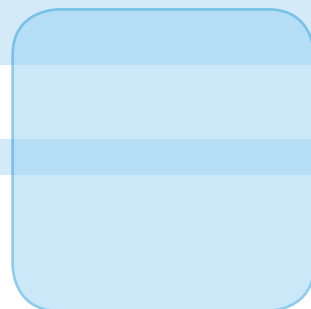
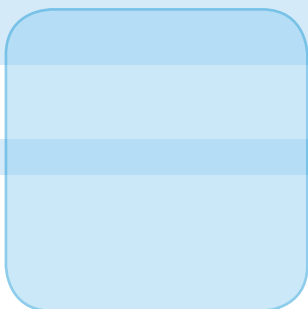


# thehealthfinder

the only way to start a healthy campaign



## Company Overview

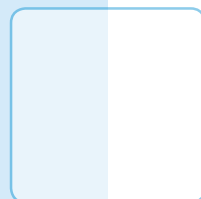
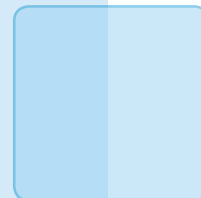
thehealthfinder group is one of UK's most successful and established internet companies in the field of consumer Health, Fitness, Lifestyle and Leisure.

thehealthfinder group has developed many of the UK's leading independent health and fitness websites. These sites are used as a source of valuable information as well as being entry points to many of the UK's leading brands including sports, health and leisure companies, health clubs, exercise professionals and diet and weight loss resources.

We have worked hard to develop strong relationships with leading brands and companies across our network. With new features constantly being added and new sites developed, we also invest in our own technology and host with one of the world's leading companies, Rackspace. thehealthfinder group works hard to ensure that we only work with companies and brands that complement our current services, partners and of course content.

With a consistent organic presence on all major search engines, additional 'pay per click' advertising budget and dedicated marketing team, our sites perform well across a broad range of topic areas relating to our bespoke content and fully managed directories.

thehealthfinder group works with a variety of partner websites, health and fitness organisations, product suppliers, magazines and television production companies. We have worked directly with key clients including Virgin Active, BUPA, David Lloyd, Barceló Hotels, Royal Marines, Gatorade, Nike for Women, Prudential, Nike+, BUPA, Puma and other leading UK brands.



## Ways To Advertise With Us

Thehealthfinder group offer a range of options for advertising. From sponsoring our e-newsletter which is growing by in excess of 10k users per month, to site creative or advertorials to promote your products or services, we offer a flexible route to get your brand directly to approx 1 million users monthly in our network.

## Site Overviews

The following sites are part of our portfolio:

[www.netfit.co.uk](http://www.netfit.co.uk)

[www.slimming.co.uk](http://www.slimming.co.uk)

[www.getfit.com](http://www.getfit.com)

[www.thefitmap.co.uk](http://www.thefitmap.co.uk)

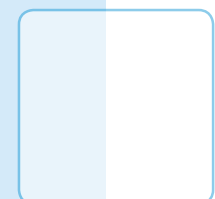
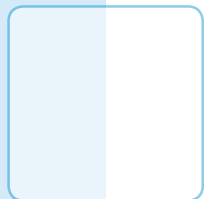
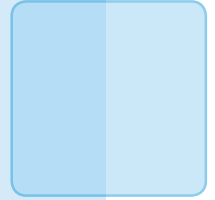
[www.homegymequipment.co.uk](http://www.homegymequipment.co.uk)

[www.nrpt.co.uk](http://www.nrpt.co.uk)

[www.weightlossforgood.co.uk](http://www.weightlossforgood.co.uk)

[www.gymuser.co.uk](http://www.gymuser.co.uk)

[www.cheapgymmembership.co.uk](http://www.cheapgymmembership.co.uk)



## Site Overviews

### NetFit.co.uk

One of our most established sites, NetFit.co.uk has a large revisiting user base and is one of the most comprehensive exercise sites available on the internet with over 5,000 pages of content, programmes and advice.

#### Key Facts:

UK health, fitness content

39% ABC1 Female

42% ABC1 Male

19% Other

1.2m impressions per month

### Slimming.co.uk

One of our key weight management URL's, Slimming.co.uk is to be relaunched in 2007 to complement our other site, weightlossforgood.co.uk. With similar information, Slimming.co.uk will be targetted more generally to take advantage of the URL itself in terms of branding and name recognition.

#### Key Facts:

UK Dieting, weight loss and exercise content

90K impressions per month

### GetFit.com

Originally developed around an artificial intelligence exercise program, recent consumer focus groups pointed us towards dividing the site into several carefully defined sections.

The exercise applications can be bought and paid for on a monthly basis and can be purchased and downloaded by exercise programs for pre/post natal weight loss and also individual exercises.

#### Key Facts:

UK & US Health & fitness content

47% Female

39% Male

15% Other

200k impression per month

### thefitmap.co.uk

Online in 2000, thefitmap.co.uk is content rich with particular strengths in health, exercise and fitness information. thefitmap.co.uk is home to the UK's leading health club and personal trainer directories by usage, as well as having a further 7 related directories.

Serving over 3,000 pages of original content, the site offers quality, impartial information provided by our existing relationships with key health, fitness and nutrition professionals.

#### Key Facts:

UK Health fitness and lifestyle content

61% ABC1 Female

22% ABC1 Male

17% Other

450K impressions per month

### homegymequipment.co.uk

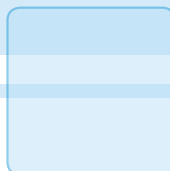
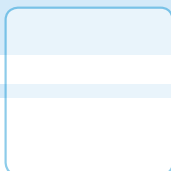
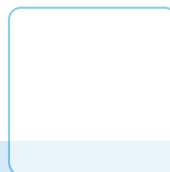
Focusing on enabling users to review key equipment from selected ranges and manufacturers, this site aims to help users decide what's right for the home within a budget.

#### Key Facts:

Fitness equipment & accessories content

100k impressions per month 40k unique users

Highly targeted audience



## Site Overviews

### nrpt.co.uk

The NRPT (national register of personal trainers) is the only UK personal trainer site that works with UK exercise regulatory bodies. With over 850 self employed, qualified and insured personal trainers as members, the site itself receives over 40k searches per month from consumers looking for a personal trainer. In addition it also serves searches for over 10,000 individuals looking to enter the fitness industry.

#### Key Facts:

UK Dieting, weight loss and exercise content

59% Female

38% Male

3% Other

300K impressions per month

### Weightlossforgood.co.uk

A market leader for the online dieting and weight loss market. A content rich website with information on dieting, slimming and the respective products. Included are additional areas concentrating on exercise as part of a healthy lifestyle and on-going weight loss process.

This site will be added to extensively in late 2007 to align alongside the Slimming.co.uk brand.

#### Key Facts:

UK Dieting, weight loss and exercise content

79% Female

15% Male

6% Other

450K impressions per month

### GymUser.co.uk

GymUser.co.uk is our longest standing UK health club site. We are increasingly running joint campaigns across GymUser and thefitmap.co.uk sites as GymUser.co.uk has a larger male audience than thefitmap.co.uk. This helps to balance campaign delivery for clients requiring a more focused target audience.

Year on year, GymUser.co.uk has increased its share of online health and fitness traffic, and with our ad partners, has been able to target key clients such as Pru Health, HSBC, Royal Marines, Optimax and Cancer Research.

#### Key Facts:

UK Health and fitness content

54% ABC1 Female

31% ABC1 Male

15% Other

95K impressions per month

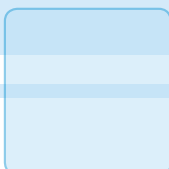
### Cheapgymmembership.co.uk

Developed to help users compare leading gym chains and their prices. Reviews, additional related content and great web positioning means traffic all year round not just in January and February.

#### Key Facts:

UK gyms and exercise content

50K impressions per month 10k unique users



## Unique Market Insights

Our dedicated sales team offer you a route into the online health & fitness industry that will ensure your marketing campaign achieves the results you require. We take the time to develop an understanding of your business and your market, before creating a strategy that ensures you get value for money and that you maximise your return.

## Creative Specification

### Basic Advertising Specs

Ad Type	Dimensions	Weights
Button	125 x 125 pixels	Up to 20k
Skyscraper	120/160 x 600 pixels	Up to 30k
MPU	300 x 250 pixels	Up to 30k
Leader	728 x 90 pixels	Up to 45k

Please always supply a static or animated gif back-up to any Flash file.

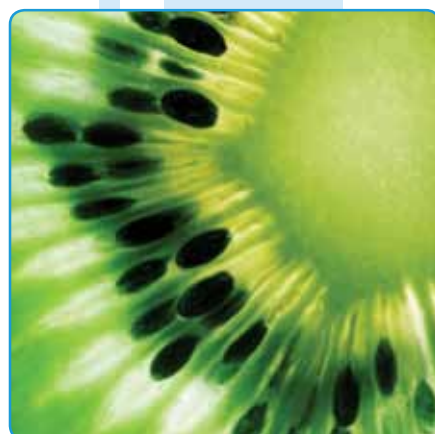
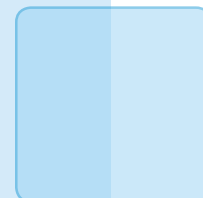
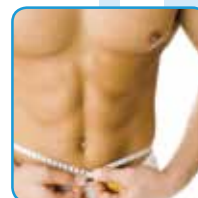
URL link – Please supply the click through/tracking URL when sending creatives.

### Dynamic Advertising Specs

Ad Type	Dimensions	Weights
Expandable Skyscraper	120 x 600 to 350 x 600 pixels	Up to 30k
Overlay	400 x 400 pixels Max	3rd Party Vendor limitations apply
Page Peels	800 x 600 pixels Max	3rd Party Vendor limitations apply

All dynamic advertising must be user activated via a roll over and have a visible close button. Any sound must be set to OFF as standard, and be user activated to turn on if required. Overlays must time out after no more than 15 seconds.

Page Peels can be activated via a peel on the right or left hand side of the page – no larger than 50 x 50 pixels.







## Contact

For more information about advertising with us either through our email database or on our sites, bespoke campaigns, timelines or any other traffic queries please contact:

Affiliate Manager – Will Broome

[will.broome@uk.thehealthfinder.com](mailto:will.broome@uk.thehealthfinder.com)

alternatively contact

Sales & Marketing Manager – Ian Groves

[ian.groves@uk.thehealthfinder.com](mailto:ian.groves@uk.thehealthfinder.com)

For more details regarding advertising rates and available inventory

Contact our offices on 0844 8484 645

