



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Path to Fitness Success

Breaking down barriers to achieving fitness goals

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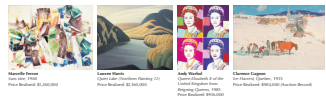
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As January approaches, many Canadians are looking for ways to kickstart their fitness journeys, but gym anxiety and misconceptions often hold them back. This special feature will explore how science-backed fitness programs and supportive communities are transforming the way people approach their health and wellness goals, making it easier to overcome barriers and find lasting motivation.

Proposed topic highlights:

The Science of Effective Workouts: How heart rate-based training and interval programs can maximize results for all fitness levels.

Overcoming Gym Anxiety: Strategies for building confidence in a fitness environment and overcoming common fears.

The Benefits of Group Fitness: Exploring how a strong community atmosphere encourages consistency and accountability.

New Year, New You: Setting achievable fitness goals and staying committed throughout the year.

Tracking Progress for Long-Term Success: The importance of monitoring personal metrics to optimize and sustain results.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – 5,958,000
Print Weekly Readers – 2,477,000 | Digital Weekly Readers – 4,722,000

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
December 6	January 17	January 25	December 6
January 6	February 7	February 15	January 6