

Women's Fitness in great shape!

Submitted by: Trojan Publishing

Tuesday, 14 April 2009

WOMEN'S FITNESS SEES NOTABLE LEAP IN SALES

Publishing may be a challenging sector these days, but Women's Fitness magazine has bucked the trend and seen a substantial, healthy growth in both newsstand sales and subscription copies. Newsstand sales have seen an exceptional increase of 43%, with average UK newsstand sales in the first quarter of 2008 rising from 15,385 to 22,051 in the comparative period of 2009. Subscription copies have also risen by 94% in the same period.

In addition, the ratio of actively purchased copies has increased from 67% in October 2008 to 85% in February 2009. Spring issues of the magazine are on course to achieve final sales of 37,200 per issue (including bulk, subscription and export copies) – up from a sale of 18,509 copies in February 2008.

Women's Fitness Managing Editor Christina Neal says: 'Despite the current climate, women still care about their bodies and more and more are participating in charity events such as sponsored runs. While health clubs are struggling to retain memberships, women are being more creative about how they get their exercise fix – with many sacrificing gym memberships for lunchtime runs and forming their own walking clubs. There's never been a better time to offer them reliable advice on how to tone up and lose weight, and Women's Fitness magazine continues to meet their needs.'

The title was launched in December 2007 and is published 13 times a year. The magazine is highly respected for its panel of acclaimed contributors, including celebrity personal trainers, sports therapists, nutritional experts and life coaches. It offers sensible advice on weight-loss, toning up and leading a healthier lifestyle without fad diets or quick-fix gimmicks. Aimed at both new and regular exercisers, Women's Fitness features exercises suitable for home and gym workouts, along with features on nutrition, motivation and getting the most from your exercise routine.

Christina adds: 'Women are busy, but they still want to feel good about themselves. The magazine explains how to improve your body in short but effective workouts, targeting key "problem areas" such as the stomach, hips and thighs. Women want real results that can be achieved sensibly and Women's Fitness takes a responsible approach to exercise and healthy eating.'

For more information, visit www.womensfitness.co.uk or contact:

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