



2025

ADVERTISEMENT MEDIA KIT

WWW.AUSTINFITNESSCOMMUNITY.COM

WHY ADVERTISE WITH US?

**AUSTIN FITNESS COMMUNITY IS THE CITY OF
AUSTIN'S LARGEST FITNESS HUB!**

**OUR WEBSITE AND SOCIAL MEDIA HAVE BECOME THE
#1 RESOURCE FOR ALL THINGS HEALTH & WELLNESS
IN AUSTIN AND WE ARE CONSTANTLY ADDING NEW
EXCITING FEATURES AND COORDINATING MASSIVE
EVENTS!**

**ADDITIONALLY, OUR WEBSITE SEE'S THOUSANDS OF
VISITS A MONTH & IS ONLY GETTING BIGGER!**

**CONNECT WITH AUSTIN'S VIBRANT COMMUNITY
THROUGH OUR HYPER-LOCAL PLATFORM.**

**UNLIKE INFLUENCERS WITH BROAD AUDIENCES, WE FOCUS
ON THE AUSTIN AREA, DELIVERING TARGETED ENGAGEMENT.**

**AMPLIFY YOUR BRAND VIA OUR DYNAMIC CHANNELS:
A HIGH-TRAFFIC WEBSITE, A SOUGHT-AFTER MONTHLY
NEWSLETTER, ACTIVE SOCIAL MEDIA PRESENCE, AND
EXCITING IN-PERSON EVENTS.**

PARTNER WITH US FOR AUTHENTIC, IMPACTFUL MARKETING.

**IN ADDITION TO BEING THE LARGEST FITNESS CONGLOMERATE, WE
ARE ALSO THE CO-FOUNDERS/OWNERS OF THE AUSTIN FIT FEST,
THE LARGEST FIT EXPO IN TEXAS!**

MEDIA ANALYTICS

SOCIAL MEDIA:

- OVER 100,000 FOLLOWERS COMBINED THROUGH ALL MEDIA PLATFORMS. (IG, FACEBOOK, X, TIKTOK, YOUTUBE)

WEBSITE:

- THE AUSTIN FITNESS COMMUNITY WEBSITE AVERAGES AROUND 40,000 SITE SESSIONS A MONTH WITH AN AVERAGE VISIT TIME OF 8 MINUTES.

YOUTUBE:

- OVER 1,000 SUBSCRIBERS & GROWING.
- RECENTLY ACCEPTED INTO YOUTUBE'S PARTNERSHIP PROGRAM
- WILL BE OUR PRIMARY PLATFORM FOR PODCASTS, SHORT FILMS AND MOST MEDIA.
- UNIQUE VIEWERS: 50.8K+

EMAIL:

- OVER 60,000 SUBSCRIBED EMAILS
- 91% OPEN RATE
- 68% CLICK RATE



COMPANIES THAT HAVE WORKED WITH US!



AND SO MUCH MORE!

WEBSITE ADVERTISEMENT

- Advertisement On Home Page or Page of Your Choosing
- Advertisement will be active for 30 days
- Discounted Rates for Shorter Days Available
- Promo Code/Landing Pages Encouraged

The image shows a screenshot of a website advertisement. The top section features a navigation bar with links: HOME, ABOUT US, WHERE2FIT, EVENTS, AFCTV, SPOTLIGHT, FIND A TRAINER, FIT JOBS, DONATE, and MORE. Below the navigation bar is a large banner for 'WHERE2FIT' with the tagline 'FIND THE BEST GYMS, RECOVERY CENTERS, TRAILS AND SO MUCH MORE!'. Underneath the banner are five buttons: 'WHERE2RUN', 'WHERE2TRAIN', 'WHERE2EAT', 'WHERE2RECOVER', and 'GYM OF THE MONTH'. The bottom section of the advertisement is for 'GAMEDAY MEN'S HEALTH', featuring a laurel wreath logo and the text 'BOOK A FREE TESTOSTERONE TEST/CONSULT TODAY!'. Below this text are two buttons: 'BOOK - AUSTIN' and 'BOOK - CEDAR PARK'. A large yellow oval highlights the 'GAMEDAY MEN'S HEALTH' section. The word 'EXAMPLE*' is written in the bottom right corner of the advertisement area.

HOME ABOUT US WHERE2FIT EVENTS AFCTV SPOTLIGHT FIND A TRAINER FIT JOBS DONATE MORE

WHERE2FIT

FIND THE BEST GYMS, RECOVERY CENTERS, TRAILS AND SO MUCH MORE!

WHERE2RUN WHERE2TRAIN WHERE2EAT

WHERE2RECOVER GYM OF THE MONTH

GAMEDAY
MEN'S HEALTH

BOOK A FREE TESTOSTERONE TEST/CONSULT TODAY!

BOOK - AUSTIN BOOK - CEDAR PARK

EXAMPLE*

Price: \$500.00

In The Community

MEDIA SHOOT

MOST POPULAR

- THE AFC TEAM WILL COME IN AND SHOOT ENTIRE HIGHLIGHT OF YOU, YOUR FACILITY AND/OR PRODUCT.
- VIDEO WILL BE POSTED ON ALL SOCIAL MEDIA PLATFORMS, ADDED TO OUR WEBSITE & MONTHLY NEWSLETTER.
- AFC TEAM WILL SEND OVER ALL THE RAW FOOTAGE AND PICTURES FOR YOUR OWN FUTURE CONTENT CREATION.

INDOOR & OUTDOOR DRONES!

HD CAMERAS!

In The Community



IRON FORGE GYM

Austin
FITNESS
COMMUNITY

43.3K

AFC Media Price: \$1,000.00

NEWSLETTER AD FEATURE

- Highlighted in AFC Monthly Newsletter Email.

(Optional) We encourage the addition of a discount or promo code to track conversion rate.

ANALYTICS

- **60,000+ SUBSCRIBERS**
- **99% DELIVERY RATE**
- **91% OPEN RATE**
- **68% CLICK RATE**



Austin's Wellness Headquarters



BUY ONE GET ONE 50% OFF! USE CODE: AFC24



Austin's Wellness Headquarters

BUY ONE GET ONE 50% OFF! USE CODE AFC24



Peoples Rx Wellness Headquarters, a family-owned business, has been a local favorite since 1980! Offering expert guidance from over 150 wellness, pharmacy, and compounding specialists, Peoples features an impressive variety of professionally vetted wellness products, a state-of-the-art compounding lab, as well as gluten-free foods, juices, local groceries, and chef-prepared meals from the best locally-owned Austin businesses.

[USE CODE: AFC24 BELOW](#)

CHECK OUT PEOPLES RX TODAY

NEWSLETTER EXAMPLE

Price: \$250.00

BUSINESS AD FEATURE

- Individual Post on our Instagram, Facebook, and X.
(Posted as a collaborator with you to Increase Engagement)
- Instagram/Facebook story post with a link attachment that is a direct link to your site or preferred link.
- Highlighted in AFC Monthly Newsletter Email.
- (Optional) We encourage the addition of a discount or promo code to track conversion rate.

FEATURES ARE IMAGES ONLY – NOT VIDEO FEATURES



NEWSLETTER EXAMPLE



SOCIAL MEDIA EXAMPLE

Price: \$350.00

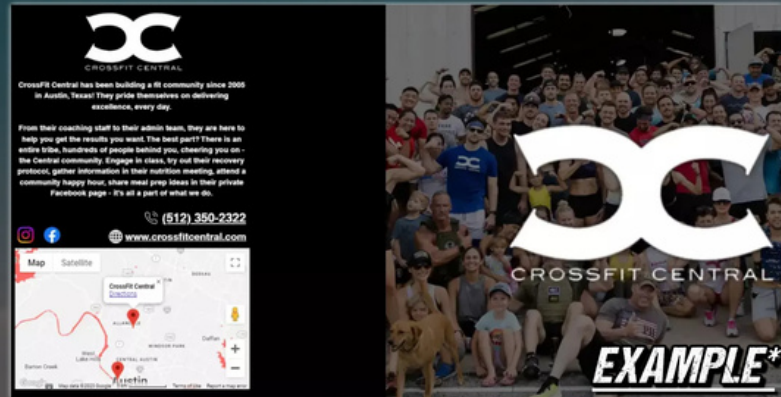
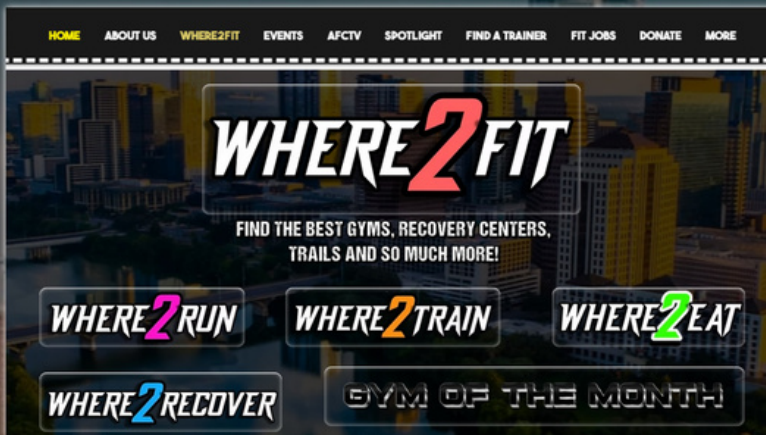
"GYM OF THE MONTH" FEATURE

(ONLY APPLICABLE FOR FITNESS STUDIOS)

(AVAILABILITY LIMITED)

- Individual Highlight of Your Facility
- Advertisement is Active the Entire Month That You Choose.
- Instagram/Facebook story post with a link attachment that is a direct link to your site or preferred link.

Homepage Example*



OPTIONS

Website Only (Includes Social Media Story):	\$500.00
Website Feature + Social Media Post:	\$750.00
Website + "In The Community" Media Feature:	\$1,200.00
Website + "In The Community" + Media Interview Feature:	\$1,500.00

FOR ALL MEDIA FEATURES, WE FILM & EDIT BOTH VERTICALLY AND HORIZONTALLY FOR SOCIAL MEDIA AND WEBSITE PURPOSES. ALL FOOTAGE SHOT WILL BE UPLOADED TO A DROPBOX AND SENT TO YOU FOR YOUR OWN FUTURE USE AS WELL.

NEW!

CONSULTING PARTNERSHIP

***NEW TO AUSTIN? STRUGGLING TO GET BUSINESS?
JUST STARTING OUT AND NOT SURE WHERE TO GO?***

***FAST TRACK YOUR INVOLVEMENT INTO THE
AUSTIN FITNESS COMMUNITY!***

We're your all-in-one solution for breaking into Austin's thriving fitness scene. Our hands-on approach saves you time and delivers results fast through:

- **STRATEGIC NETWORKING:** Connect with key players in Austin's fitness community.
- **MEDIA & ADVERTISING:** Amplify your brand with tailored media development and targeted campaigns.
- **GRAPHIC DESIGN SUPPORT:** Stand out with professional, eye-catching visuals.
- **COMPREHENSIVE MEDIA KIT:** Access our full suite of tools to elevate your presence.

WE'RE MORE THAN CONSULTANTS - WE'RE YOUR PARTNERS IN NAVIGATING & CONQUERING THE AUSTIN FITNESS & HEALTH MARKET, SO YOU CAN FOCUS ON WHAT YOU DO BEST!

Price: NEGOTIABLE

PRICE VARIES ON SERVICES REQUIRED

AFC PODCAST SPONSOR



AVAILABLE ON:



Sponsorship Packages

10 EPISODES: \$1,500

15 EPISODES: \$2,500

20 EPISODES: \$3,500

30 EPISODES: \$5,000

ADDITIONAL PERKS

30 sec - 90sec CUSTOMIZED & DETAILED VIDEO ADVERTISEMENT ON EACH EPISODE PROMOTING YOUR COMPANY. EXAMPLE ON NEXT SLIDE

NO VENDOR FEES FOR ANY FUTURE AUSTIN FITNESS COMMUNITY PRESENTED EVENTS. (Does not include partnered events, must be specifically an Austin Fitness Community presented event, etc.)

BUSINESS LINKS IN BIO OF EACH EPISODE. (Promotional Code Encouraged)

A Non-Compete will be in place for ads/sponsors of the Austin Fitness Community Podcast.

If a sponsor assist in booking a special guest for the show, we will run their ad prior to the opening credits of the episode

FREQUENTLY ASKED QUESTIONS

CAN WE TRADE PRODUCTS OR SERVICES FOR THESE SERVICES?

- **AT THIS TIME, WE ARE NOT ACCEPTING ANY TRADES OF PRODUCTS OR SERVICES.**

WHAT SETS AFC APART FROM OTHER SIMILAR COMPANIES?

- **AUSTIN FITNESS COMMUNITY STANDS OUT BECAUSE WE'RE DEEPLY INVOLVED IN EVERY DEMOGRAPHIC OF HEALTH, WELLNESS, AND FITNESS. WE OFFER AN UNPARALLELED VARIETY OF OPTIONS, INCLUDING EVENTS, MEDIA, INFORMATIONAL SERVICES, AND MORE.**

WHO IS THE PRIMARY AUDIENCE OF AFC?

- **WE ATTRACT ALL FITNESS DEMOGRAPHICS OF ALL AGES. OUR PLATFORM CONNECTS ENTHUSIASTS FROM EVERY CORNER OF HEALTH AND WELLNESS, OFFERING EVENTS, MEDIA, & RESOURCES THAT CATER TO A WIDE RANGE OF INTERESTS AND GOALS.**

ARE DISCOUNTED BUNDLE OPTIONS AVAILABLE IF WE WANTED TO CHOOSE MULTIPLE OPTIONS?

- **YES WE DO! INQUIRE TO LEARN MORE AND DISCUSS OPTIONS!**





**GET STARTED
TODAY!**

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