

2025 PLANNER PROFILES

Fitness



Grow Your Business WITH TOWN PLANNER

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A strong brand is invaluable as the battle for customers intensifies day by day. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also learned to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

"A brand is a story... that is always being told."

Scott Bedbury, A Brand World



Town Planner®
YOUR COMMUNITY CALENDAR



*Town Planner Advertiser
Since 2010*

We put you on display, everyday!

Fitness

2025 AD SAMPLES



TOWNPLANNER.COM

NCMCC

ENTERPRISE FITNESS

New Location in 2025
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FREE
3 DAY PASS
with this coupon

OPEN 24 HOURS

Celebrating 45 years
in 2025

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LAPLR

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Across from Home Depot Broussard
337.839.8277
Expires 12/31/24



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Private Infrared sauna sessions in a relaxing & welcoming environment.
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ONE WEEK of unlimited yoga
Hot Power or Vinyasa Flows,
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WHERE STRANGERS
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GREEN
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One Coupon per transaction.
Not valid with other coupons, discounts,
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Expires 12/31/25

MONROE AQUATICS AND FITNESS CENTER
We've got it all!

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NCMCC

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Pkwy

WISTR

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\$20 off
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Gold Cove Summer Membership

DOLPHINS COVE
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Sun Prairie
prairieathletic.com

Summer Memberships Valid 6/1-8/31
Not valid with other offers,
and only valid in May 2025



SCFAL

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North Myrtle Beach
Chiefs Summer
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**Train with coaches
and players!**

NORTH MYRTLE BEACH
COME OUT & PLAY!

**North Myrtle Beach Park
and Sports Complex**

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parks.nmb.us



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TO REDEEM SECOND CLASS**
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quality equipment, &
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ILPOD

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THE KAGE GYM
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Present this coupon at the
Madison Area YMCA
Welcome Center to redeem
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Limit one (1) per person for the
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madisonareaymca.org
PLANNER2025



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7
YEAR
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FEB 3 - MAR 2**

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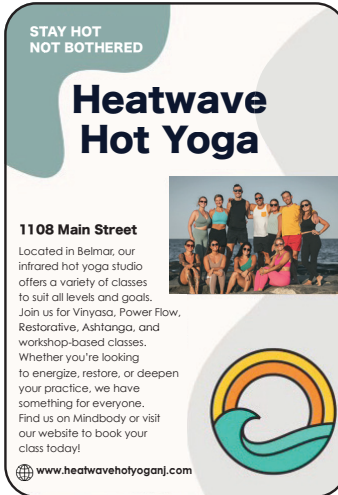
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NOT BOTHERED**

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Located in Belmar, our infrared hot yoga studio offers a variety of classes to suit all levels and goals. Join us for Vinyasa, Power Flow, Restorative, Ashtanga, and workshop-based classes. Whether you're looking to energize, restore, or deepen your practice, we have something for everyone. Find us on Mindbody or visit our website to book your class today!

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7
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**love that
strong
feeling**

for the feeling

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OHBRY

AQUA-TOTS  **SWIM SCHOOL
BEAVERCREEK**

**NOW
ENROLLING**
(937) 200-1120




NCMCC



Parkinson's Ride
2/24/25
at 9am
704-708-8452

NCMCC

ENTERPRISE FITNESS

Open 24 Hours

NEW LOCATION
620 West Roosevelt Blvd
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enterpriseworkout.com

NCMCC

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Registration Opening Soon 704-282-4680

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GET 14-DAYS FREE
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