

The Elonex Fitness First Network

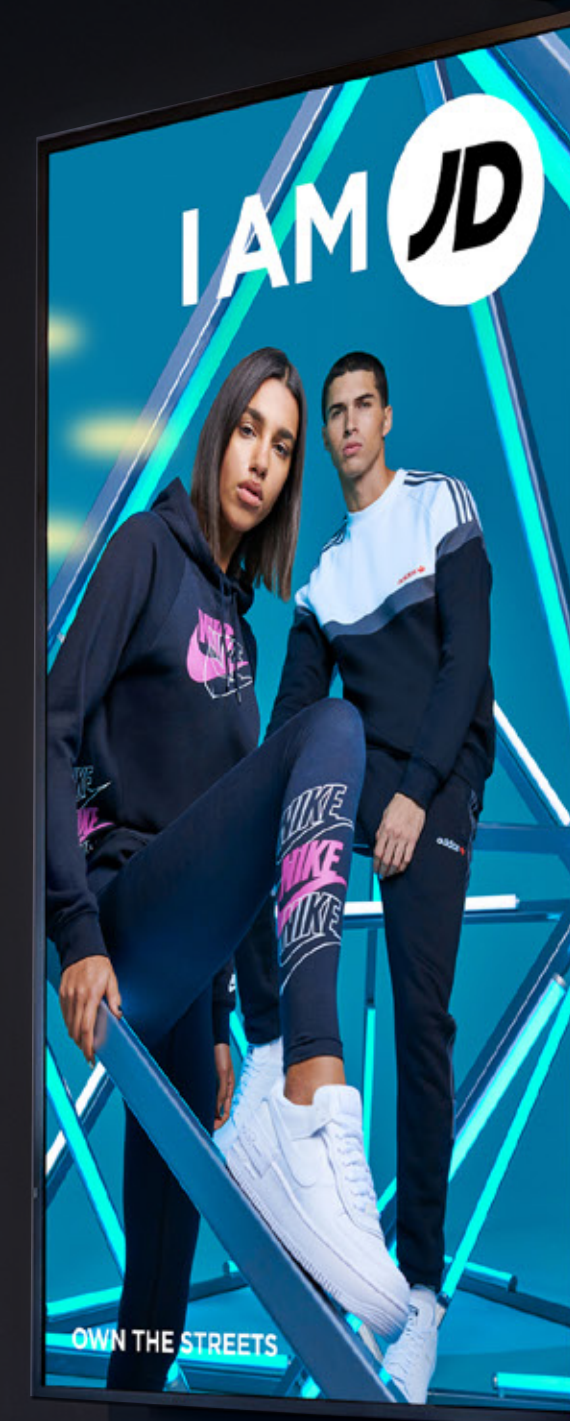
# Make Your Brand Part of Their Routine

Reach active consumers in premium  
fitness environments.

[elonex.com](http://elonex.com)

ELONEX™

**IF** *Fitness First*



# Premium Fitness. Engaged Audiences.

**Fitness First** is one of the UK's best-known fitness brands, providing high-quality gym environments designed around training, performance, health and wellbeing.

Across **the Elonex Fitness First Network**, brands can connect with active consumers while fitness and personal wellbeing are front of mind.

**Put Your Brand at the Heart of an Active Lifestyle**

**ELONEX™**

***Fitness First***



# Reach Consumers Where They Train.

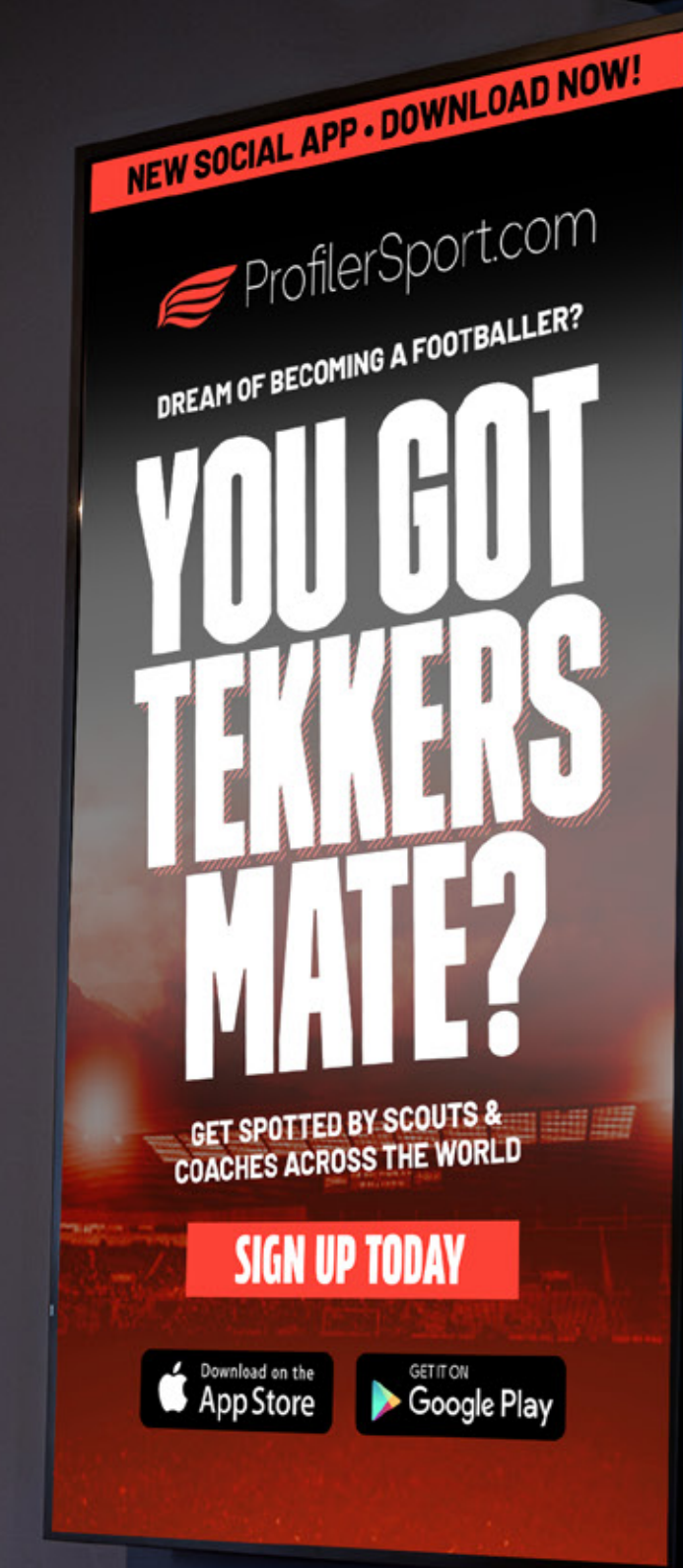
**Fitness First** gives advertisers access to consumers in an environment they actively choose to spend time in.

**Elonex** digital advertising screens place brands within the gym experience, creating high-impact visibility as members arrive, train and move through the club.

And because fitness is built around regular participation, brands have the opportunity to become a familiar part of members' routines.

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**F** *Fitness First*



**High impact.  
High relevance.  
Repeat exposure.**

# 4.2 million visits every year.

## 24

Fitness First  
Locations

### Age Bracket Distribution

|       |              |       |              |     |             |
|-------|--------------|-------|--------------|-----|-------------|
| 16-24 | <b>14.8%</b> | 35-44 | <b>20.4%</b> | 60+ | <b>9.5%</b> |
| 25-34 | <b>35.7%</b> | 45-59 | <b>19.6%</b> |     |             |

**56%** MALE

**44%** FEMALE

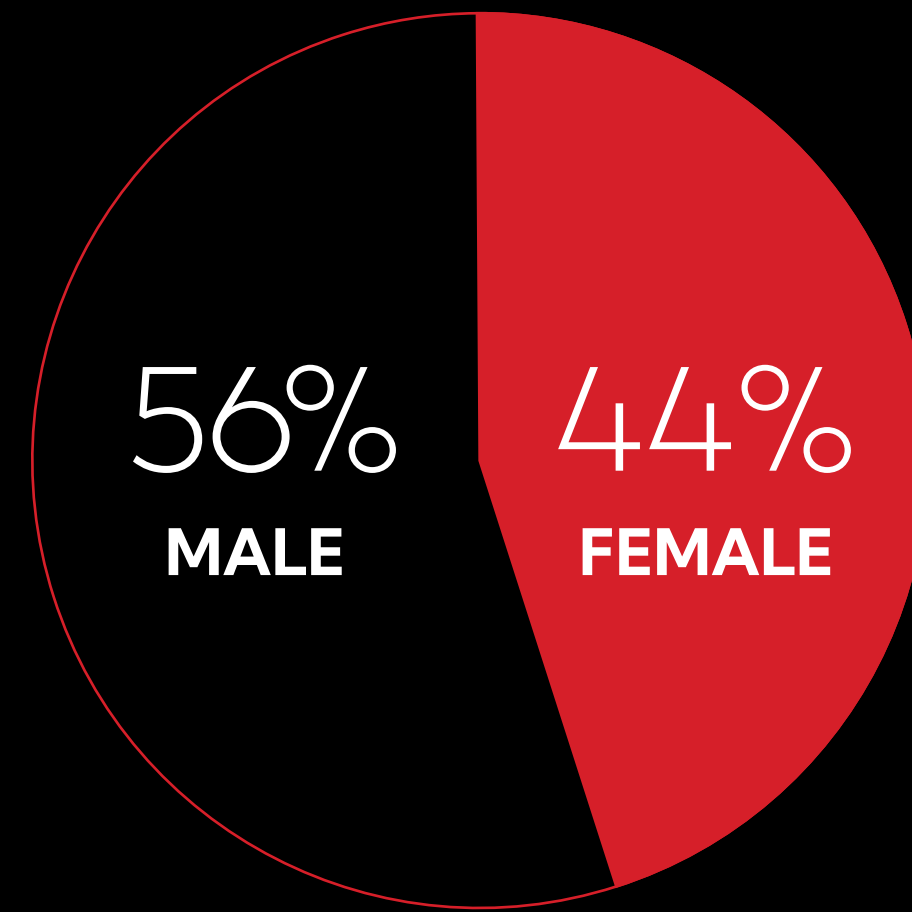
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A SUBSTANTIAL YEAR-ROUND AUDIENCE OF ACTIVE CONSUMERS ACROSS PREMIUM FITNESS LOCATIONS.

# An Active, Balanced Audience.

**Fitness First** connects brands with an adult audience brought together by a shared interest in fitness, health and active lifestyles. And importantly for advertisers, they're being reached in an environment where those interests are already front of mind.

**Reach Consumers in the Right Place  
and the Right Mindset**



**ELONEX™**

***F*** **Fitness First**

# Make **Your Brand** Part Of Their Routine.

Fitness isn't an occasional activity for many gym members. It's part of the week. That creates something particularly valuable for advertisers: the opportunity to build brand familiarity through repeated exposure in a trusted lifestyle environment.

## REACH

Connect with active consumers.

## REPEAT

Build familiarity through recurring visits.

## REINFORCE

Stay visible throughout the campaign.

**Don't Just Reach an Audience.  
Become part of their routine.**

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***Fitness First***



# Put **Your Brand** At The Heart Of Active London.

The Fitness First network provides advertisers with a powerful footprint across London, connecting brands with gym audiences across Central London, the City and key residential neighbourhoods.

From Baker Street, Marylebone and Oxford Circus to Bishopsgate, Liverpool Street and Fenchurch Street, the network includes locations within some of London's most important commercial districts.

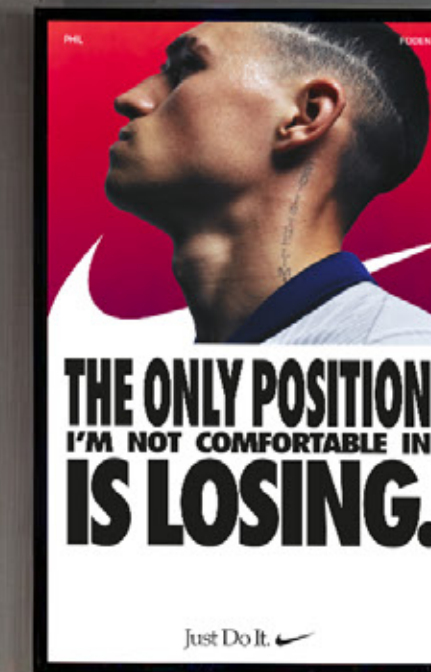
Alongside these are clubs across areas including Balham, Brixton, Clapham Junction, Hammersmith, Highbury, Queen's Park and Streatham.

**Premium Fitness. Prime London Locations.**

**ELONEX™**

**FF** *Fitness First*

**17 LOCATIONS  
ACROSS THE  
CAPITAL.**



# Active Audiences. **Opportunities** For Every Kind Of Brand.

**Fitness First** isn't only relevant to fitness advertisers.  
Its audience and environment create opportunities across:

**HEALTH & WELLNESS**  
**SPORTS & ACTIVEWEAR**  
**FOOD & DRINK**  
**BEAUTY & GROOMING**  
**TECHNOLOGY**

**TRAVEL & LEISURE**  
**AUTOMOTIVE**  
**FINANCIAL SERVICES**  
**ENTERTAINMENT**  
**LOCAL BUSINESS**

**Reach Consumers where health,  
wellbeing and lifestyle are already part  
of the conversation.**

**ELONEX™**

**F** *Fitness First*



# Premium Fitness Locations. And Growing.

24

CURRENT LOCATIONS

17

LONDON LOCATIONS

4.2M

ANNUAL VISITS

**The Elonex Fitness First network** currently connects advertisers with audiences across 24 locations, with a particularly strong presence across London.

Campaigns can be built around individual clubs, selected locations or the wider network — giving advertisers flexibility around audience, geography and budget.

**And the network is growing, with more Fitness First locations coming soon.**

- Baker Street
- Balham
- Bangor
- Bath
- Bedford
- Bishopsgate
- Brixton
- Clapham Junction
- Fenchurch Street
- Hammersmith
- Highbury
- Liverpool Street
- London Bridge Cottons
- Marylebone
- Milton Keynes
- Oxford Circus
- Queen Victoria Square
- Queen's Park
- Solihull
- St Albans
- Streatham
- The Strand
- Thomas More Square
- Wigan

# High-Impact DOOH Inside The Fitness Experience.

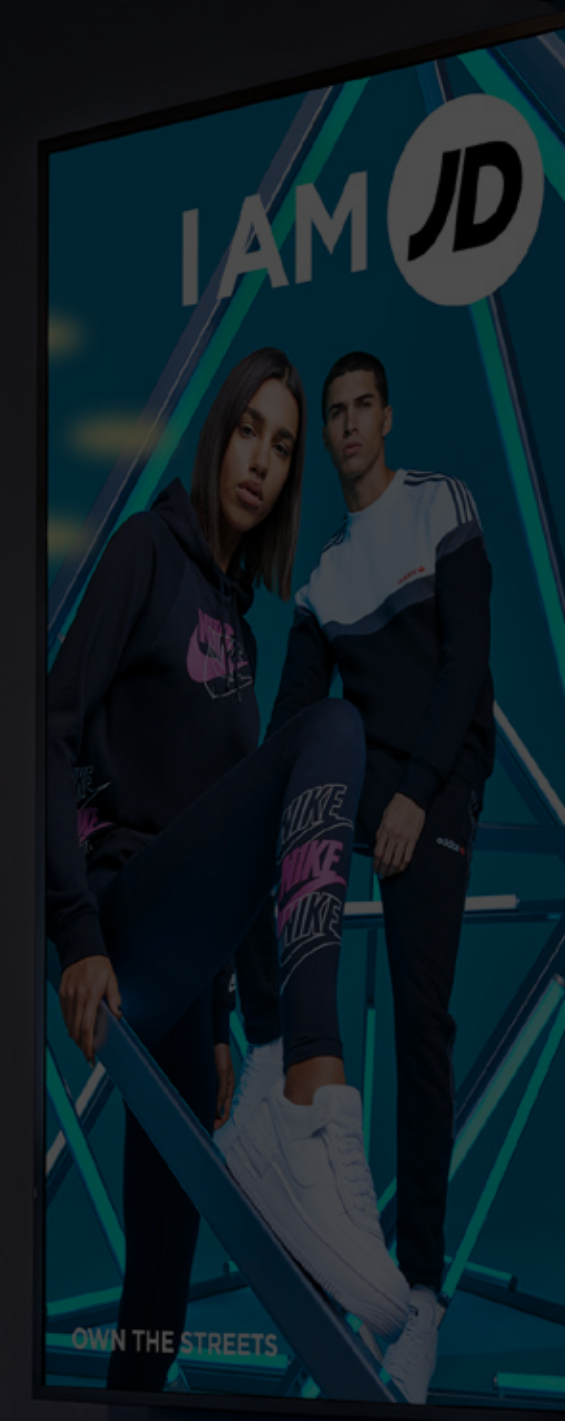
Positioned within Fitness First clubs, Elonex digital screens give brands a prominent presence within a premium leisure environment.

Full-motion digital creative provides the flexibility to deliver campaigns that are bold, relevant and built to stand out.

**Raise Awareness. Build Familiarity. Drive Action.**

**ELONEX**<sup>TM</sup>

**F** Fitness First



# Bring Your Campaign To Life.

 **Artwork specs**

**1080 pixels wide x 1920 pixels high**

Artwork must be created to the exact stated pixel resolution. No trim or bleed is required.

**Full motion display type**

Only image files are accepted on this screen. Definitions of display types can be found at [elonex.com/creativeguidelines](http://elonex.com/creativeguidelines)

**10 second duration**

Our standard advert duration.

 **File formats**

**.JPG or .PNG for static artwork**

Minimum 72 DPI. RGB colour mode. Max size 25 MB.

**.MP4 for video artwork**

25 FPS. No audio. Max size 25 MB.

 **Deadlines**

**Final artwork must be submitted  
5 working days before the start date**

Design briefs must be provided no less than 14 working days before the start date.

 **File naming**

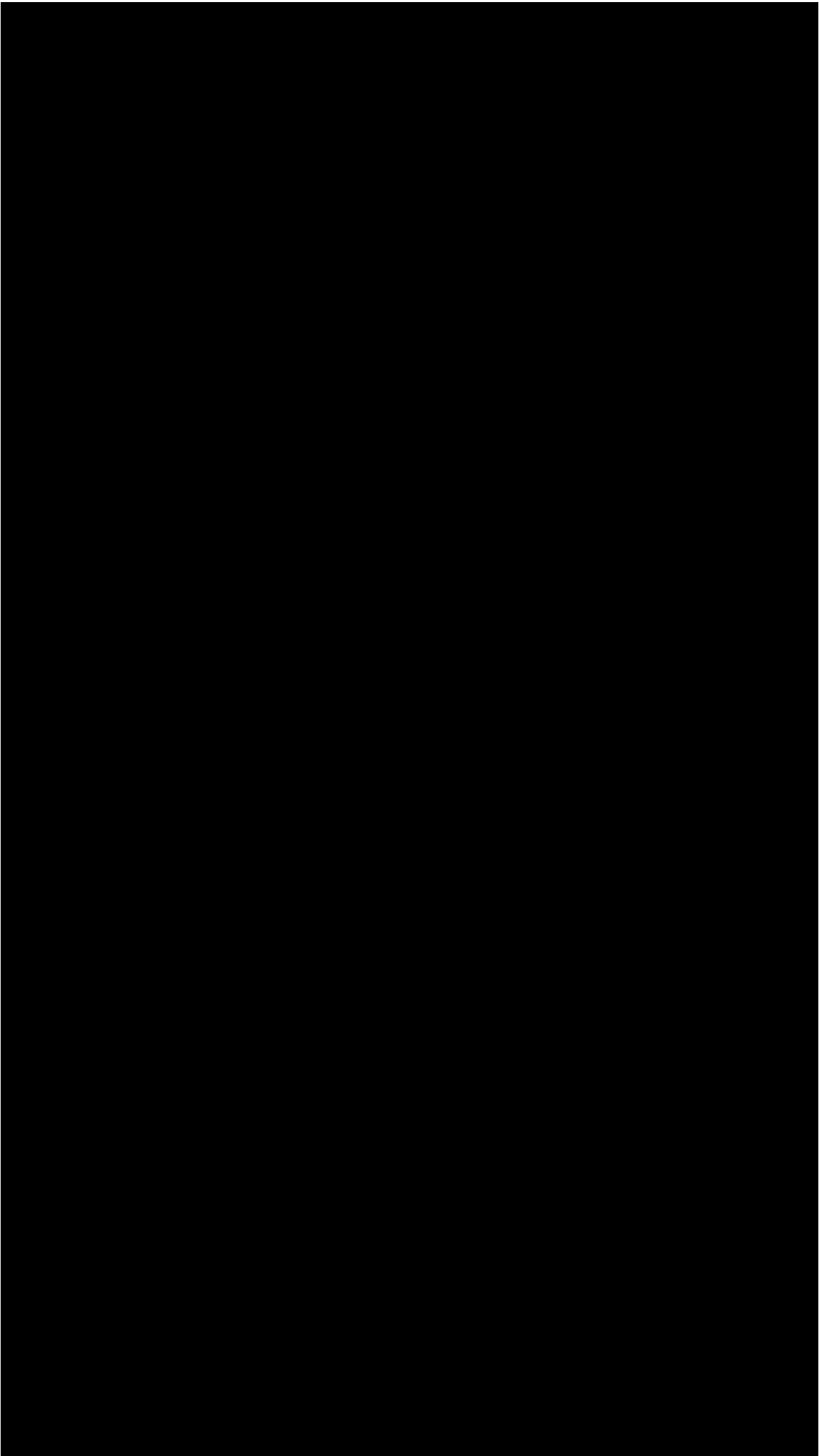
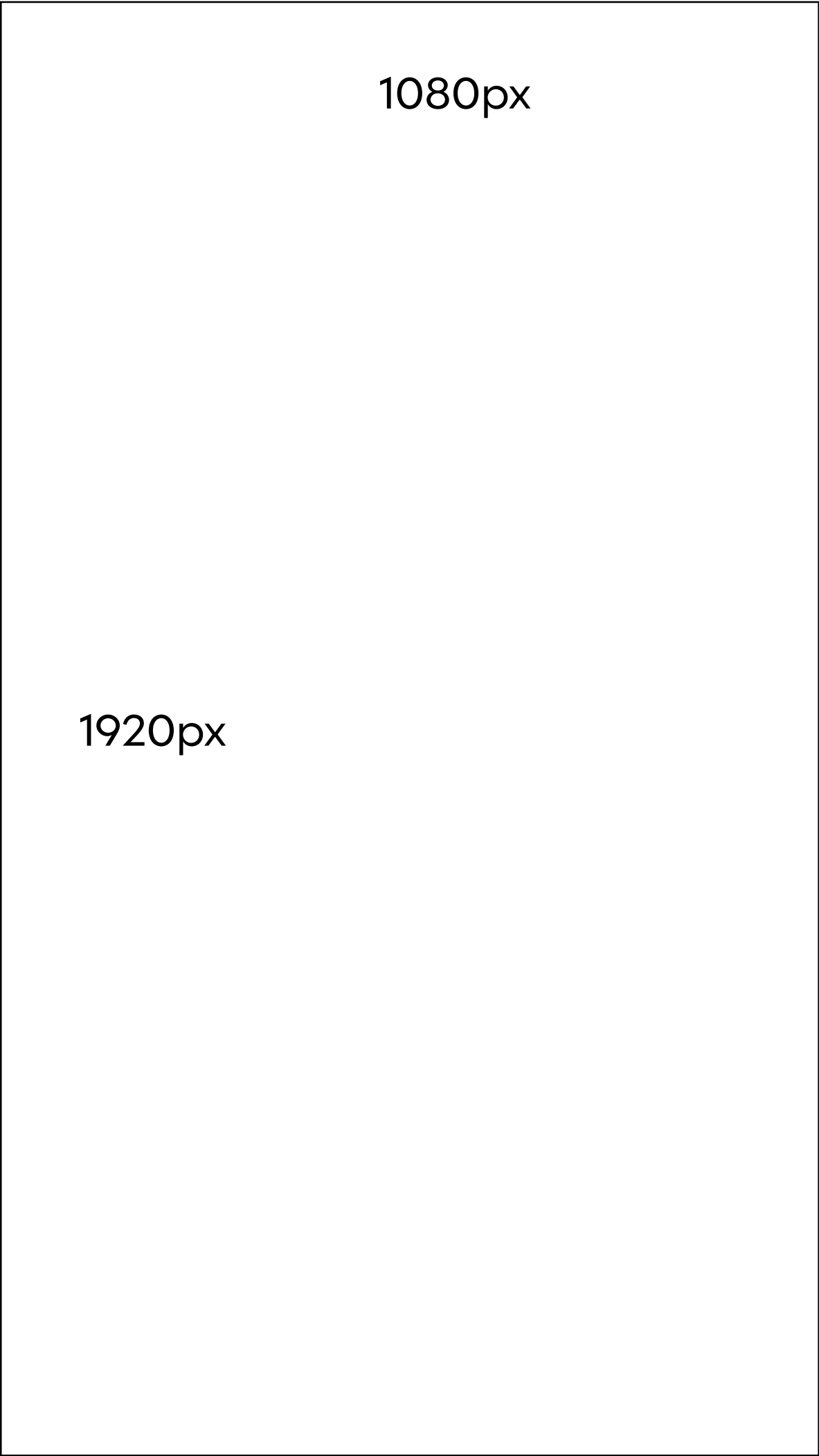
**GloucesterD6-ClientName.fileformat**

If specific day parting/advert playback is required, please label your files accordingly.

 **Delivery & contact**

**For queries and delivery please  
email: [creative@elonex.com](mailto:creative@elonex.com)  
( Please CC your account manager)  
or call: 0121 270 8550**

Files can also be sent via [WeTransfer.com](http://WeTransfer.com)



ELONEX™



TALK TO US | [hello@elonex.com](mailto:hello@elonex.com) | 0121 270 8550 | [ELONEX.COM](https://www.elonex.com)

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