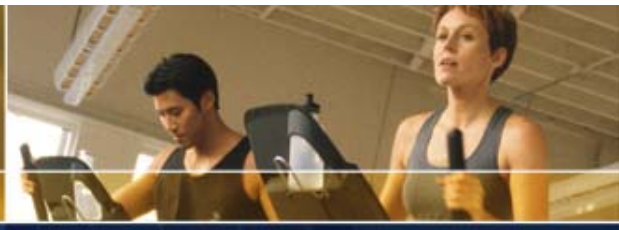
activemedia CLUBCOM



ClubCom Television Networks

ClubCom is the leading provider of private,sight, sound, and motion media networks for the fitness industry. With each network, ClubCom enhances the experience of health club members through customized entertainment programming while driving the business initiatives of health clubs through internal promotions. The result is a fully captivated broadcasting medium. This creates a tremendous opportunity for ClubCom's advertising partners to launch targeted advertising campaigns guaranteed to reach one of the world's most qualified consumer audiences.

According to a recent independent study by Nielsen Media Services, of viewers surveyed:

80% stated that ClubCom ' makes workouts more enjoyable.'

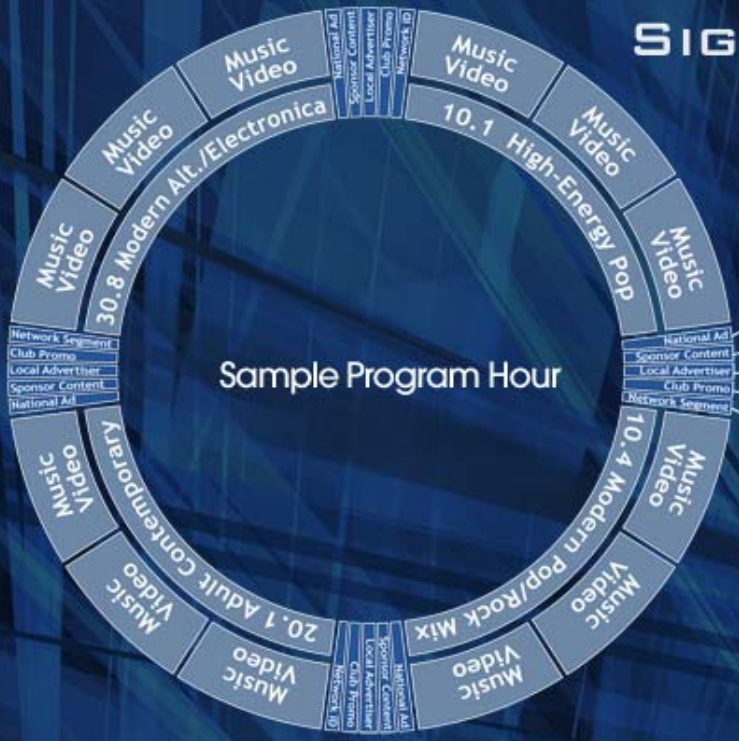
63.4% had an advertisement recollection.

81.6 Minutes Average length of stay.

$95,900 Mean household income.

Source: Nielsen Media Services

Sight, Sound & Motion



How ClubCom Works

The ClubCom network is connected to each health club's central sound system and televisions situated throughout the environment. Each hour of programming consists of four quarter-hour segments with station breaks occurring at each quarter-hour. Entertainment programming and internal promotions are customized for each individual facility. During station breaks, advertisers and sponsored content providers have an unprecedented medium for reaching health club members while they are in a heightened state-of-awareness. And thanks to ClubCom's "microcast" broadcasting technologies, unique communications can be made to each facility… permitting unprecedented local advertising programs and national campaigns that integrate with the promotions of local retailers. It's no wonder ClubCom has become a preferred advertising platform for many marquee companies.

ClubCom network coverage includes most of the nations top DMAs and continues to grow everyday.

To learn more call 866-CLUB-ADS (866-258-2237) or visit www.clubcom.com.