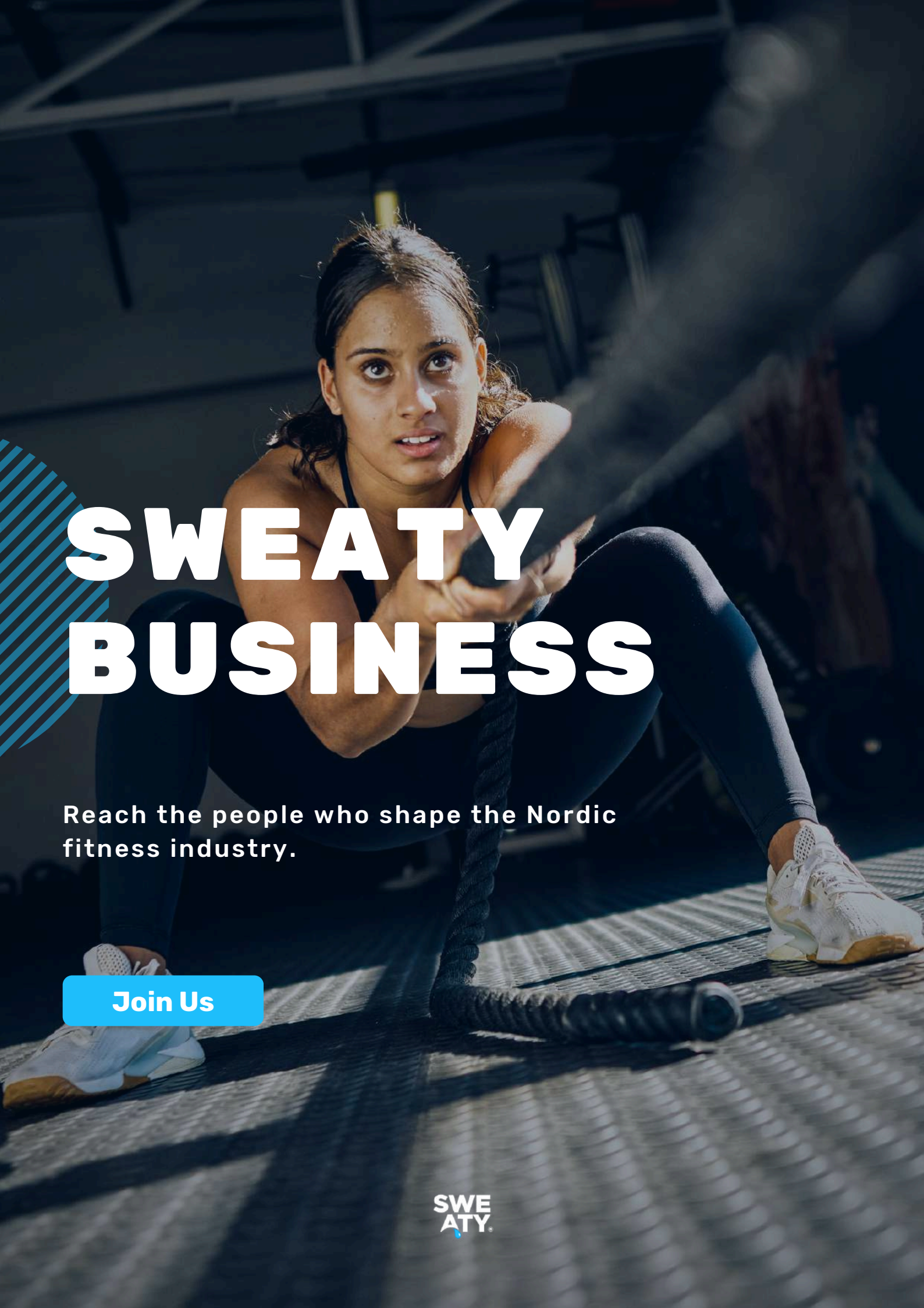




# SWEATY BUSINESS

Reach the people who shape the Nordic  
fitness industry.

[Join Us](#)

SWE  
ATY.

# Who we are

**The leading independent media platform for the Nordic fitness industry.**

Sweaty Business is the leading independent B2B media platform dedicated to the fitness and wellness industry.

Every day, we help thousands of professionals stay informed through trusted journalism, industry insights, interviews, podcasts, newsletters and social media.

Our mission is simple:

**To strengthen the fitness industry by connecting people, ideas and businesses.**

For our readers, we provide valuable editorial content.

For our partners, we provide meaningful access to one of the industry's most engaged professional audiences.

# Why partner with Sweaty Business?

## **Reach the right audience**

Decision-makers, gym owners, operators, buyers and fitness professionals.

## **Build trust**

Appear alongside independent editorial content trusted by the industry.

## **Stay top of mind**

Maintain continuous visibility where the industry follows news, trends and innovation.

## **Flexible opportunities**

From ongoing partnerships to individual campaigns.

# Our audience



## The people behind the fitness industry

Sweaty Business reaches professionals across every part of the fitness ecosystem.

- CEOs • Gym owners • Club managers • Buyers • HR & People
- Personal Trainers • Group Exercise Instructors • Suppliers
- Consultants • Investors • Entrepreneurs

## Audience Snapshot

**10 000** monthly website visits

**+1 800** newsletter subscribers. 55-60 % open rate.

**5 000** podcast downloads every month

**3 000** LinkedIn page followers

**3 000** Instagram followers

**850** Facebook followers

# Our ecosystem



## **One audience. Multiple touchpoints.**

Partners can reach our audience across an integrated media ecosystem.

- Website
- Newsletter
- Podcast
- LinkedIn
- Instagram
- Facebook

# Partnerships

Choose the partnership that best fits your goals.

# BRAND Partner

**Best for companies focused on brand awareness.**

Brand Partner is our entry-level partnership for companies looking to build long-term visibility and strengthen their brand among decision-makers in the fitness and wellness industry.

The partnership provides continuous exposure across Sweaty Business' digital channels and includes two editorial features per year, highlighting your company, initiatives, or news through credible, journalistic content. It is a simple and effective way to stay visible, build trust, and remain relevant throughout the year.

## Included

- ✓ Clickable logo on the Brand Partners page
- ✓ Link to any landing page
- ✓ Logo in every newsletter
- ✓ Continuous brand visibility
- ✓ Two editorial features per year
- ✓ Official Brand Partner of Sweaty Business

## Investment

SEK 1 495 / month

# CONTENT

## Partner

**Best for companies that want to educate, inspire and stay visible.**

Designed for companies that want to do more than build awareness by actively contributing valuable insights to the industry. In addition to the benefits of a Brand Partner, this partnership includes regular thought leadership content, expert articles, interviews, and other editorial collaborations that position your company as a trusted voice within the fitness and wellness sector.

It's ideal for organizations looking to educate, inspire, and engage the market while strengthening their brand credibility.

Everything included in Brand Partner, plus:

- ✓ One editorial article per month
- ✓ Distribution via website, newsletter and social media channels
- ✓ Newsletter logo exposure
- ✓ Social media distribution
- ✓ Company profile in supplier directory

### **Investment**

SEK 3 495 / month



# STRATEGIC Partner

## **Maximum visibility across the Sweaty Business ecosystem.**

Our most comprehensive partnership, created for organizations that want to play an active role in shaping the future of the fitness and wellness industry. Strategic Partners work closely with Sweaty Business on tailored initiatives, campaigns, events, podcasts, research, and other strategic collaborations designed to maximize visibility, thought leadership, and business impact.

This partnership is built around long-term collaboration and shared ambitions, offering the highest level of exposure and influence throughout the year.

Everything included in Content Partner, plus:

- ✓ Up to four editorial articles per month
- ✓ Premium homepage partner placement
- ✓ Premium supplier directory placement
- ✓ Logo in every newsletter
- ✓ Highest visibility across the platform

## **Investment**

SEK 5 495 / month

# Compare our partnerships

|                             | <b>BRAND<br/>partner</b> | <b>CONTENT<br/>Partner</b> | <b>STRATEGIC<br/>Partner</b> |
|-----------------------------|--------------------------|----------------------------|------------------------------|
| Best for                    | Brand awareness          | Thought leadership         | Market Leadership            |
| Website partner page        | ✓                        | ✓                          | ✓ Premium                    |
| Website front page exposure | –                        | ✓                          | ✓ Premium                    |
| Newsletter logo             | ✓                        | ✓                          | ✓ Premium                    |
| Editorial Articles          | 2/year                   | 1/month                    | Up to 4/month                |
| Social media distribution   | –                        | ✓                          | ✓                            |
| Supplier Directory          | ✓                        | ✓                          | ✓ Premium                    |
| Investment                  | SEK<br>1 495/month       | SEK<br>3 495/month         | SEK<br>5 495/month           |

# Campaign Opportunities

## **Flexible campaigns.**

Sometimes an ongoing partnership isn't the right fit.

## **Available opportunities**

- Sponsored editorial content
- Job openings
- Podcast advertising

# Sweaty Business Podcast



## **The Nordic fitness industry's leading podcast.**

Since 2017, the Sweaty Business Podcast has featured in-depth conversations with founders, CEOs, researchers and innovators shaping the future of fitness.

### **Why advertise?**

- ✓ Highly engaged professional audience
- ✓ Average 5,000 downloads every month
- ✓ Long listening time
- ✓ Trusted editorial environment

### **Available opportunities**

Editorial Partner

Podcast Advertising

# Contact

**Let's build something together.**

Whether you're looking to increase brand awareness, generate leads or establish thought leadership, we'd love to discuss how Sweaty Business can help.

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