

## AT MORE THAN 400 VENUES



National  
coverage



Local  
commercials



Without  
advertising  
noise



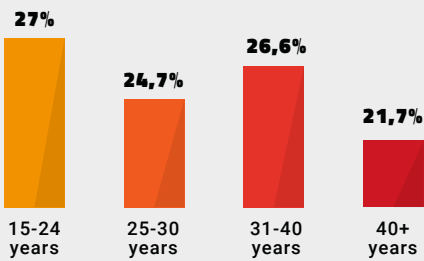
# CUSTOM MUSIC SERVICE IN THE FITNESS/WELLNESS INDUSTRY

**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 400 venues all over the country
- / Continuously expanding network (*application-based listening*)
- / 24 different genre music channels
- / Reach: 220 000 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

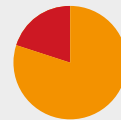
## LISTENING HABITS

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

- 80% - what is broadcast at the gym
- 20% - 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.



