

# THN FITNESS

Hotel guests are always looking for ways to stay healthy and fit while away from home. THN Fitness brings them the tools they need to do just that. With yoga and aerobic classes, sports training, fitness tips and motivational advice from top trainers, advertisers that align with this innovative content will be sure to reach millions of engaged targets in a DVR-free environment.

## FITNESS SESSIONS



**10-MINUTE  
BUNS & THIGHS**



**HOTEL CORE  
CONDITIONING**



**RHYTHMIC STRETCH**



**HOTEL HIGH KNEES**



**10-MINUTE SEXY LEGS**

**FREEVIEWS VIDEO-ON-DEMAND** Become the exclusive sponsor of THN Fitness, featuring instructional full-length videos available to over 20 million guests per month. Sponsor assets include:

- Pre-Roll Ads
- Branded Menu Screens

Drive traffic with promotional elements including:

- Main Menu Rollover Graphic
- Banner Ads
- Branded Promotional Units

| THN DELIVERS THE FITNESS CATEGORY                  | A25-54 THN Index |
|----------------------------------------------------|------------------|
| HHI: 100K+                                         | 165              |
| Go to the gym 2+ times per week                    | 149              |
| Run/Jog on domestic vacation in the last 12 months | 191              |
| Visit a health spa/retreat in the last 12 months   | 195              |
| Do Aerobics 2+ times per week                      | 142              |
| Do Pilates once a week                             | 204              |
| Do Yoga once a week                                | 143              |

guest profile

How to read: Index of 165 = Adults 25-54 who stay in THN partner hotels are 65% more likely than the average Adult 25-54 to have a HH Income of \$100K+

Source: MRI, Doublebase 2008; THN VOD defined as adults who have stayed in Baymont Inn, Best Western, Comfort Inn, Courtyard Inn, Doubletree, Embassy Suites, Fairfield Inn, Four Seasons, Fairmont, Hampton Inn, Hilton, Hilton Garden Inn, Holiday Inn, Holiday Inn Express, Homewood Suites, Hyatt, La Quinta, Marriott, Radisson, Ramada Inn, Red Roof, Residence Inn, Ritz Carlton, Sheraton, W Hotel, Westin, Wyndam 1+ times in the last 12 months

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