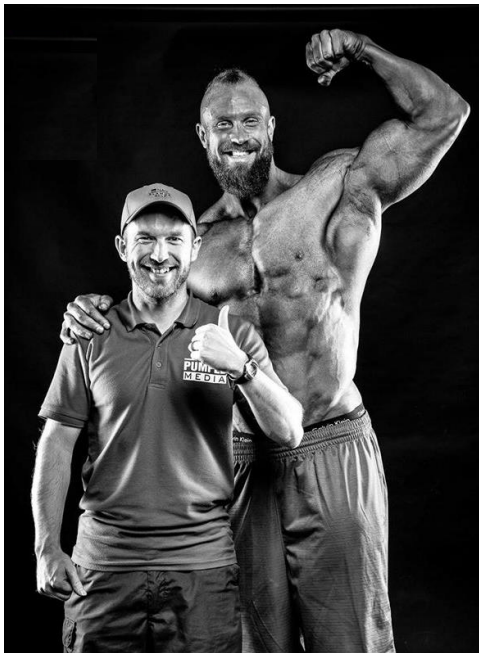


ADVERTISE WITH

PUMPED

MEDIA MAGAZINE

A NOTE FROM THE EDITOR



Kris Clarke – Founder of Pumped Media
Pictured with Josh Maley – NABBA Pro Mr Universe 2019

Introducing the Pumped Media Magazine

Since 2015, I have truly gone down the rabbit hole of bodybuilding. Admittedly, a lifestyle that I didn't grow up with, an endeavour I am yet to attempt., a pursuit I had no understanding of. Yet, a sport I am truly passionate about.

Pumped Media was launched on 22nd April 2018. Now in it's 3rd year, I have seen it grow in front of my eyes into the UK's leading media outlet for bodybuilding & fitness. Something I am incredibly proud of and truly thankful for.

Given the amount of shows and athletes we now cover, 32 shows and 1,000's of individuals, it makes sense to put this all together in our own pages and uniquely interactive format.

In its first year, the magazine will be published in April as a "Pre-season", August "Mid-Season" and November "Post-Season" edition. The success of the magazine is down to us to deliver a quality mag, and for you to enjoy reading it. If we feel the need to increase the frequency next year, we will.

I would like to thank you for your commitment to Pumped Media as we take this next step. I understand that it is built on the history of great bodybuilding magazines from a time gone by, but hope that in time, we can look back at this first edition of the Pumped Media Magazine with great memories of the start of a new era for this incredible sport.

PUBLISHING PLATFORMS



OUR REACH



ONLINE

- Annual website impressions 2019: **42,000+** • **72%** through mobile devices • 2020 projection estimated at **100,000+**
- We now publish content to Amazon Prime TV service for premium global reach



PRINT

- Initial print run **1000** copies • **400+** distributed free to all UK independent gyms



SOCIAL

- **15,000** subscribers across Facebook, Instagram, and YouTube • 28 day impression rate **159,101** (Jan 2020)
- Over **150,000** reach with our affiliates



PODCAST

- **116,000+** views to date • **High** interaction rate • New: we have access to the **pro league**
- Recent launch of Podcast on **iTunes**

WHAT WE WILL COVER

BODYBUILDING & FITNESS

PRO / AMATEUR ATHLETES

DIET & NUTRITION

TRAINING METHODS AND RECOVERY

COMPETITION ARTICLES

AFFILIATED FEDERATION COLUMNS

REAL STORIES / TRENDS / EQUIPMENT

OUR DEMOGRAPHIC & ANALYTICS

66/34

Men/Women

77%

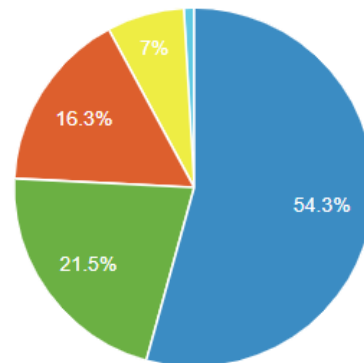
United Kingdom

12%

United States

April – May - October

Most active months



- Social
- Organic Search
- Direct
- Referral
- (Other)

OUR AFFILIATIONS

This year brings new affiliations with major federations.

NABBA – Covering all NABBA events including Mr & Miss Universe plus direct ties with its media outlets and online development

2BROS PRO – Covering all regional qualifiers and British Grand Prix Pro Am – Plus hosting it's new “Girl Talk” podcast

NPA – We cover all regional qualifiers and British finals on video – some of our most popular video content

IBFA – Covering more regional qualifiers again this year with future developments planned

FMU – New ties with this emerging federation with a view to cover further events as they grow

Independent Events – We also cover several stand-alone shows throughout the year



OUR COST AND COMMITMENT

FULL PAGE ADVERT

10,000 Impressions Guaranteed
+ article incentives

£250

QUARTER PAGE ADVERT

Includes website placement

£75

Further information go to:

<https://www.pumpedmedia.co.uk/advertise-with-us>

Or contact Kris Clarke:
Email mag@pumpedmedia.co.uk
Tel 07952 990326

During the conception of the Pumped Media Magazine, we thought deeply about how we can improve promotion opportunities for brands wanting to attract customers. We honestly think that advertisers are being taken for granted and not benefiting from current platforms available to them. With Pumped Media Magazine, we are making it our mission to ensure your brand is given the best possible exposure from your advertising budget.

We have created some basic rules for the magazine to cover this.

- No cluster adverts, full page and quarter blocks only
- No over-population, limited to 20% ads, 80% content
- No brand domination, maximum of 3 ads per brand
- No paid for positioning, first come, first served placement
- No obligation or commitment required for future editions

If you choose to advertise with us, you will benefit from our wide distribution around the UK to over 400 independent gyms (free), along with subscription based readers, which will amount to 1000 printed editions. In addition to this, we will also offer the magazine as a low cost "online-mag" where we will feature all advertisers' logos on the page with direct links to your chosen URL.

With a "Full Page" ad, it doesn't stop there! We want you to benefit for maximum exposure for the period of the edition (4 months) and we will guarantee your brand is given 10 times the exposure of just the printed version, that's 10,000+ reach, minimum!