



AH AUSTRALIAN FITNESS & HEALTH

Preferred Supplier 2025



Hello there!

Australian Fitness & Health (AFH) is a consultancy-based company bridging the gap between suppliers and the health and fitness sector.

With increased initiatives and funding to this sector, including preventive health and sports funding, decision-makers at health centres, gyms, and sports facilities must have access to accurate information and resources. Our *Australian Fitness & Health Resource Guide* is specifically designed to ensure this, connecting reputable suppliers with industry decision-makers.

Our primary mission is to inform these decision-makers of the latest products, services, and information to help them effectively utilise

funding and improve service delivery. We carefully vet reputable companies to present as preferred suppliers.

Our concept is to help assist and improve the fitness and health sector as a whole whilst always having our clients at the forefront of mind, ensuring you capitalise on exposure to this target market.

Australian Fitness & Health provides a platform for your marketing campaign, allowing you to communicate your message, build targeted brand awareness, generate a return on investment, and enable customers to reach you easily.

Australian Health & Aged Care provides you with a unique, targeted, and niche audience and platform – essential for the growth of your business.

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AH | AUSTRALIAN FITNESS & HEALTH

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Funding

The Australian Government's commitment to fostering a healthier nation is through its strategic allocation of funds. With a focus on promoting well-being and active lifestyles, the Government has channelled resources into various sectors, including sports and preventive initiatives.

\$478 million for preventive and public health research.

Read more here: https://www.health.gov.au/sites/default/files/documents/2022/04/budget-2022-23-stakeholder-pack_0.pdf#page-14

\$303.5 million in new MFF grants and funding opportunities to assist researchers around the country in tackling health problems including dementia, the well-being of Indigenous mother and their babies, and cancer.

https://www.health.gov.au/sites/default/files/documents/2022/04/budget-2022-23-stakeholder-pack_0.pdf#page-14

\$30.1 million to continue delivering the Strategy with a focus on increasing physical activity and improving nutrition (the National Preventative Health Strategy 2021-2030).

https://www.health.gov.au/sites/default/files/documents/2022/04/budget-2022-23-stakeholder-pack_0.pdf

\$2.1 million Funding is being provided to advance the rights of women and girls, and broader human rights objectives, and for a talent and development program that will increase the number of female coaches, officials and administrators from grassroots through to the elite level.

<https://www.futurenow.org.au/current-news/federal-budget-2023-24-overview>

\$10.7 million to maximise social, social, economic and sporting outcomes from the green and gold decades of major sporting events and leveraging significant legacy initiatives.

https://www.health.gov.au/sites/default/files/documents/2022/04/budget-2022-23-stakeholder-pack_0.pdf#page-14

Over **\$191.6 million** is being delivered through the Play Our Way program to boost participation of women and girls in sport and physical activity. The funding supports upgraded facilities, equipment, and inclusive programs, with projects selected for their community impact, value for money, and alignment with the program's goals.

<https://www.health.gov.au/our-work/play-our-way-program>

Audience

Key purchasers and decision-makers, including, Owners, General Managers, Fitness Directors, Franchise Managers and Personal Trainers.

 Sports centres
(6,011)

 Health centres
(2,925)

 Gyms
(5,853)



Total Facilities 14,789

Total Contacts 44,367

PLATINUM

What's included in your campaign:

POSITIONS

Click for examples

[INSIDE FRONT COVER](#)

[PAGE ONE](#)

[FACING FOREWORD](#)

[FACING CONTENTS](#)

[FACING ASSOCIATIONS](#)

[INSIDE BACK COVER](#)

[OUTSIDE BACK COVER](#)

RATES

\$14,950 + GST (12 Month)

FULL PAGE PLATINUM POSITION

Your full-page advertisement will occupy one of our six exclusive prime positions, **allowing you to choose the perfect spot** for maximum visibility and impact.

WEB BANNER

Throughout your campaign, your brand will be **prominently displayed with a captivating website banner** on the Australian Fitness and Health website.

CERTIFIED PREFERRED SUPPLIER BADGE

You will be provided with an exclusive certified preferred supplier badge, which you can proudly display on your website and email signatures. This badge signifies your status as an **Australian Fitness & Health** certified supplier, enhancing your credibility and allowing you to leverage our organisation's reputation.

FULL PAGE AD + FULL PAGE ADVERTORIAL

You'll receive both a **full-page advertisement and a compelling advertorial, showcased side by side** in the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your target market.

VIDEO INTEGRATION

You have the option to include a video of your choice. This will be integrated into your advertisement, providing you with the opportunity to creatively showcase what you do.

SOCIAL MEDIA

As part of your campaign, you'll receive five social media sponsored ads through Meta (Facebook/Messenger/Instagram). Each ad runs for one week, targeting your market. Statistics will be provided at the campaign's end.

HYPERLINKS

Your advertisement will **feature strategically embedded direct links designed to drive targeted traffic** to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly guide potential customers to explore and engage with your brand across multiple platforms.

REPORTING

Every **three months** during your campaign, you will receive a comprehensive proof of performance report. This report will provide key metrics including website views, eBook visitors, readership, EDM opens, EDM clicks, as well as social media impressions and clicks. Stay informed and gain valuable insights into the reach and impact of your campaign.

MONTHLY NEWSLETTERS

We will contact you each month for the duration of your campaign (12 or 24 months) with the option to update your online newsletter. This will be linked directly from your feature in the ebook and will also be featured on our website. This gives you the opportunity to update your audience with anything new or relevant. Your updated newsletter will then be promoted alongside other gold / platinum clients on a monthly EDM to the entire database.

EXHIBITION/ PARTNERSHIP

We partner with AusFitness Expo, Australasia's largest annual fitness exhibition. As part of our collaboration, we will promote your company by distributing hard and digital copies of AFH's resource guide to both attendees and exhibitors through visitor bags, networking lounges and cafe areas. Additionally, your company logo will be prominently featured in our promotional video at the stand.

~~FRONT COVER EXCLUSIVE~~

Currently available
Enquire to join our shortlist:

Front cover is available by **invite only** & includes four additional pages (placement of your choice).

[ENQUIRE HERE](#)

ANNUAL RELEASE: OCTOBER

POSITIONS & RATES:

Click for examples

FULL PAGE (2 Pages)

Double page advert +
Double page advertorial

\$9,750 + GST (12 Month)

HYBRID (2 Pages)

3/4 page advert +
1/4 page advertorial

\$9,750 + GST (12 Month)

ADVERTISEMENT + EQUAL ADVERTORIAL

As part of your package, you'll receive your chosen advertisement (full-page or double-page spread) accompanied by equal advertorial. These engaging elements will be showcased side by side in both the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your target market.

SOCIAL MEDIA

As part of your campaign, you'll receive five social media sponsored ads through Meta (Facebook/Messenger/Instagram). Each ad runs for one week, targeting your market. Statistics will be provided at the campaign's end.

REPORTING

Every three months during your campaign, you will receive a comprehensive proof of performance report. This report will provide key metrics including website views, eBook visitors, readership, EDM opens, EDM clicks, as well as social media impressions and clicks. Stay informed and gain valuable insights into the reach and impact of your campaign.

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HYPERLINKS

Your advertisement will feature strategically embedded direct links designed to drive targeted traffic to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly guide potential customers to explore and engage with your brand across multiple platforms.

CERTIFIED PREFERRED SUPPLIER BADGE

You will be provided with an exclusive certified preferred supplier badge, which you can proudly display on your website and email signatures. This badge signifies your status as an **Australian Fitness & Health** certified supplier, enhancing your credibility and allowing you to leverage our organisation's reputation.

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Upgrade your **paid social media ad campaign**

Leverage Australian Fitness & Health's trusted name and boost your results with target driven sponsored ads that grab attention, drive sales and generate more leads by reaching a broader audience.

TIER 1

5 MONTH
SPONSORED AD
CAMPAIGN

\$9,950 + GST
(\$1,990 per month)

SCHEDULED

December, February,
April, June & August

TIER 2

1 FULL YEAR
SPONSORED AD
CAMPAIGN

\$19,750 + GST
(\$1,795 per month)

SCHEDULED

Every month

*Dates are fixed to your specific Preferred Supplier campaign and aren't subject to change.