

www.fitnstyle.com

Media Kit *2014*

Overview

* **Fit'n Style** is an educative and captivating magazine, published in Lebanon by PINKOD s.a.l. With an entertaining approach, our creative and trusted sources present content designed to raise public awareness – nationally and throughout the Arab region – regarding the significance of developing a healthy and well balanced lifestyle.

* Our publication offers women and men useful advice on an array of topics, including fitness and health, popular training, sports exercise tips, diet and beneficial nutritional suggestions for weight-loss, and muscle development. It also includes editorials concerning their lifestyle, presenting topics on wellness, sexology, beauty, and fashion.



Our Mission

“ NO FIT NO STYLE ” is the motto of our mission, dedicated to educate and entertain those who are looking for a healthy guide, leading to an energetic, happy, and satisfactory self-image. Our fervent conviction is owed to the belief that healthy universal ambiance starts with an individual. We aim to introduce dynamic and practical steps that have a constructive impact on the lives of those who implement them.

We also aspire to further accompany and encourage those who are already living consciously and prioritizing the wellbeing of their body and mind - those individuals that can sway their environment and echo a uniquely positive impact. Our objective is to share with them our knowledge and resources to keep them informed with innovative and novel ideas to improve every aspect of their daily affairs.

About OUR READERS

AGE GROUP:

22 - 55+

SEX:

Female 58.4%

Male 41.6%

SOCIAL CLASS:

Medium,
Upper Class

Our Vision

“ We envision the content of *Fit'n Style* persuading our readers to reconsider the lifestyle they're living, and creating the desire in them to reevaluate their way of life. With our consistent and clear message, we predict the modest culture of “No Fit No Style” evolving into an integrated part in the life of our magazine's lovers. Our vision does not encompass adding more years to their lives, but simply reflects optimizing the years they are given.

”

From the time it was founded in July 2006, and up until the end of 2013, *Fit'n Style* was published monthly. Being online was an essential measure for the magazine's integrated progressive expansion. This step necessitated a change in the publishing schedule. As of 2014, *Fit'n Style* will be published bimonthly.

Content



SHAPE UP



HEALTH



SEX'N YOU



BEAUTY



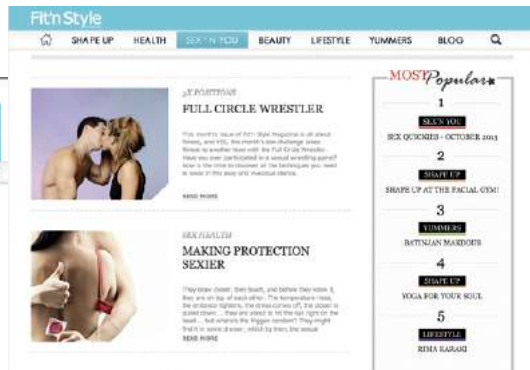
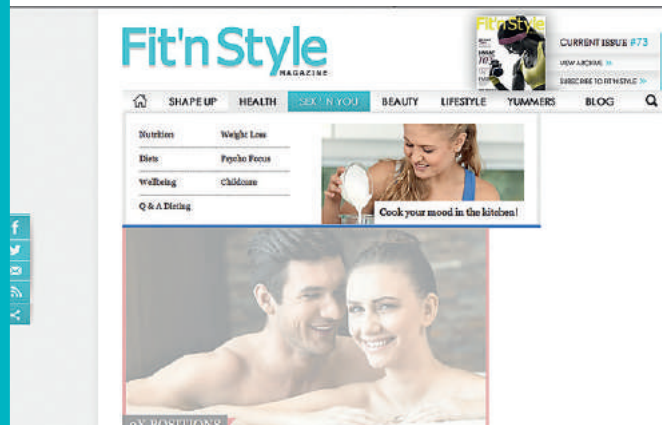
LIFESTYLE



YUMMERS

Content Strategy

Our primary goal is to provide our visitors with a pleasant and fulfilling experience, which is why we made sure that fitnstyle.com is ultra user-friendly.



Advertising

At fitnstyle.com, advertisers have a wide range of advertising formats and sizes to fit their needs:

LEADERBOARD [located at the very top of the page]	728 x 90 pixels	\$2,500
SHOWCASE BANNER [located on the right side of the homepage]	300 x 250 pixels	\$2,000
MONSTER BANNER [located on the right side of the homepage]	300 x 600 pixels	\$2,500
MONSTER BANNER [located on the inside pages]	300 x 600 pixels	\$2,000
MONSTER BANNER [located within an editorial article]	300 x 600 pixels	\$2,000

Advertising Placement



LEADERBOARD
[728 x 90 pixels]

The screenshot shows the Fit'n Style magazine website layout. At the top is a navigation bar with categories: SHAPE UP, HEALTH, SEX 'N YOU, BEAUTY, LIFESTYLE, YUMMERS, and PRO LOG. Below the navigation bar are several content sections:

- MUST READ**: A list of three articles with thumbnails and titles.
- DIOR**: A large image of a person in a white dress.
- SEX 'N YOU**: A section titled "DISCOVER HIS EMOTIONAL STATE IN THE BEDROOM" with a thumbnail of a couple.
- HEALTH**: A section titled "5 Key Tips For A Better Relationship" with a thumbnail of a woman.
- SEX 'N YOU**: A section titled "5 Key Tips For A Better Relationship" with a thumbnail of a couple.
- YUMMERS**: A section titled "5 Key Tips For A Better Relationship" with a thumbnail of a couple.

At the bottom of the page are two banners: **BEAUTY Cornea** and **BEAUTY Tricks**.

SHOWCASE BANNER
[300 x 250 pixels]

MONSTER BANNER
[300 x 600 pixels]

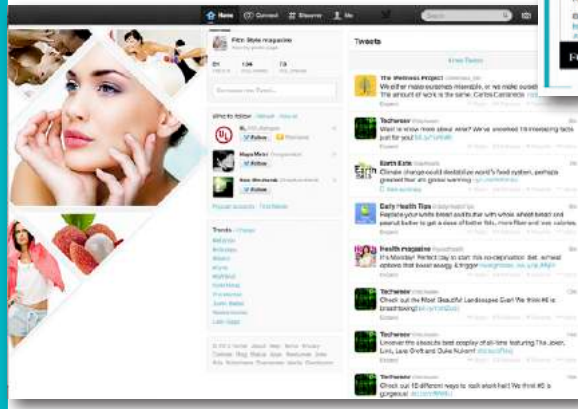
Stay Connected



FIT'N STYLE magazine



@FitnStyleMag



NOW



Available on the
App Store



ANDROID APP ON

Google play



FOR YOUR ADVERTISING



Hazmieh - Mar Takla,
Gardenia 3 Center, 2nd floor

T +961 5 450887

F +961 5 450875

E-mail elie.achkouty@media-unit.com

rana.maalouf@media-unit.com

THANK YOU FOR CHOOSING

www.fitnstyle.com