

Fact Sheet active life



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- ▶ PZN: 505149

For everything that's fun outdoors

active life is the magazine for everything that's fun outdoors. active life appeals to a young, active, predominantly female target group. active life readers enjoy sports, but especially sports activities outdoors. Whether running, biking, trekking – their free time, their weekends are dominated by energetic activity and active life is always right there with them, supplying sound tips and boosting motivation and enthusiasm.

But there's more to active life's all-inclusive take on fitness, such as a deliciously healthy diet, the latest trends in sport and outdoor fashion, tips on the right equipment and on living in harmony with nature, plus how to take perfect care of one's well-exercised body after sport. Here active life discloses the most pleasurable outdoor activities, reveals the top spots for active holidays, presents the best wellness tips and fascinates the reader with absorbing background articles.

active life appeals to people for whom sport, nature, health – in other words an active and conscious lifestyle – are important. Personal wellbeing is firmly anchored in the consciousness of this dynamic target group. They take a goal-oriented, self-reliant and assertive approach to work and leisure alike. They get a kick out of the versatility and variety in spending their leisure as they please, close to nature. Moreover active life readers are neither lone warriors nor out to achieve personal bests: they simply want to have fun doing sports with their friends.

ADVERTISING RATES 2011

Page fractions	Sizes* width x height TA: Type Area TS: Trim Size	4-c
	1/1 page TS: 215x280mm	€ 7,600
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All prices plus value-added tax. *Other sizes on request or please refer to www.mps-anzeigen.de

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