



## MOVE

**MOVE** by MyFitness is a magazine featuring training, health and recreational lifestyle, which is printed and compiled with high quality standards.

The largest readership of the magazine is the members of the MyFitness sports clubs. They are active people, who find it important to take care of their body and mind. The vip club members receive the magazine personally from the administrator of their home club. In the magazine, the reader will find timeless tips from professionals in the field on how to train even more effectively. In addition to the topic of training, the magazine also features entertainment and lifestyle themes. In addition to the excellent content, the magazine's design and quality are equally important, that is why the style of the magazine is minimalist 'less is more' and the paper used is of high quality.

The magazine is published once a year in two versions: the version distributed in Estonia is in Estonian-Russian and the Latvian version in Latvian-Russian. The two magazines combined have a circulation of more than 13 000 copies.

### TECHNICAL SPECIFICATIONS:

Format: A4 210x297 mm

Magazine volume: at least 100 pages

Paper: cover paper 300g matte laminate; content paper 100g

Binding: adhesive bond

### DISTRIBUTION EST-RUS VERSION (DISTRIBUTED IN ESTONIA):

#### Circulation: 8000 copies

**6000** copies personally for MyFitness vip members all over Estonia. The client receives the magazine from the sports club, from the administrator.

**1500** copies to be distributed in partnership with Sportland Estonia and Nike stores, as a purchase bonus

**500** copies for distributing to Myfitness employees and partners.

### AD SIZES:

**1/1 back cover:** 210x297 mm; bleed 3 mm. Price 1500 €

**2/1 double page:** 420x297 mm; bleed 3 mm. Price 1500 €

**1/1 inside front cover:** 210x297 mm; bleed 3 mm. Price 1400 €

**1/1 page:** 210x297 mm bleed 3 mm. Price 1200 €

**½ page:** 210x148 mm or 107x297 mm; bleed 3 mm. Price € 700

### RELEASE SCHEDULE 2019/2020:

**Autumn 2019:** deadline for design 16th September 2019, published in October 2019

**Spring 2020:** deadline for design 15th March 2020, published in April 2020

**Autumn 2020:** deadline for design: 14th September 2020, published in October 2020



Media Station is media production and marketing company that specializes in video production (video ads, corporate videos, music videos), design, photography and corporate magazine publishing.

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