

# ANNUAL SPECIAL ISSUE

# fatloss

A COMPLETE GUIDE FOR WOMEN

## 2014 Media Rates

EVERYTHING YOU NEED TO KNOW ABOUT FAT LOSS

**fitness**  
SPECIAL EDITION

**fatlos**  
A COMPLETE GUIDE FOR WOMEN

**EXCLUSIVE**  
"HOW I GOT MY BODY BACK"

**BEFORE**

Our 3-day full body toning workout  
**FIGHT FAT WITH FOOD**

**TONE AT HOME**  
Foods for every meal that will get you leaner

**STOP YO-YO DIETING!**  
**FAT BLASTING TRAINING MOVES**

**8** TRANSFORMATION SUCCESS STORIES WE SHOW YOU THAT ANYONE CAN DO IT!

**10** CELLULITE Get rid of it!

GET YOUR FAT LOSS FRAME OF MIND

MOTHER OF FOUR IRMA VISAGIE: **HOW I GOT MY BODY**

"Taking the guesswork out of fat loss, *fitness* magazine's special FATLOSS issue covers everything you need to know to shed that unwanted fat and finally get that toned, lean body you've always wanted."

In-depth features tackle all the important elements of a successful fat loss plan, including high intensity exercise programmes, practical diet tips and eating plans, supplementation plans and info to help you achieve your goals. It has all the info anyone will ever need on how to achieve sustainable fat loss the healthy way.

### READER PROFILE

The *fitness* FATLOSS special issue is perfect for the lady who wants to take the next major step towards the body of her dreams. Our Special Edition readers are hungry for knowledge about living a healthy and sustainable active lifestyle, with help of the fitness, nutrition and supplementation experts who contribute to the magazine. They may not know everything about health and fitness, but they're eager to learn and develop into the quintessential *fitness* reader and become an inspiration to friends, family and others. She therefore wants to know about the latest products that can help her achieve her goals, and has enough expendable income to buy them, while also investing in gym memberships, health foods, fitness apparel and supplementation on a monthly basis.

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**EXCLUSIVE**  
LOSE FAT & TONE UP

MOTHER OF FOUR IRMA VISAGIE: "HOW I GOT MY BODY BACK!"

**BEFORE**

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Foods for every meal that will get you leaner in no time!

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Get rid of it!

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STOP YO-YO DIETING!

### REAL-LIFE TRANSFORMATION SUCCESS STORIES

- ✓ Foods that fight fat
- ✓ Tasty fat blasting low calorie recipes
- ✓ Hips, bums and thighs workout
- ✓ Calorie counting for fat loss
- ✓ Revving up your metabolism
- ✓ Fat blasting cardio workouts
- ✓ Fat loss supplement guide
- ✓ Fat loss state of mind

FROM THE PUBLISHERS OF

**fitness**  
BURN MORE FAT!  
A NEW 30-MINUTE MOVE

**fitness**  
GET STRONG TONED FIT  
20 MOVES TO FIRE-UP!

**5** SEXY ABS

**5** CABLE MOVES TO TONE UP



# "taking the guesswork out of fat loss"



## ADVERTISING RATES

Rands excl VAT & Agency comms.

STANDARD POSITIONS		SPECIAL POSITIONS	
DPS	R 22,000	First DPS	R 28,000
Full Page	R 13,500	Second DPS	R 26,000
1/2 Page	R 8,500	Outside Back Cover	R 19,000
1/3 Page	R 6,200	Inside Back Cover	R 15,000

## INSERT RATES

Price per 1,000 (min 10,000 insertion)

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Specifically placed loose inserts:	R480
Bagging with insert:	R1550

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DPS	390 x 245	420 x 275	430 x 285
Full Page	180 x 245	210 x 275	220 x 285
1/2 Page Vertical	90 x 245	105 x 275	90 x 245
1/2 Page Horizontal	180 x 107	210 x 138	220 x 148
1/3 Page Vertical	50 x 245	70 x 275	80 x 285
1/3 Page Horizontal	180 x 72	210 x 92	220 x 102

## MATERIAL DEADLINES

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**DISTRIBUTION AND SALES**  
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