

Faith & Fitness

Magazine®

FOR BUILDING PHYSICAL & SPIRITUAL STRENGTH

Overview

Workouts at the gym will never be the same. This is reading that builds the body, improves health, and expands character. But it's more. It is gym equipment to build the spirit, improve relationships, and expand opportunities for Christian witness. This is a magazine that delivers quality fitness information and Christian lifestyle applications. It provides motivation, ideas, and inspiration to individuals, groups and organizations. A wide range of readers will find the content to be on target for their personal needs and goals. This isn't another nutrition or muscle magazine. This is the tool Christians have wanted to help them build a physical and spiritual body for God.



Concept and Design



LOOK WHO'S READING

Faith & Fitness Magazine targets a sizeable niche readership that is informed, active, and growing. It is a diverse group of professionals, families, seniors, and students from inner city, to urban, to rural. They all have a powerful interest in health and fitness. Beyond this interest there is a common thread that knits them together – faith. It is a real, vital, and powerful force in their lives. This is more than just bringing together two seemingly different lifestyles. Faith and fitness together brings strength to individuals, the culture, and the marketplace.

IT'S ALL ABOUT MOTIVATION!

Why do people do what they do? What captures their attention and gets them excited? How can they maintain interest and enthusiasm? *Faith & Fitness Magazine* targets the core elements that trigger motivation: passion, desire, and commitment. It does it in new ways by connecting attitudes and spiritual dynamics to our personal physical world. This is motivation not just because it is good science or makes sense. It works because it helps people tap into their deepest beliefs and their heart-felt ideals. It helps them connect at the very root of “want” where motivation and faith become virtually synonymous.



EXAMINE THE CONTENTS

A “Full Body Blast” may be the best way to describe the hard-hitting content and design of *Faith & Fitness Magazine*. The reading is guaranteed to give the heart and mind a tough workout and build lean mass in human character. Compelling articles will go way beyond thought provoking. Inspiring stories and challenging truths will build well-defined beliefs, ripped attitude, and pack on gains as spiritual muscles are flexed and torn down.

Concept and Design (continued)



FRESH, DIVERSE, ORGANIC.

Yeah, it might well be a description for natural foods. For readers of *Faith & Fitness Magazine* it describes the endless supply of innovative ideas and examples. What new initiatives are being created? What effective resources are available? How are ideas being adapted and applied in different ways throughout the country and the world? Each issue will take readers to where the action is. They'll meet professionals, personalities, and everyday gym goers sharing practices and inventive programs for every walk of life.

MAKING NETWORK HAPPEN

Watch as readers build community through interaction and common vision. *Faith and Fitness Magazine* brings people together to pursue shared goals in new ways. Connected through effective communication, they'll carry both faith and fitness cultures into new directions.



Layout

Each issue organizes content in a variety of ways to effectively meet the needs of the diverse readership. Feature stories cover a wide range of topics including nutrition, life and faith applications, technique, news, wellness, profiles and life stories, site visits, product reviews, and much more. Our archives provides access to our growing wealth of unique feature content. Our departments help target specific audiences:

College Fitness provides easy access to faith and fitness stories of several universities.

Men's Interest delivers stories written especially for men target to their interests and attitudes.

Women's Interest offers content that is sensitive to women's needs and reflective of their expectations.

Gymnos presents challenging fitness scenarios to help facilitate thoughtful reflection and conversations.

Family Fitness targets the important issues and ideas that will strengthen family life.

Senior Fitness presents informative reports and exciting stories to strengthen older adults.

YMCA Focus profiles the faces and innovative programs for this organization.

Our custom content also includes special reports, resources for professionals, and an in-depth look at the faith and fitness culture.

Distribution

Currently the magazine is available free to readers on-line at faithandfitness.net

The premiere issue of the on-line magazine was released in November 2003. Initial distribution of the print version will be to college campuses, churches, fitness, health care and nutrition facilities along with sports organizations. An incentive program allows them to sell subscriptions and retain 100% of the subscription fee. Our content is available for reprint. *Faith & Fitness Magazine* has become a recognized leader as the source of "faith and fitness" information and perspective for many of the nation's major news services.

Faith & *Fitness* M a g a z i n e

Your Tool for Powerful, Healthy, and Passionate Living

***faith*and*fitness*.net**

Make it your tool today

A FREE GIFT TO GYM MEMBERS – We know it is important to fitness facility owners and managers to provide members with quality resources to build their success. Empower them with the very best content throughout the year. We make it easy for clubs to inform their members about *Faith & Fitness Magazine* with simple and effective posters, free e-mail newsletters, website links and even customized entry pages so the magazine can be YOUR organization's magazine.

ACCESS OUR NETWORK OF SPEAKERS – Tap the knowledge of our professionals. If you are in the media we can connect you with experts on most any faith and fitness topic. If you are coordinating an event, conference or other gathering we can help you identify the ideal speaker to entertain and inform. Let us help you create a buzz at your facility. We offer a dynamic list of athletes, professionals, celebrities, and motivators that deliver true inspiration, fresh perspectives, and entertaining experiences. It is a great way to generate excitement, strengthen your community presence, and grow your membership.

ADVERTISE – If you have been looking for an innovative and targeted media that puts your product or services in front of a truly aggressive audience, then you have found a brand that delivers. We're cost effective and the ultimate in unique advertising. Make *Faith & Fitness Magazine* part of your regular advertising mix. We'll work with you so that you can leverage the strengths of our brand to sell yours.

ANGEL INVESTMENT – The business world uses the spiritually descriptive word "angel" to describe the person or organization that believes in a concept so strongly that they make a personally committed investment in it. If you are excited about what we're doing then you need to talk with us to get involved today.

CONTRIBUTE – We know you're out there. You have knowledge, skill, passion, and life experiences that needs to be shared. *Faith & Fitness Magazine* exists to be the means by which you share your message like never before. We've developed an editorial style that captures interest. Talk with us and find out how you can get your voice heard and influence people with compelling media.

GET DEFINING SUPPORT – Personal trainers, gym owners and professionals of all kinds want to learn how to do what they do better. If you are tired of pat answers and want to develop yourself and your business to reach people on a distinctly deeper level then let us provide the coaching support you need. More than a certification or degree, you'll gain a bold new approach that sets you apart. You know if it is in you. We'll help you to do it.

© 2008 Lifestyle Media Group
Do not reproduce or distribute.

For more information, please go to www.lifestylemediagroup.com