

planner profiles

fitness

in 2013 there are 71 fitness sponsors

"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

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 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 come 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.



See The 2013 Ad Samples Book For Additional Ads

Sponsor since 1998

**Complimentary
One Week Pass**
"We will help you get started!"



METROWEST YMCA
(508) 879-4420
www.metrowestymca.org


Not valid in 2012
Valid only from February 1 to
December 31, 2013

Tour of facility is required before
access. Some restrictions apply, one
per person. May not be combined
with any other offer.

Sponsor since 2007

**INTRODUCING
DIET+
EXERCISE+
MOTIVATION.**

With Curves Complete, you can
lose up to 20 lbs. of body fat and
20 inches in just 90 days.



**TRY IT FOR
ONE WEEK
FREE!**

curves.com

603-579-6996
14-A Broad St., Unit 3
Nashua, NH, 03064
curvesofnashua@comcast.net

Sponsor since 2007

**\$0
ENROLLMENT**
WITH COUPON
MONTHLY DUES APPLY

 **Peoplefit**
Supportive Fitness for Healthy Living

Physical Therapy Evaluation
Included With Membership

**"Supportive Fitness
for Healthy Living"**

Owned & Operated by Physical Therapists

**237 Lexington St
Woburn • 781-932-9332
www.peoplefit.net**

Not Valid With Any Other Offer • Expires 1/31/13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Metrowest YMCA	MADRU	1998
Rye YMCA	NYHOE	1998
Every Body Fitness - Pilates	MAWIN	2004
Holmes Fitness Specialists	PAWEA	2005
Ken Combs Running Store	KYAUS	2005
Louisville Athletic Club	KYAUS	2005
YMCA	PAWEA	2005
Fiore Pilates, Inc.	NYHOE	2006
Scholl's Bicycle Center	PADEB	2006
Curves (Nashua)	NHSPE	2007
People Fit	MAWIN	2007
KILOMETERS	CTSUS	2008
Mentor Heisley Racquet Club	OHSIE	2008
Anytime Fitness	TNRHO	2009
Fitness Together	NYHOE	2009
Total Fitness of Columbus	INCHE	2009
Anytime Fitness	LAGRE	2010
Max Muscle	SCFER	2010
Prairie Athletic Club	WISTR	2010
426 Fitness, LLC	RICEL	2011
Ally Fitness	TNRHO	2011
Anytime Fitness	MDNEL	2011
Burn Personal Training Studio	NYHOE	2011
Enterprise Fitness	NCMCC	2011
Fitness Together	MNDYN	2011
Greensburg-Decatur County YMCA	INCHE	2011
ITALIAN CENTER OF STAMFORD	CTSUS	2011
LA Boxing	NYHOE	2011
Paramount Martial Arts Center	PAFIO	2011
Siskey YMCA	NCMCC	2011
William & Marie Carls Family	MIGOR	2011
Anytime Fitness	LAPLR	2012

Sponsor since 2010

**TWO
20-MINUTE
WORKOUTS PER WEEK**
...INSPIRING RESULTS

4 FREE SESSIONS
CALL TO TRY OUR PROVEN
APPROACH FOR FREE

First time clients only. One promotion per person.

TheExerciseCoach
862 S. Milwaukee Avenue
Libertyville//847.680.3761
www.exercisecoach.com

"I'm very happy to report that we had a number of prospects call as a result of our ad in the Town Planner, and one of them has become a "raving fan" client. The calendar has produced more than I expected, and we're only one third of the way through the year!"

**Kevin Coleman, Owner
The Exercise Coach**

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 1998

the Y[®] RYE Y CAMP
Ages 3's to teens

REGISTER NOW! www.ryeycamp.org
914-967-6363

Sponsor since 2009

FIRST MONTH FREE
With 1 Year Agreement
New members only. With coupon. Offer Expires 2/15/13

TOTAL FITNESS
OF COLUMBUS, INDIANA



TotalFitnessofColumbus.net
3075 Middle Rd • Columbus
812.373.9992

Sponsor since 2005

FREE VISIT
Free visit for individual or family with this coupon!
Some restrictions apply. Not valid with other offers. Expires 12.31.13

the Y[®] YMCA

West Shore Branch
FINANCIAL AID AVAILABLE
410 Fallowfield Rd,
Camp Hill • 737-YMCA
ymcagharrisburg.org

TOWN PLANNER[®]
Your Community Calendar[™]

... the best location for your ad