

*Austin*  
**FITNESS  
COMMUNITY**

The logo consists of a white silhouette of the Austin skyline, including the UT Tower, positioned above a white barbell. A white five-pointed star is centered below the barbell. The entire graphic is set against a background of a city skyline with a bridge in the foreground.

**2025**

**ADVERTISEMENT MEDIA KIT**

**[WWW.AUSTINFITNESSCOMMUNITY.COM](http://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!**

**IN ADDITION TO BEING THE LARGEST FITNESS CONGLOMERATE, WE ARE ALSO THE CO-FOUNDERS/OWNERS OF THE 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**



# 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 navigation bar includes links for HOME, ABOUT US, WHERE2FIT, EVENTS, AFCTV, SPOTLIGHT, FIND A TRAINER, FIT JOBS, DONATE, and MORE. The main content area features the 'WHERE2FIT' logo in white and red, with the tagline 'FIND THE BEST GYMS, RECOVERY CENTERS, TRAILS AND SO MUCH MORE!'. Below the logo are five buttons: 'WHERE2RUN' (pink), 'WHERE2TRAIN' (orange), 'WHERE2EAT' (green), 'WHERE2RECOVER' (blue), and 'GYM OF THE MONTH'. A large yellow oval highlights a 'GAMEDAY MEN'S HEALTH' advertisement. This ad features the text 'GAMEDAY MEN'S HEALTH' in white, flanked by laurel wreaths, with the tagline 'BOOK A FREE TESTOSTERONE TEST/CONSULT TODAY!'. Below this are two buttons: 'BOOK - AUSTIN' and 'BOOK - CEDAR PARK'. The word 'EXAMPLE\*' is written in white, slanted text at the bottom right of the highlighted area.

**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 UNEDITED FOOTAGE AND PICTURES FOR YOUR OWN FUTURE USE.

**WE ARE ALSO OFFERING A DISCOUNTED RATE IF A COMPANY WISHES TO SUBMIT THEIR OWN COMPLETED VIDEO INSTEAD**

In The Community



IRON FORGE GYM

Austin  
FITNESS  
COMMUNITY

43.3K

**AFC Media Price: \$1,000.00**

**Submission Price: \$500.00**

# 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**

**PEOPLES Rx**  
Austin's Wellness Headquarters

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

**PEOPLES Rx**  
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\***

3810 **MIP MEAL PROZ**

**\*SOCIAL MEDIA EXAMPLE\***

austinfitnesscommunity  
Austin, Texas

#SmallBusinessSaturday Today's goes to: @mealproz

Meet Meal Proz!! Meal Proz creates healthy, pre-packaged meals perfect for the "on the go" person wanting to eat healthy that doesn't have the time or knowledge for meal prep. Meal Proz offers many different options to help you adopt a clean eating lifestyle, whether it's for the day, for the week or just a few meals here and there. Meal Proz delivers as well!!!

Give @mealproz a follow!!

View insights

Boost post

Liked by thejoshjob and 137 others

August 27, 2022

Add a comment...

Post

**Price: \$350.00**

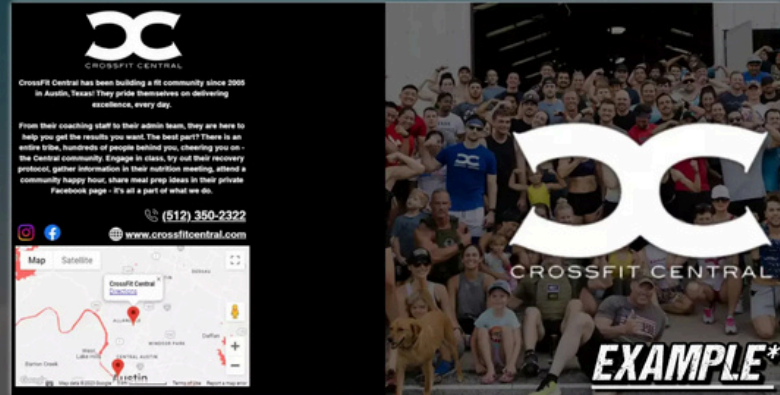
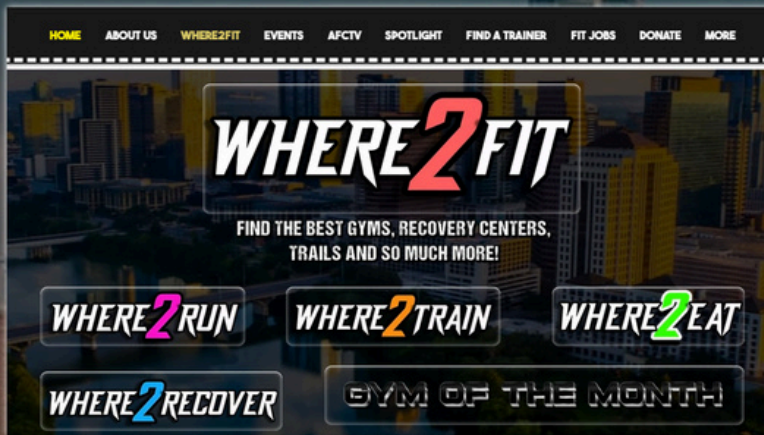
# "GYM OF THE MONTH" FEATURE

**(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:	\$1,000.00
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.\***

# AFC PODCAST SPONSOR



AVAILABLE ON:





# Sponsorship Packages

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**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.**

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\*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!**

Austin Fitness Community  
821 GRAND AVE PKWY #300  
PFLUGERVILLE, TX 78660

[www.AustinFitnessCommunity.com](http://www.AustinFitnessCommunity.com)