

# HCM

HANDBOOK 2026-2027

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

#### Annual Company Profile

##### Platinum, Gold and Silver Profiles

include a full page profile and a facing page advertisement in the HCM

Handbook, as well as an annual profile on the HCM website.

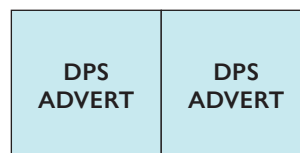
**Platinum and Gold Profiles** also include unlimited press release posts on the HCM website, with press releases rotating onto the HCM ezine.

**Platinum Profiles** include two full page adverts in HCM issues of your choice.

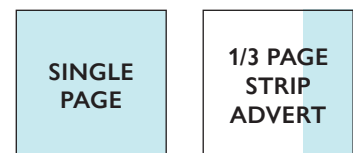
**Bronze Profiles** include a full page profile and a facing page advertisement in the HCM Handbook.



#### 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 bookmark

Rate is £2,900, plus bookmark must be supplied ready for attachment.

#### HCM Handbook Product showcase

125 word advertorial and picture in the Product Innovations section: £400

#### HCM Handbook Sponsorship

- Your logo on the cover
- Large Square web advert on HCM Handbook website
- DPS (inside cover) advert
- Rate is £6,573
- Gold Company Profile



### 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

To book your promotion, please contact Jan Williams:  
Tel +44 (0)1462 471909 Email [janwilliams@leisuremedia.com](mailto: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](http://www.HCMhandbook.com) All rates are plus VAT

# HCM

## Company Profiles

## HCM Company Profiles give year-round exposure

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

	CHOOSE YOUR PACKAGE			
	BRONZE	SILVER	GOLD	PLATINUM
<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	Online Profile, HCM Handbook Profile and Index listing
<b>Online profile status</b>	Standard web page	Standard web page	Page domination	Page domination
<b>PROFILE ELEMENTS</b>				
Contact details	✓	✓	✓	✓
Background	✓	✓	✓	✓
Key personnel	✓	✓	✓	✓
Product/service briefing	✓	✓	✓	✓
Key customers	✓	✓	✓	✓
Key contact photo	✓	✓	✓	✓
Client testimonials	One	One	One	One
Full page advert in HCM magazine	X	X	X	Two
<b>ONLINE EXTRAS</b>				
Extra client testimonials	X	One	Two	Two
Photographs	X	Two	Three	Three
Case studies	X	Two	Three	Three
Video	X	Two	Three	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	✓	✓	✓
Rates (+ VAT)	£160/month or one payment of £1,800	£200/month or one payment of £2,280	£250/month or one payment of £2,850	£510/month or one payment of £6,120
<b>ONLINE EXTRAS</b>				
Upgrade. Add your profile to the Fit Tech website as well	£50/month + VAT	£75/month + VAT	£100/month + VAT	£100/month + VAT
Profile on Fit Tech website only	£150/month + VAT	£200/month + VAT	£250/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	£700/month + VAT

Please contact Jan Williams for more information:

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