

SCW
MANIA[®]
FITNESS PRO CONVENTION

scwfit.com/partner

ADVERTISE
2018-2019



Social Media / ENewsletter / Promo Emails / On-Site Advertising

SOCIAL MEDIA

For more information contact
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CLICK HERE TO ADVERTISE WITH US >>

SOCIAL MEDIA PLATFORMS	FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN	PINTEREST
Monthly Impressions / Reaches	60,000 Monthly Impressions	80,500 Monthly Impressions	1,600 Monthly Impressions	9,250 Monthly Impressions	40,000 Monthly Impressions
Followers / Likes	18,500 Followers / Likes	3,000 Followers	1,100 Followers	8,450 Followers	315 Followers

SCW Fitness has been heavily involved in the social media world for the past 5+ years and we continue to grow each day! We ensure that every campaign and event makes it's presence felt through the most popular and trafficked sites getting you the exposure you deserve!

SCW MONTHLY ENEWSLETTER

The SCW eNewsletter is emailed to over 75,000+ Fitness Professionals every month. The newsletter contains 4-6 articles and 6-8 ads in each publication addressing a variety of topics pertinent to all levels of health and wellness professionals.

Reach
90,000+
 Fitness Professionals
 on our
 Email list!

SCW | eNewsletter JUNE 2017

QUICK AND EFFECTIVE CIRCUIT WITH MINIMUM EQUIPMENT
 BY: POWER SYSTEMS

Summer is here, school is out, and there are so many fun-in-the-sun things to do. But before you head out to the pool, make time for a quick workout. You can even workout by the pool with this 20-minute circuit.

Helya Glen, owner of The Studio Ventura, CA, put together a quick and effective total body circuit workout that can be done with minimum equipment at home, in your garage, outside or at your gym.

[Read More >](#)

TO LOSE FAT, BUILD MUSCLE
 BY: ANN CALBERT

Dilemma: You have a client who is dedicated to cardio training but isn't losing weight.
 Solution: Strength training.

While this may seem like a foreign concept, in reality, strength training can lead to a considerable amount of fat loss without spending any time on a treadmill.

[Read More >](#)

CAN MY BUTT HELP MY KNEES?
 BY: MIKE VERLANOZ, DPT

Atlanta MANIA
 JULY 28-30, 2017

POWER SYSTEMS

REGISTRATION OPEN!

Dallas MANIA
 AUG 25-27, 2017

ryka Fit
 Join our Fitness Professionals Discount Program

SCW | eNewsletter MAY 2017

BOXING BENEFITS: BOTH BODY AND MIND
 WITH STEVE FEINBERG

Think you know the benefits of boxing? "Think" again.

Boxing is an all-around workout that tones the entire body with one jab, strengthens the core, enhances cardiovascular conditioning, helps complete crossword puzzles - well, what?

"Boxing and other martial arts build on a foundation of balance," says Steve Feinberg, who leads an SCW Boxing Certification and several boxing sessions at SCW MANIA® conventions. "Participants learn to control their bodies in free space and to have total command over their immediate environment, which has numerous skill-transfer benefits into any and every other activity they engage in."

[Read More >](#)

SPARE THE BOLLY WORKOUT MORNINGS

BollyX, the Bollywood Workout, is proud to announce the launch of BollyX On Demand! The hottest Bollywood workout program is now available from the comfort of your home. You now can stream and workout to top Bollywood and Bhangra hits right from your living room. Regardless of whether or not you have dance experience, BollyX On Demand caters to all fitness levels, and everyone is guaranteed to have a great time!

[Read More >](#)

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POWER SYSTEMS

WHAT'S INCLUDED:

- Upcoming industry events
- Industry research
- Fitness techniques
- Product application
- What's working at clubs today

CHECK IT OUT

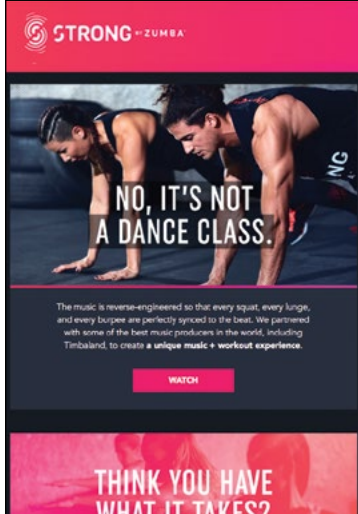
Want to see our most recent SCW eNewsletter? Just visit:
scwfit.com/enewsletter

ENEWSLETTER PRICING:

- Ad / Advertorial / Article: \$750
- 410 x 120 pixel Ad: \$250
- Exclusive Email Opportunity: \$1000

MANIA® / PROMO EMAIL BLASTS

Our Promotional MANIA® Emails are sent out multiple times a week, reaching thousands of committed and potential attendees and clients. We carry out a very concise, but not overly aggressive, marketing plan that has returned many gains in attendance and website traffic.



DISCOUNTED EMAIL BLASTS WITH SPONSORSHIP!

- **5% DISCOUNT** on a 2nd Email blast within the Sponsorship year.
- **10% DISCOUNT** on each Email blast after the 3rd within the Sponsorship year.

WE'VE GOT IT UNDER CONTROL

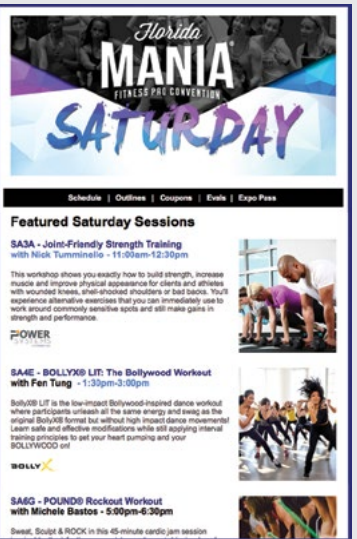
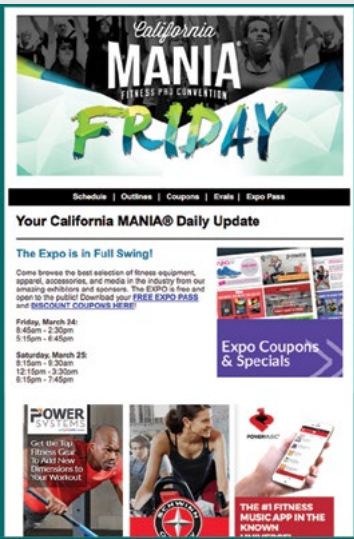
Feature your MANIA® sessions, products and programs with our targeted emails and text messages that reach thousands of fitness professionals. Let us take the lead as you watch your sessions fill and your products & programs receive the attention they deserve by the right audience!

For more information contact:
CHERYL VINCENT:
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skype: cheryl.vincent3

TEXT MESSAGE PROMOS



Mobile advertising has become an essential part in making your voice and product heard! Associate+, Co & Premiere Sponsors all receive a special rate on post-event SMS (Text) and MMS (Image) text messages to our list! See our Sponsor brochure for further details.



MANIA® DAILY EMAILS

Each day of the actual MANIA® 3-Day Event, these informative emails are sent to keep attendees aware of what is exciting and available. With these you receive:

- Product sales announcements
- Increased booth traffic
- Featured programming
- Increased brand recognition to fill your sessions
- Featured presenters for talent awareness

MANIA® ON-SITE ADVERTISING



42" X 30" SPONSOR POSTER



COUPONS & HANDOUTS

Advertising doesn't just stop on the way to MANIA® - we make sure your brand gets the exposure it deserves at every convention. Along with your sponsorship, your company logo will be featured on a 42" x 30" Poster that is placed front & center as attendees arrive. You will also have the opportunity to provide coupons and handouts that are given out to every single attendee!

WEB TRAFFIC & STATISTICS



OUR STRENGTH LIES IN THE NUMBERS.

SCW's web presence can be felt almost everywhere in the fitness education world. Along with your sponsorship, your company can share in our vast reach throughout the industry.



■ 58.3% New Visitors
■ 41.7% Returning Visitors



■ 57% Direct / Email
■ 33% Search Engine
■ 7% Referral / Links
■ 3% Social Media



■ 1,251,013 Page Views
■ 476,217 Sessions
■ 344,064 Users

*Information gathered from last year of analytics.

UNIQUE CLUBS REPRESENTED

- ▶ 254-460 unique clubs represented at each MANIA®
- ▶ 42% Independent Clubs & Studios
- ▶ 26% YMCAs
- ▶ 18% Community Centers
- ▶ 13% Large Chains (50+ Gyms)
- ▶ 11% Small Chains (>50 Gyms)
- ▶ 6% JCCs

WHO ARE OUR MANIA® ATTENDEES?

- ▶ 85% Female / 15% Male
- ▶ 80% Group Ex Instructors
- ▶ 65% Personal Trainers
- ▶ 30% Decision Makers (Owners, Directors & Managers)
- ▶ 20% Mind/Body Instructors
- ▶ 20% Aqua Instructors
- ▶ Plus more including Nutrition Professionals & Life Coaches

INTERESTED IN ADVERTISING?

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