



# TIRAZA IN

## MEDIA PACK

2019



★  
OUR  
MISSION



Our mission is to place the messages and brands of our clients within an environment where it has the best opportunity to be seen, by a human, within the right target audience and within the most appropriate editorial environment. To work in partnership with our clients to provide a 'Responsible' Return On Investment that focuses on profit, short term and long term measurement as well as brand and business growth. To cater for the needs of our clients via the highest level of customer service within the highest quality of delivery in terms of product, content and reach in order to tell their story to our audience of guaranteed individuals who live a daily lifestyle that is relevant.



# BRAND PLATFORMS





1

## Print

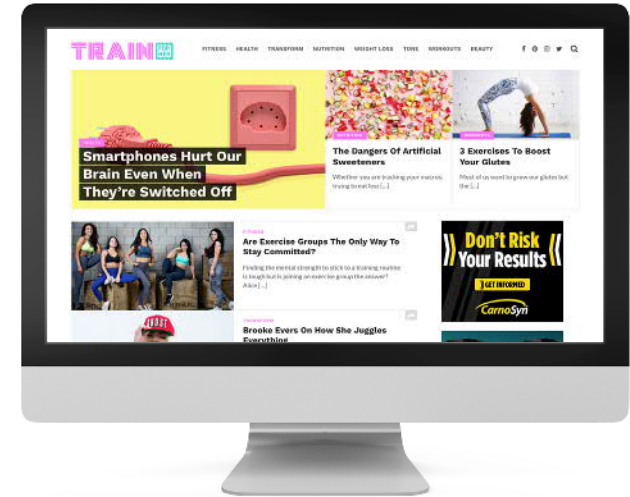
TRAIN and TRAIN for Her Magazines are delivered via Direct Mail within outgoing orders from Bodybuilding.com which means we showcase our clients messages to a guaranteed purchaser of Health and Fitness products.



2

## Digital

Our digital magazines not only provide the reader access to their content whilst on the go, they also provide constant updates and communications via push notifications and HTML messages to their mobile devices.



3

## Web

The TRAIN and TRAIN for Her Websites, together with our associated Social Media and Databases, complete a holistic marketing facility which provides access to our content and client messages at every touchpoint.

★  
THE  
MAGAZINE



# TRAIN

★ TRAIN magazine is the fastest-growing publication in the fitness industry. As the official print partner of Bodybuilding.com, the world's largest fitness website and online supplement retailer, TRAIN magazine offers inspiration, science-based nutritional advice and realistic training programs designed to guide its readers to achievable results.

A magazine packed with...

- ★ The latest studies in the fitness space
- ★ Celebrity Hero interviews
- ★ Powerful training insight
- ★ Inspirational transformation stories
- ★ Fully researched Features
- ★ Top Nutritional advice and recipes



# TRAIN for Her

- ★ TRAIN for HER is the dedicated fitness magazine for women who work out. TRAIN for HER provides authoritative guidance on health and fitness, specifically tailored to women who exercise, and provides motivation and inspiration as a starting point for women who don't.
- ★ Each month, TFH offers guidance from the world's leading female athletes, trainers and nutritionists, featuring real-life stories from women who have transformed their figures and their lives.
- ★ TRAIN for HER is the convenient flip-side to TRAIN and shares the same controlled distribution model within Bodybuilding.com product orders, via subscription and on newsstands nationwide at Hudson News, CVS, Barnes & Noble and Books-a-Million, to name a few.



# Value added opportunities



BRAND PROMOTION



PRODUCT HIGHLIGHT



AMBASSADOR ENDORSEMENT



NATIVE EDITORIAL

## Working with TRAIN

Work with TRAIN and we will become true advertising/content partners through:

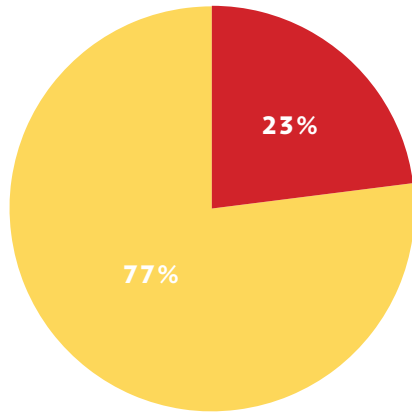
- ★ Brand advertising
- ★ Relevant editorial
- ★ Product placement
- ★ Athlete/ambassador stories
- ★ Posters
- ★ Sampling

We are partners in the true sense of the word!

- ★ We will work with you to ensure your advertising matches your goals
- ★ We will work with you on content that is relevant to your brands and can be re-purposed to fit the channel you are trying communicate through

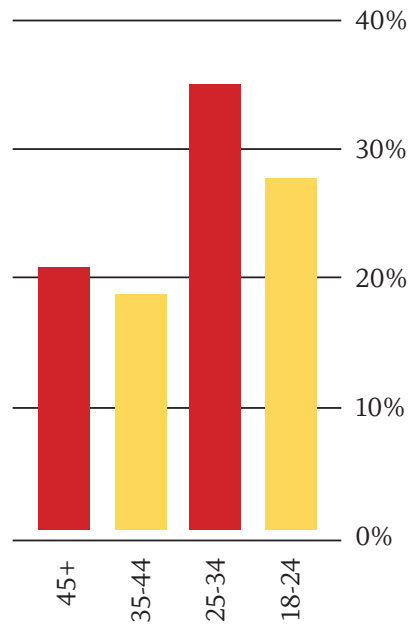
# Reaching our readers

## GENDER

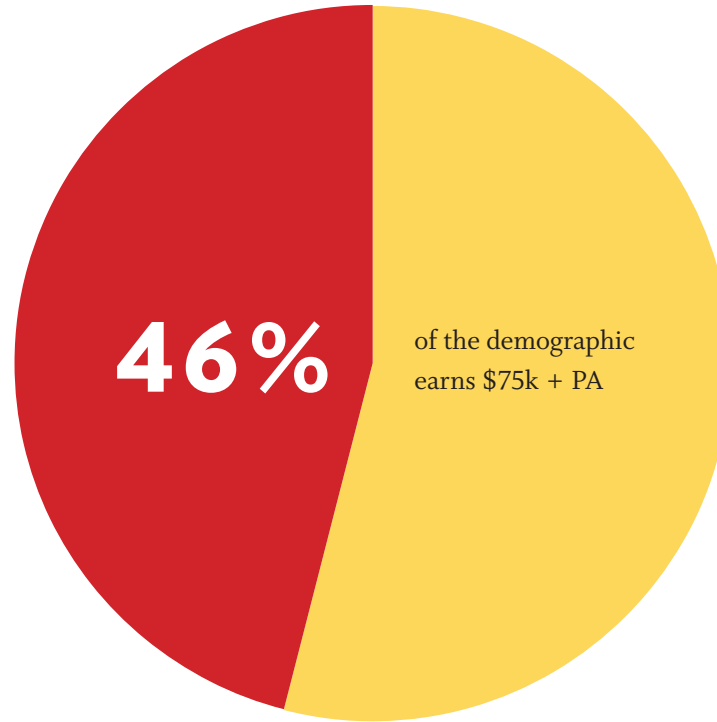


★ MALE ★ FEMALE

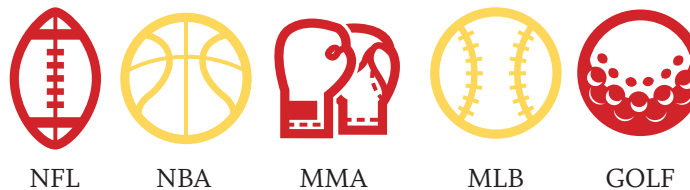
## AGE



## EARNINGS



## SPORTS



are the most popular sports and pass times of our audience



- ★ TRAIN reaches an audience buying \$31.9M monthly in supplements...
- ★ Higher disposable income and willingness to spend
- ★ BB.com customer surveys indicate that other fitness related buying preferences include Amazon
- ★ Our reach extends well beyond Bodybuilding.com





150,000

GDPR CLEARED E-MAIL DATABASE

\$21  
MILLION



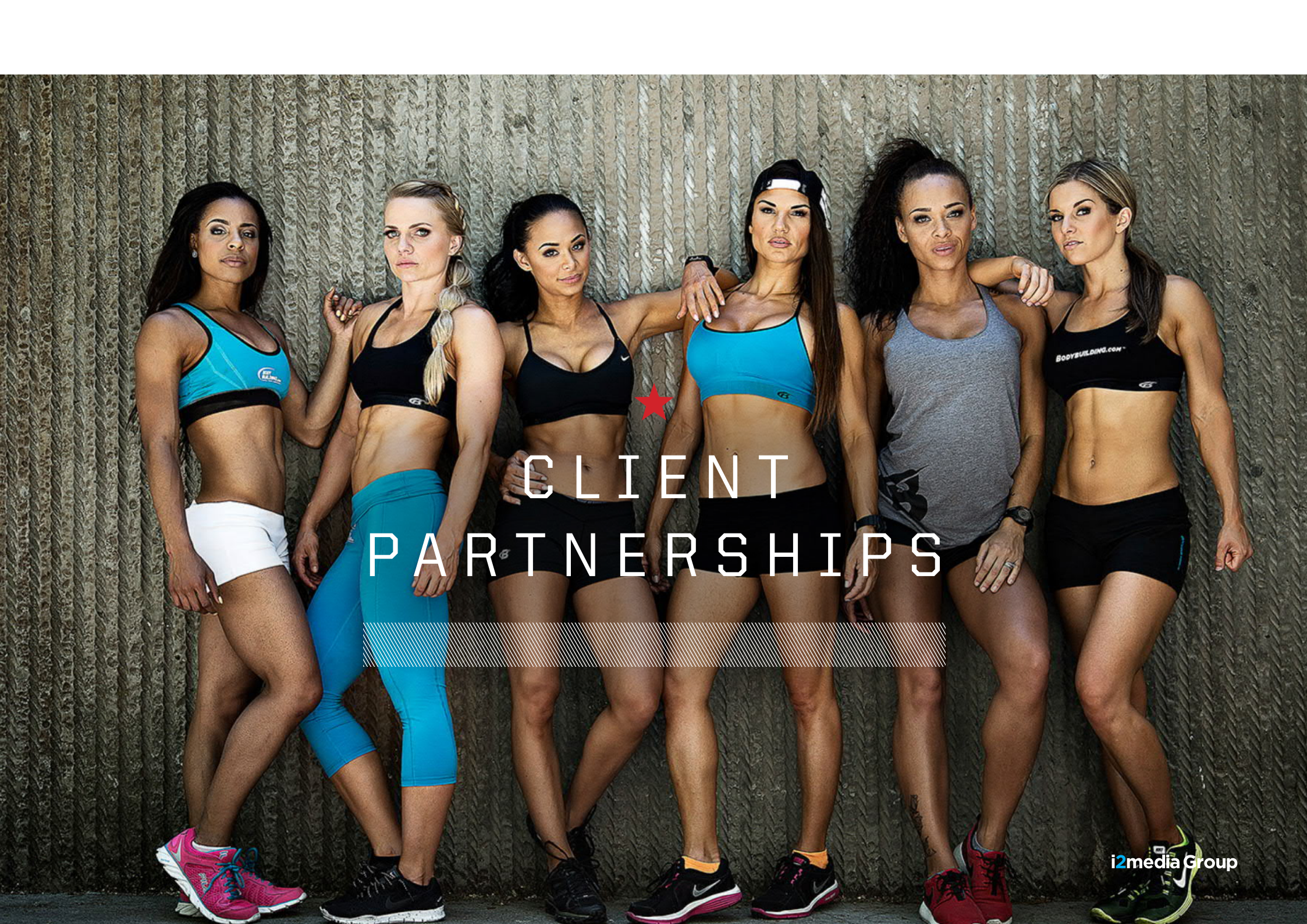
BUYING AUDIENCE  
REACHED  
MONTHLY

250,000

TOTAL CIRCULATION

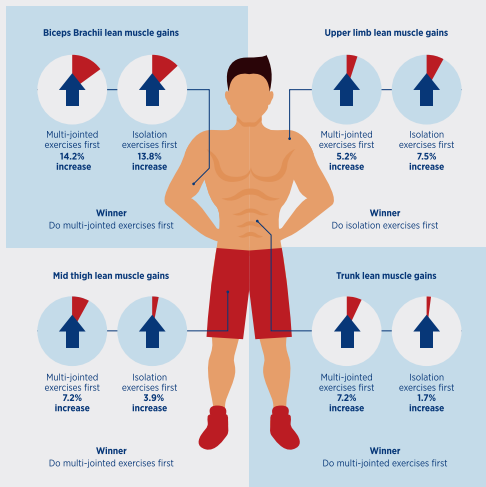
1 MILLION+

CONNECTED SOCIAL MEDIA USERS



CLIENT  
PARTNERSHIPS

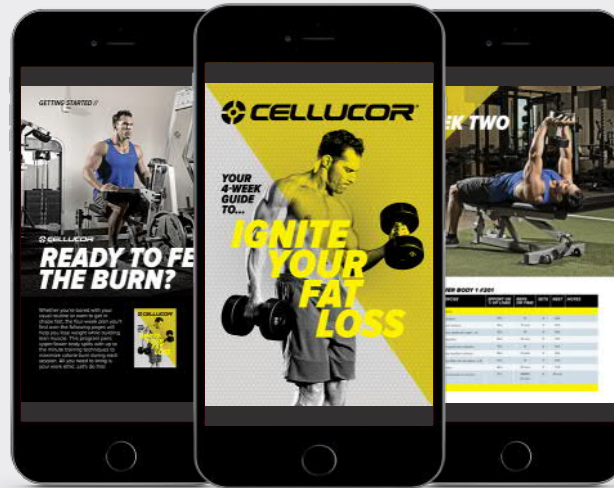




**INFOGRAPHICS**

## ISSA

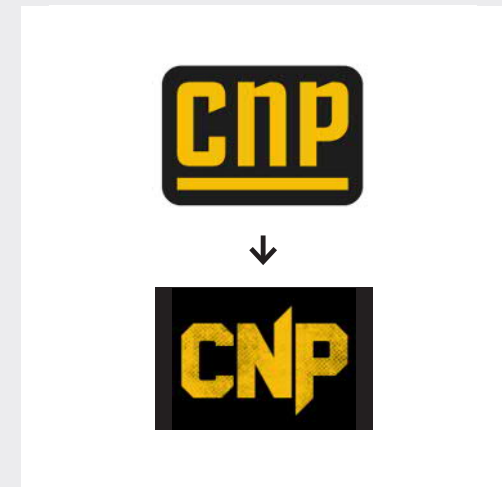
Our content commitment to marketing packages can include creative assets that can be not only used on our own media but shared with clients to power their own content marketing needs across social, digital and print.



**E-BOOKS**

## CELLUCOR

Bespoke projects, produced in line with corporate brand guidelines can be provided via our 3rd party Content Marketing Services. Our Art Directors work as extensions to the clients team to provide creative innovations



**REBRANDING**

## CNP

We have case studies which go beyond pure marketing services and extend into corporate rebranding, creative services, digital design and programming as well as trade show design and corporate literature.



# USEFUL INFO





# Rate Card

Inside Front Cover  
\$19,000

Inside Back Cover  
\$12,000

Full color RoP DPS  
\$14,500

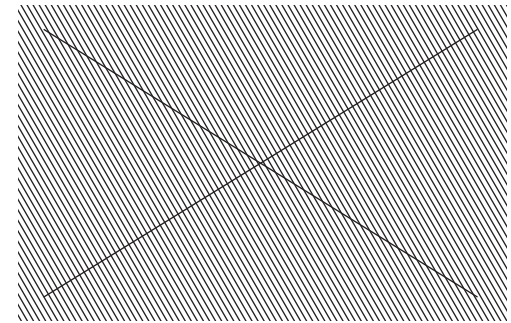
Full Color Single  
\$9000

Full Color Third page  
\$4250

\*Discount available for long term advertising.

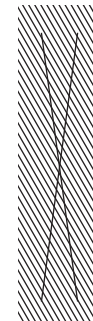


## Page sizes

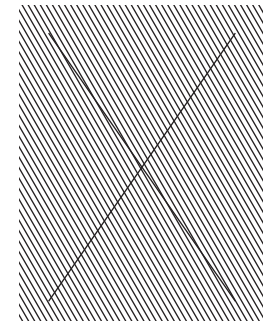


W: 425.874 mm  
H: 276.225 mm

DPS



W: 70.958 mm  
H: 276.225 mm



W: 212.725 mm  
H: 276.225 mm



# US Print Schedule

		<b>AD DEADLINE</b>	<b>PRINT DEADLINE</b>	<b>ON SALE</b>
Jan Iss	Train issue 67 (1 Vol 6)	12th Nov 2018	19th Nov 2018	18th Dec 2018
Feb Iss	Train issue 68 (2 Vol 6)	10th Dec 2018	17th Dec 2018	15th Jan 2019
Mar Iss	Train issue 69 (3 Vol 6)	7th Jan 2019	14th Jan 2019	12th Feb 2019
Apr Iss	Train issue 70 (4 Vol 6)	4th Feb 2019	11th Feb 2019	12th Mar 2019
May Iss	Train issue 71 (5 Vol 6)	4th Mar 2019	11th Mar 2019	9th Apr 2019
Jun Iss	Train issue 72 (6 Vol 6)	1st Apr 2019	8th Apr 2019	7th May 2019
Jul Iss	Train issue 73 (7 Vol 6)	29th Apr 2019	6th May 2019	4th Jun 2019
Aug Iss	Train issue 74 (8 Vol 6)	27th May 2019	3rd Jun 2019	2nd Jul 2019
Sep Iss	Train issue 75 (9 Vol 6)	24th Jun 2019	1st Jul 2019	30th Jul 2019
Oct Iss	Train issue 76 (10 Vol 6)	22nd Jul 2019	29th Jul 2019	27th Aug 2019
Nov Iss	Train issue 77 (11 Vol 6)	19th Aug 2019	26th Aug 2019	24th Sep 2019
Dec Iss	Train issue 78 (12 Vol 6)	16th Sep 2019	23rd Sep 2019	22nd Oct 2019
Hol Iss	Train issue 79 (Hol Vol 6)	14th Oct 2019	21st Oct 2019	19th Nov 2019