

REFINITION

NETWORK MEDIA GUIDE / HEALTH & FITNESS



REFINITION

DATA FRESH DAILY/ HEALTH & FITNESS NETWORK

SPEND LESS – SELL MORE – REPEAT OFTEN

REFINITION- The Health & Fitness Network

Refinition captures more fitness enthusiasts than any company in the US. Whether you are an online retailer, a fitness facility/franchise or want to penetrate the fitness arena and you want to know more about your customers or those of your competitors, we deliver just the active real people currently in the market.

ACTIONABLE – In Market Intenders

Encompassing **2,915** Last 12 months **8,976,695** Representing **35,500,000**



cycle bars & fitness facilities

unique qualified intenders

total visits

THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 300 million reachable consumers for your campaigns.

DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 3 feet.

Our health and fitness network identifies devices of real people at every cycling bar and fitness facility in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

UNDERSTAND MORE & DRIVE CONVERSION – Better Research, Refined Audience, Enhanced Results

ALL IN VS. OPT-IN – Wider Audience, Any Location, Just Real People