

## January Active Insight event issue

- Flooring
- Small group training
- Product innovation
- Supplier showcases

## February

- Workplace wellness
- Equipment servicing & maintenance
- Product innovation
- Supplier showcases

## March FIBO event issue

- Strength training
- Cryotherapy
- Product innovation
- Supplier showcases

## April

- Pilates & stretching
- Software
- Product innovation
- Supplier showcases
- Elevate show preview

## May Elevate event issue

- Health assessment
- Data-driven training
- Product innovation
- Supplier showcases

■ We welcome your suggestions for feature topics. Share them with us: [HCM@leisuremedia.com](mailto:HCM@leisuremedia.com)

## June Elevate event issue

- Recovery
- Indoor bikes
- Product innovation
- Supplier showcases

## July

- Strength training
- Paddle tennis and pickleball
- Product innovation
- Supplier showcases

## August W3fit event issue

- CV kit
- Gym floor tech
- Product innovation
- Supplier showcases

## September HCM Summit 2024 event issue

- Balance training
- Workplace wellness
- Designing great training spaces
- Product innovation
- Supplier showcases

## October

- Exercise monitoring
- Nutrition
- Product innovation
- Supplier showcases

## November

- Software
- Strength training
- Product innovation
- Supplier showcases

## HCM regulars:

- UK and global news
- Global insight
- Trends and analysis
- Interviews and profiles
- Research
- Event news
- Independent operator news
- Talkback
- Architecture and design
- IHRSA Europe update
- ukactive public affairs update
- Product innovations
- Advertising promotion

## HCM Handbook:



Book your company's promotions in the HCM Handbook 2024-25 which gets shared with buyers across the industry. This annual comprehensive guide to the health and fitness industry includes:

- Latest trends and predictions
- Industry insight
- Research and data
- Industry contacts
- Events and shows

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

HCM supports the following events in 2024

**FIBO** GLOBAL FITNESS

**europe active**  
MORE PEOPLE · MORE ACTIVE · MORE OFTEN

**ELEVATE**

**FIT**  
SUMMIT

**W3 Fit**  
We Work Well

**Active Insight**

**CONNECTED SUMMIT**  
HEALTH & FITNESS

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## Readership Profile

You can target and influence senior decision-makers and buyers across the global health, fitness and wellness markets with HCM's powerful range of marketing services.

Our readers are responsible for the development, financing and operation of health, fitness and wellness facilities and our passion is keeping them ahead of the curve with timely news and insight, as well as live updates on critical product innovation.

We make HCM available in every channel – print, digital turning pages, PDF, online and also via ezine and social, to make it easy for readers to access our content in the way they choose.



### HCM readership

- Health club owners
- Health club managers
- Boutiques and independents
- ukactive members
- IHRSA Europe members
- Hotels with health clubs
- Country clubs with gyms
- Resorts with health clubs
- Decision-makers in corporate health and wellbeing
- Leisure Trust CEOs
- Leisure centre managers
- Sports centre managers
- Universities and colleges with (or planning) fitness facilities
- Exercise professionals
- Academics and researchers
- Architects and designers
- Property developers
- Investors/private equity
- Product R&D experts
- Product suppliers and distributors
- Event organisers
- Lawyers, surveyors, insurance experts, accountants and analysts specialising in the fitness industry

*HCM supports the following events in 2024*

**FIBO** GLOBAL FITNESS

**europeactive**  
MORE PEOPLE • MORE ACTIVE • MORE OFTEN

**ELEVATE**

**FIT**  
SUMMIT

**W3 Fit**  
We • Work • Well

**active-net**  
networking for the active leisure sector

**CONNECTED** SUMMIT  
HEALTH & FITNESS

### Six ways to generate sales leads

#### 1 Magazines

##### **HCM magazine**

Dedicated to serving the information needs of professionals across the health and fitness sector, with world-leading, topical content

#### 2 Website

##### **www.HCMmag.com**

Updated daily to keep readers informed of the latest news, product information, jobs and event details

#### 3 Weekly Ezine

##### **HCM ezine**

Each week, the ezine delivers an extensive range of content to our readers, including news, jobs, product updates, features and diary dates

#### 4 Digital Edition

##### **HCM Digital Turning Pages**

Readers can search their digital turning pages editions and enjoy the benefits of easy access at any time

#### 5 PDF Edition

##### **HCM PDF edition**

HCM is also available as a PDF download, for readers who want the benefits of offline reading and archiving

#### 6 Social media

##### **HCM social media programme**

HCM amplifies your promotions by posting, sharing and debating with the health and fitness community on LinkedIn, Twitter and Facebook