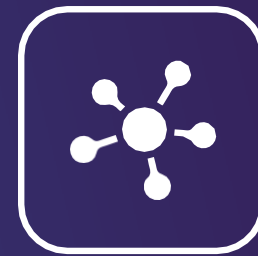




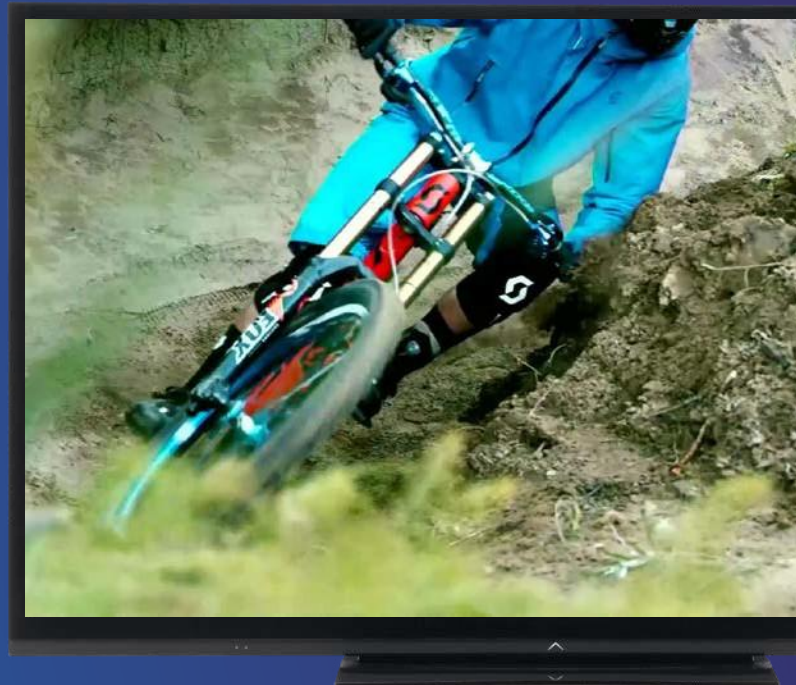
MEDIA DATA 2025



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS



#1 DIGITAL MEDIA NETWORK FOR SPORTS/FITNESS & HEALTH



▶ **PLAY**

SCAN & WATCH



**ECLECTIC TV
ENTERTAINMENT:**
Entertainment & Fashion
Extreme Sports & Adventure
Travel & Nature

We offer advertisers high-quality content spaces where your advert will be seen and appreciated



PERFORMANCE DATA

| | TOTAL | | | | STANDARD LOCATIONS (e.g. CLEVER FIT, EASYFITNESS, WELLYOUFFITNESS, MCFIT) | | | | PREMIUM LOCATIONS (e.g. XTRAFIT, JOHN REED) | | | |
|-------------|------------|-----------|----------|------------|--|----------|----------|-----------|--|----------|----------|-----------|
| PERFORMANCE | DEU | AUT | CH | D-A-CH | DEU | AUT | CH | D-A-CH | DEU | AUT | CH | D-A-CH |
| Contacts* | 110,1 Mio. | 11,0 Mio. | 2,8 Mio. | 123,9 Mio. | 85,6 Mio. | 6,9 Mio. | 1,8 Mio. | 94,3 Mio. | 24,5 Mio. | 4,1 Mio. | 1,0 Mio. | 29,6 Mio. |
| TV-Screens | 4.871 | 440 | 195 | 5.506 | 3.760 | 278 | 129 | 1.965 | 1.132 | 162 | 66 | 1.360 |
| LED-Walls | 21 | - | - | 21 | - | - | - | - | 21 | - | - | 21 |
| Screensaver | 878 | - | - | 878 | - | - | - | - | 878 | - | - | 878 |
| Locations | 1.112 | 66 | 23 | 1.201 | 824 | 61 | 14 | 899 | 288 | 24 | 9 | 321 |

*Contacts = gross advertising contacts per month and campaign

- Pinpoint play-out via location and parameter filters
- Playout from Monday - Sunday 18/7

STANDARD LOCATIONS

feature a variety of equipment in a modern training environment.

- Modern studio inventory
- Broad target group, from middle-class to opinion leaders, pupils and students - Reasonable prices
- Lively promotional atmosphere

PREMIUM LOCATIONS

offer additional wellness services (saunas, massages, etc.) or therapy options, in areas with high purchasing power.

- Higher purchasing power
- Very attractive location (big city)
- Additional services in the studios (wellness, own therapist)
- Selected target group: middle-class, Decision-makers and high earners
- High-tech studio inventory
- Calming and stress-free advertising atmosphere

airtango STUDIOPARTNER

We have **5,500 screens at 1,200 locations in DACH, with 124 million gross advertising contacts***

Advertisers can place their own advertising message here.

Our inventory includes these gym chains:



*per month and campaign



PRICES - SPORTS, FITNESS & HEALTH CLUBS

DIRECT BOOKINGS **DE / AT**

Basic studios
with up to 5 TV screens

350 € per month

Basic studios
with at least 6 TV screens

525 € per month
(excl. McFit, John Reed)

Studios with LED wall

€525 per month
(excl. McFit, John Reed)

McFit Studios

720 € per month

John Reed Studios

960 € per month

Minimum term 1 month

CH all above prices plus 25% surcharge!

There is a service fee per order
estimated at €199 plus VAT



PRICES - SPORTS, FITNESS & HEALTH CLUBS

PROGRAMMATIC BOOKINGS

BASIC PRICE **DE / AT** FOR PROGRAMMATIC BOOKINGS VIA SSP:

SSP1(OTG), Broadsign, Hivestack **12 € TKP**

SURCHARGES AS FOLLOWS

| | |
|---|--------|
| Cities / ZIP code targeting <small>(metropolitan areas)</small> | 1,50 € |
| Age-based targeting | 1,50 € |
| Individual lesson targeting | 1,50 € |
| Weather targeting | 1,50 € |
| Premium Clubs (Xtrafit, John Reed) | 3,00 € |

CH Basic price plus 25% surcharge!



PRICES - SPORTS, FITNESS & HEALTH CLUBS

SONDERWERBEFORMEN **DE / AT**

| | |
|---|--------------|
| Screensaver | 5,00 €* |
| Display Ad*** | 0,01 €** |
| Display Ad animiert*** | 0,02 €** |
| National Raffles | 4.999 € |
| Regional Raffles | 1.499€ |
| (Extreme) Weather / UV / Pollen count/presenting | Upon request |

*Price per screensaver per month

**Price per display

***Not available at the McFit & John Reed Studios

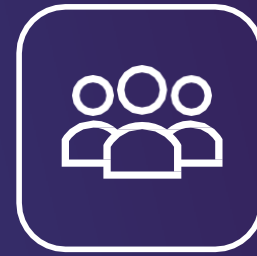
CH all above prices plus 25% surcharge!

There is a service fee per order
estimated at €199 plus VAT



TECHNICAL SPECIFICATIONS

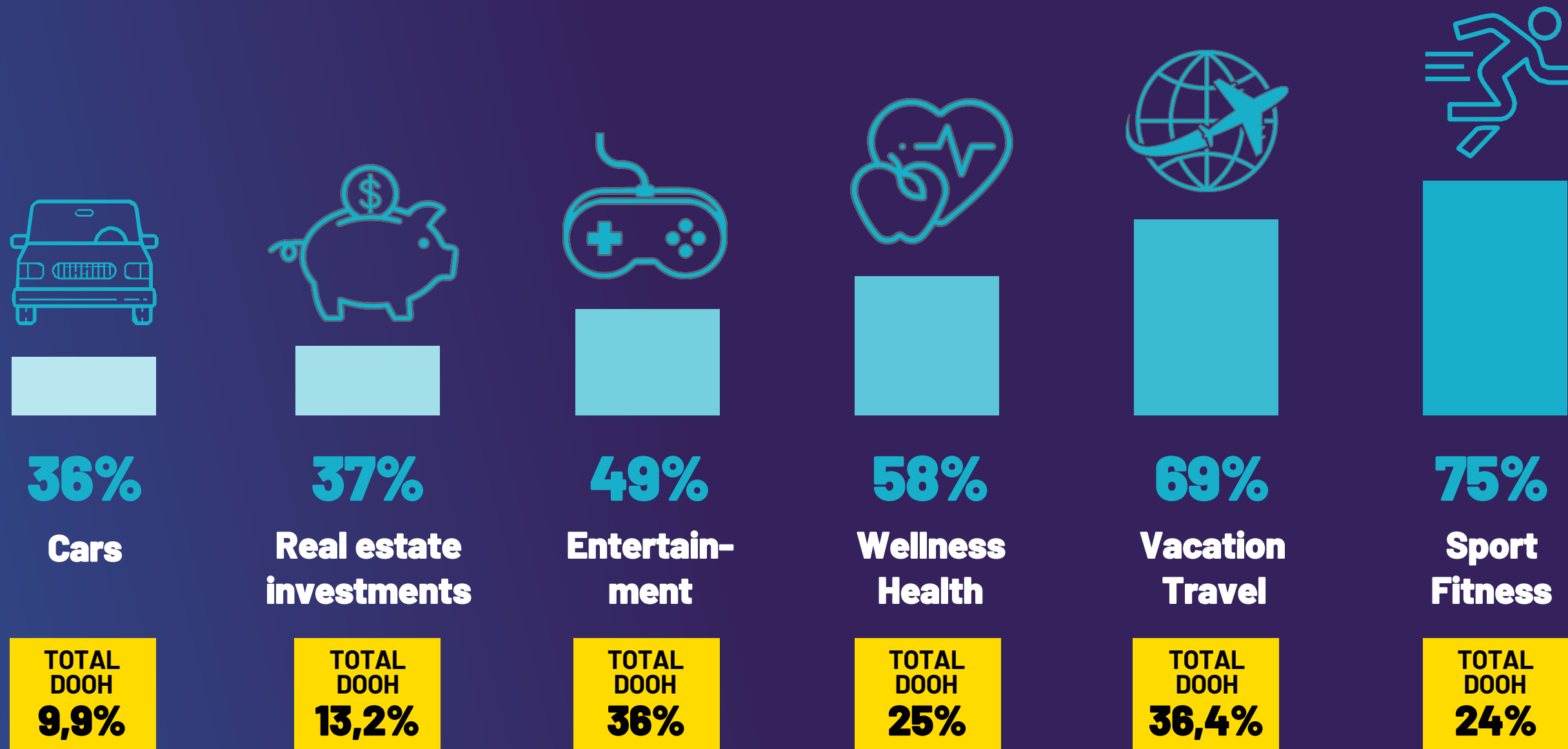
| TYPES OF ADVERTISING | TECHNICAL SPECIFICATIONS | |
|--|---|---|
| TV SCREEN VIDEO CLIP LED WALL VIDEO CLIP RAFFLES VIDEO CLIP | FILE FORMAT RESOLUTION FRAMERATE CLIP LENGTH PRODUCTION DELIVERY | MPEG-4 (Codec H.264) 1,920 X 1,080 (ASPECT RATIO 16:9) 25 fps Standard: 10 sec. overlengths up to max. 30 sec. soundless - transitions not in black or white 5 working days before start of broadcasting |
| TV DISPLAY ADS BANNER | FILE FORMAT RESOLUTION DELIVERY | JPEG, PNG 3000 x 426 5 days before broadcast begins |
| CARDIO EQUIPMENT SCREENSAVER | FILE FORMAT ASPECT | JPG, PNG 1.920 x 1.080 (aspect ratio 16:9) |



AREAS OF INTEREST

SPORTS, FITNESS AND HEALTH CLUBS

Members of sports, fitness and health clubs show up to three and a half times higher interest in the listed categories than the total population D-A-CH!



**Sources: [https://de.statista.com](https://de.statista.com;);
PPS 2019/20 DMI; Topic Interests/ Results December 2019 (WTK/
Gross: Shares in %); Entertainment forms average of music, events, PC, photo, film media, gaming.



SUSTAINABILITY

ENVIRONMENTALLY FRIENDLY



SUSTAINABILITY is TODAY'S main TOPIC and that is exactly why advertising via DOOH is what will keep your CO2 footprint as low as possible, something today's customers highly appreciate!

DOOH <9qm | 5
DOOH <2qm | 6

OOH 8/1 GZ | 14
OOH CLP | 36
OOH ML | 51
OOH GF | 87

Radio | 69

Online Audio | 20
Online Display | 372
Online Bewegtbild | 688

TV linear | 828
ATV | 921

Zeitung Nordisch³⁾ | 9.851
Zeitschrift | 8.168

DOOH

The most environmentally friendly advertising medium
Intermedia comparison of CO2 emissions per 1000 contacts in grams based on the publicly available Green GRP calculator.

¹⁾ Bei Verwendung von Ökostrom ³⁾ Nordisches Format: Bsp.: FAZ, Bild
²⁾ Green GRP Online Rechner (Stand Mai 2023) unter Annahme üblicher Kontakt-/Auflagenrelationen sowie üblicher Spottlängen (20s für TV, ATV, Online Bewegtbild & Online Audio, 10s für DOOH) und Anzeigenformate (Zeitschrift 1/1, Zeitung 1/2) im Rahmen von Werbekampagnen; OOH Umrechnung Anzahl Werbeflächen in Kontakte gem. SID 4.5



VIDEOCLIPS ON TV-SCREENS

(also programmatically bookable*)



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS





**PREMIUM
ADVERTISING**

VIDEOCLIPS ON LED WALLS

(can also be booked programmatically*)



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS





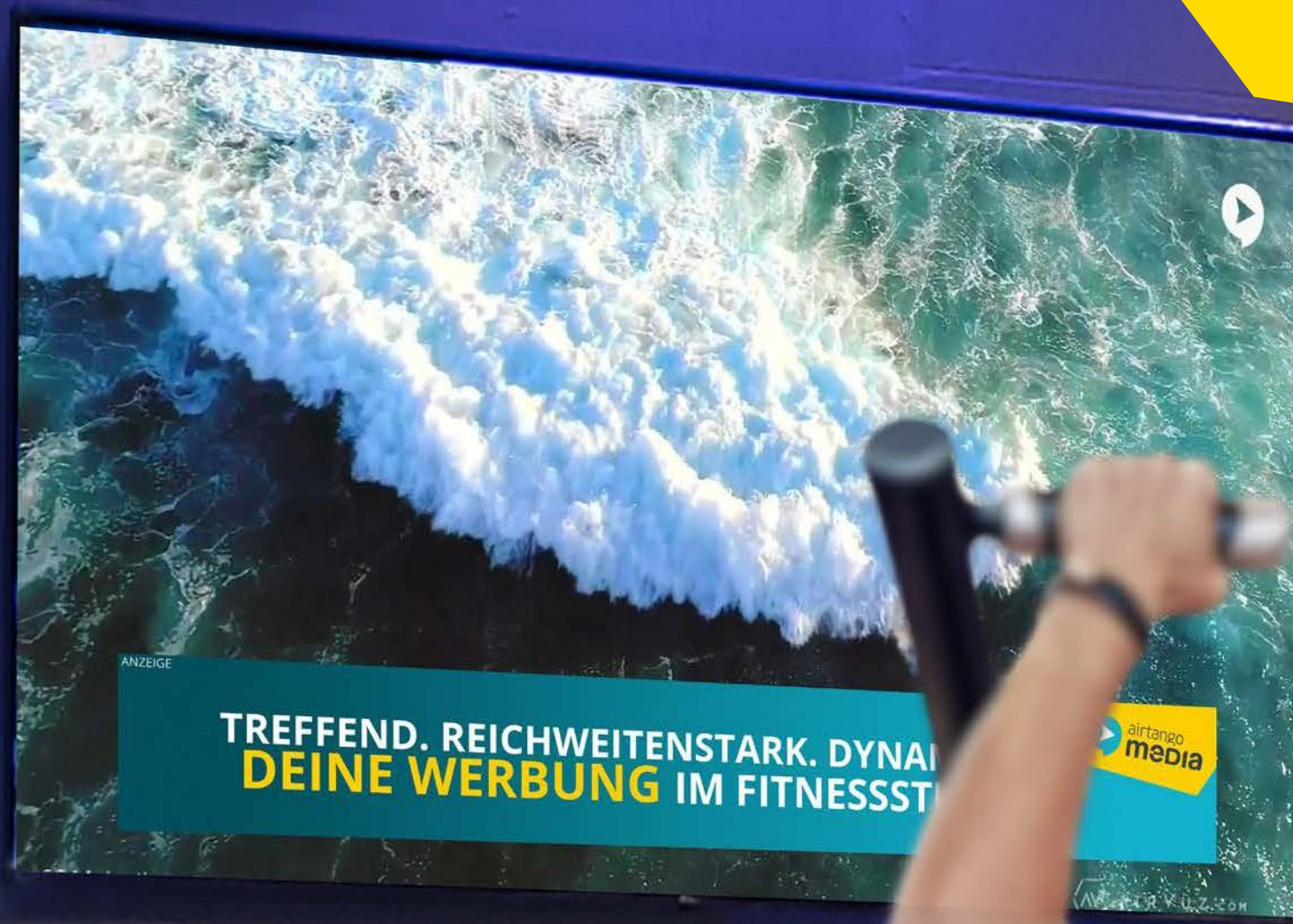
**CLASSIC
ADVERTISING**

DISPLAY ADS ON TV-SCREENS

(advertising banner)



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS





**SPECIAL
ADVERTISING**

DISPLAY-ADVERTISING IN CARDIOPARK

(screensaver / still images)



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS



**SPECIAL
ADVERTISING**

WEATHER PRESENTING



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS





**SPECIAL
ADVERTISING**

AIRTANGO EVENTS CROSS-MEDIA RAFFLES



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS





EXTERNAL
INVENTORY

VIDEOCLIPS ACADEMY & UNIVERSITY



INSTORE TV - DOOH
SPORTS-, FITNESS- AND
HEALTH CLUBS



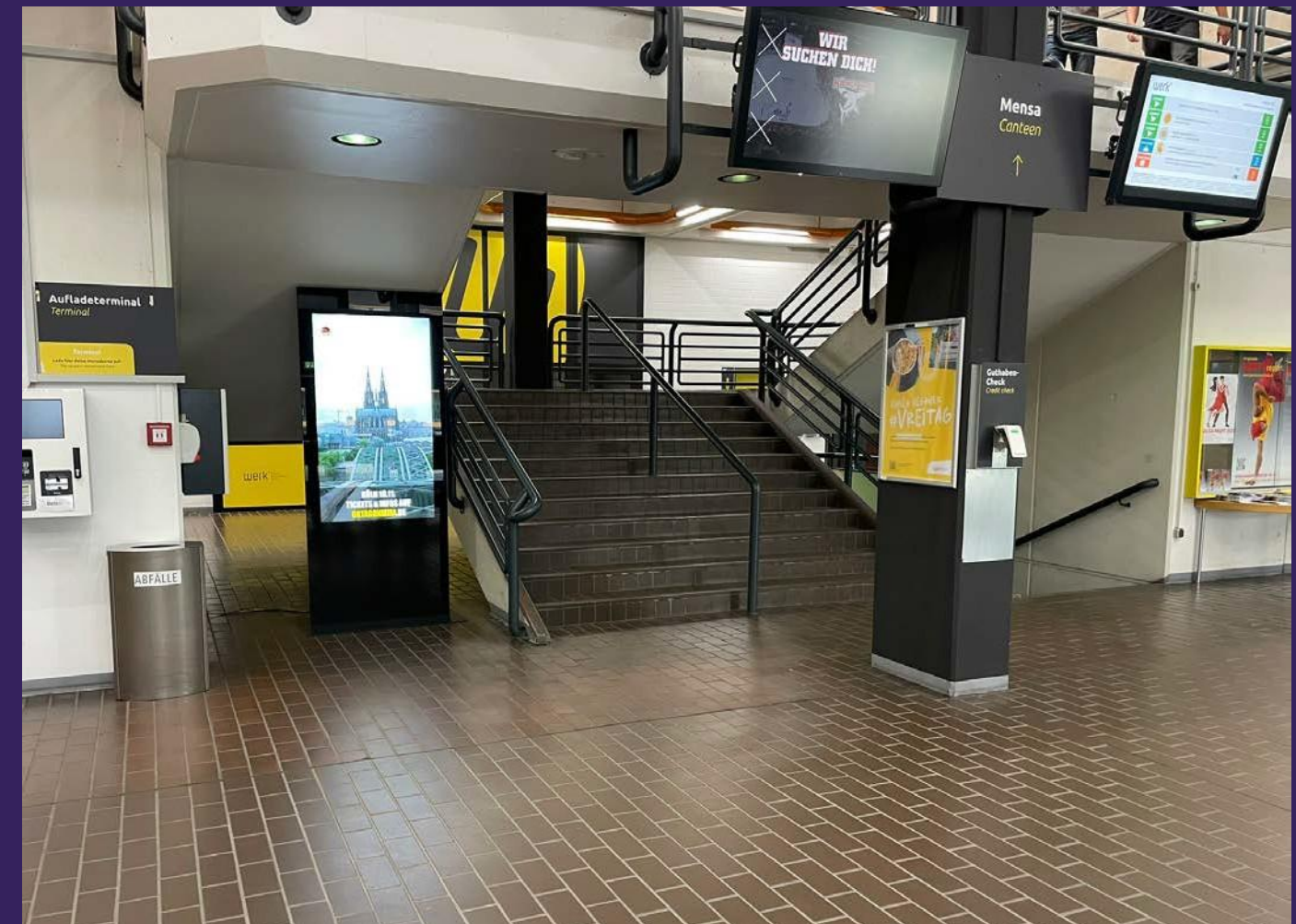


PERFORMANCE DATA UNIVERSITY & ACADEMY

GERMANY ONLY

| | |
|------------------|-------------|
| CONTACTS | 19 M |
| LOCATIONS | 100 |
| SCREENS | 550 |

- Various formats:
Info touchpoint, TV-Screens (16:9, 9:16)
- Point of Interests: Entrance hall, canteen etc.
- Infotainment for students on screens





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GERMANY

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WERBUNG@AIRTANGO.COM

WWW.AIRTANGO.COM

ADVERTISING MATERIAL DELIVERY
PLEASE TO:

DISPOSITION@AIRTANGO.COM

TECHNICAL HOTLINE:

[07954 - 4759 89-9](tel:07954-4759899)

TERMS AND CONDITIONS

CAN BE VIEWED AT:

WWW.AIRTANGO.COM



MATTHIAS PRADL
MANAGING DIRECTOR



CONSTANTIN LENHART
PRODUCT MANAGER



SAMUEL ENZINGER
SALES MANAGER



BEHROUS NABIPOUR
BUSINESS DEVELOPMENT /
PROJECT MANAGER



NIKI LEPSCHY
MEDIA PLANNER