

HCM

HANDBOOK 2024-2025



18th
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 2024-2025 HCM Handbook

Company Profile DPS

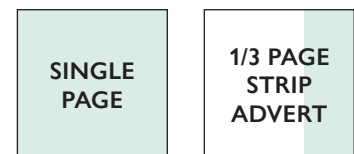


Profiles available at Gold, Silver and Bronze rates (below). Silver and Gold include a full page advertorial about you, plus a facing page advertisement

Additional HCM Handbook marketing options



- DPS (inside cover): £1,980
- DPS (inside): £1,650



- Single page advert: £1,149
- 1/3 vertical strip advert: £544

HCM Handbook Sponsorship £6,573 (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

To book your promotion, please contact Jan Williams:

Tel +44 (0)1462 471909 Email janwilliams@leisuremedia.com

The HCM Handbook will be available to purchase at £54+p&p per copy.
All content will be available online at www.HCMhandbook.com All rates are plus VAT

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
Booking includes	Online Profile and HCM Handbook index listing	Online Profile, HCM Handbook Profile and Index listing	Online Profile, HCM Handbook Profile and Index listing
Online profile status	Standard web page	Standard web page	Page domination
PROFILE ELEMENTS			
Contact details	✓	✓	✓
Background	✓	✓	✓
Key personnel	✓	✓	✓
Product/service briefing	✓	✓	✓
Key customers	✓	✓	✓
Key contact photo	✓	✓	✓
Client testimonials	One	One	One
ONLINE EXTRAS			
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
ONLINE EXTRAS			
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

Please contact [Jan Williams](#) for more information:

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