb the listeners, and commercials have a higher than average recall. Also, the national network enables broadcasting regionally targeted campaigns.



# PRICES AND DISCOUNTS

PRICE (WITHOUT VAT)  
(GYM / MONTH)

## STANDARD GYMS

6 750 HUF

## PREMIUM GYMS

Up to 20 gyms		12 750 HUF
20-40 gyms	11% discount	11 250 HUF
40-60 gyms	20% discount	10 200 HUF
60+ gyms	30% discount	8 925 HUF

In case of choosing 100+ gyms      extra discount

## PERIODIC DISCOUNTS

3 months	10% discount
6 months	15% discount
12 months	20% discount

## COMMERCIAL CLIP DISCOUNTS\*

For 3 months	2 commercials FREE	(-40 000 HUF + VAT)
For 6 months	4 commercials FREE	(-80 000 HUF + VAT)
For 12 months	6 commercials FREE	(-120 000 HUF + VAT)

## WHY IS A GYM CONSIDERED **PREMIUM**?

Because the number of its visitors,  
the quality of its services, its base  
area and pricing make it stand out  
from the rest.



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