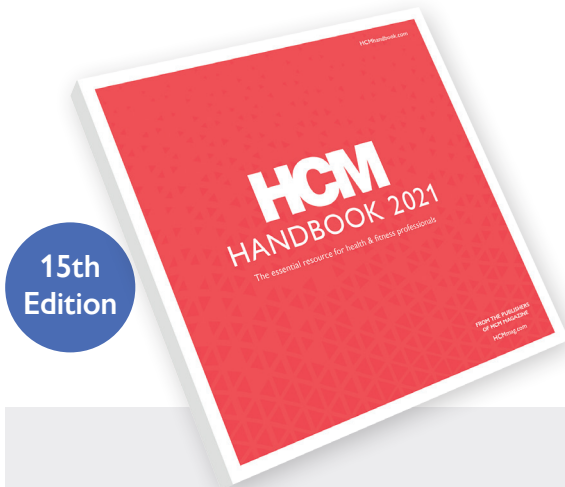


# HCM

## HANDBOOK 2021



15th  
Edition

### Inside the HCM Handbook

- Industry insight and analysis
- Fitness trends and foresight
- Research round-up
- Project profiles
- Who's who
  - Private sector operators
  - Public sector operators
  - Industry organisations
- Listings of suppliers:
  - A-Z Index listing
  - Phone book
  - Web address book
- Company profiles sharing key service and product information, product images, key contacts plus a headshot and client testimonial

Don't miss the opportunity to be featured in the industry's annual reference guide. The HCM Handbook is used by decision-makers to access key information and guide buying decisions

### Handbook content to engage buyers & decision-makers

The annual HCM Handbook is the only global guide and reference tool for the sector and is used by fitness operators, investors, policy-makers and suppliers. It's available in digital, print and online

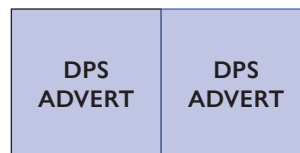
### Choose your promotions for the 2021 HCM Handbook

#### Company Profile DPS

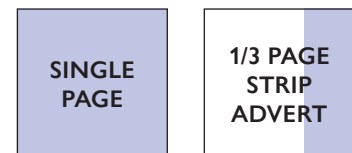


Profiles available at Gold, Silver and Bronze rates (below). Silver and Gold include a full page advertorial about you, plus a facing page advertisement

#### Additional HCM Handbook marketing options



- DPS (inside cover): £1,800
- DPS (inside): £1,500



- Single page advert: £1,045
- 1/3 vertical strip advert: £495

#### HCM Handbook Sponsorship £5,976 (full rate £10,650)

- Your logo on the cover
- DPS (inside cover) advert
- Logo on welcome page
- Gold Company Profile
- Large Square web advert on HCM Handbook website

Please contact Jan Williams for more information:

Tel +44 (0)1462 471909 Email [janwilliams@leisuremedia.com](mailto:janwilliams@leisuremedia.com)

See below for booking options and prices...

# HCM

## Company Profiles

## HCM Company Profiles give year-round exposure

**NEW!**

These high-impact, high-value promotions are designed to form the bedrock of your marketing campaign

	CHOOSE YOUR PACKAGE		
	BRONZE	SILVER	GOLD
<b>Booking includes</b>	Online Profile and HCM Handbook index listing	Online Profile, HCM Handbook Profile and Index listing	Online Profile, HCM Handbook Profile and Index listing
<b>Online profile status</b>	Standard web page	Standard web page	Page domination
<b>PROFILE ELEMENTS</b>			
Contact details	✓	✓	✓
Background	✓	✓	✓
Key personnel	✓	✓	✓
Product/service briefing	✓	✓	✓
Key customers	✓	✓	✓
Key contact photo	✓	✓	✓
Client testimonials	One	One	One
<b>ONLINE EXTRAS</b>			
Extra client testimonials	X	One	Two
Photographs	X	Two	Three
Case studies	X	Two	Three
Video	X	Two	Three
Leaderboard on mobile when your profile appears	X	X	✓
Search topper on Company Profile search	X	X	✓
Large Square online advert on your profile	X	X	✓
Your content from Leisure Media sites on your profile	X	X	✓
Rates (+ VAT)	£150/month or one payment of £1,710	£200/month or one payment of £2,280	£250/month or one payment of £2,850
<b>ONLINE EXTRAS</b>			
Upgrade. Add your profile to the Fit Tech website as well	£50/month + VAT	£75/month + VAT	£100/month + VAT
Profile on Fit Tech website only	£150/month + VAT	£200/month + VAT	£250/month + VAT
If you book a Leaderboard, this will appear on your profile on desktop	£700/month + VAT	£700/month + VAT	£700/month + VAT

**To book your promotion, please contact Jan Williams:**

**Tel +44 (0)1462 471909 Email [janwilliams@leisuremedia.com](mailto:janwilliams@leisuremedia.com)**