

# Running and Fitness



**Publication Date:**  
Date, 20<sup>th</sup> September 2015

Australians are passionate to upkeep their name as one of the fittest and most active countries in the world. From a leisurely stroll to the more competitive half marathon, Australians have made a name for themselves as a country infatuated with running and fitness.

Whether our readers will be starting a new fitness program, researching sporting fads or maybe want advice on how to shed the last few winter pounds, ensure that your business is front of mind as they make these decisions and advertise in this special feature.

Publishing in The Age's M on the 20th September 2015, a great opportunity not to be missed.

## Why Advertise?

- 56% (278,000) Sunday Age readers are concerned about their weight.
- Close to 9-in-10 (436,000) Sunday Age readers are taking steps to stay healthy in the future. Compared to other Victorians,
- Sunday Age readers are 67% more likely to be runners and participate in athletics, marathons and triathlons. Compared to other Victorians,
- Sunday Age readers are 31% more likely to have done Yoga/Pilates in the past month.
- 1-in-5 Sunday Age readers have played team sport in the past month.
- Close to 8-in-10 (387,000) Sunday Age readers have done some exercise (Gym, Swimming, running) in the past month.
- Sunday Age readers are 25% more likely to have used a Personal trainer or fitness program in the past week.
- Sunday Age readers are 20% more likely to use alternative health services and methods.
- Over 6-in-10 (314,000) Sunday Age readers indicate they make effort to get nutrition right in every meal.

## Deadlines

**Booking: Date 11<sup>th</sup> September 2015**  
**Material: Date 16<sup>th</sup> September 2015**

**For advertising enquires or more information, please contact:**  
**(03) 8667 1017**

*All space is subject to availability.  
Early bookings are highly recommended.*



Source: \*emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending March 2015, people 14+ only. Sunday Age L4W AV Base: VIC.

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