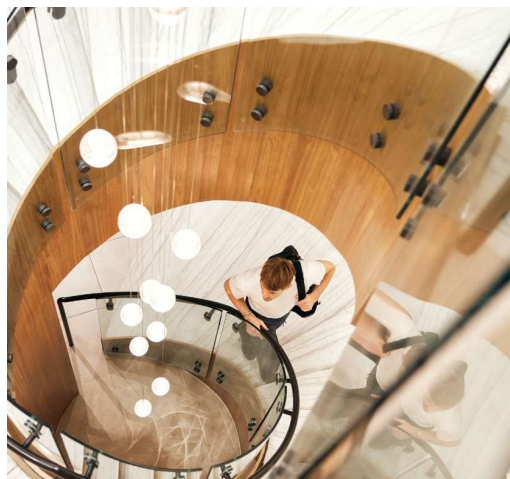


**LIFETIME**<sup>®</sup>  
HEALTHY WAY OF LIFE





# Meet Life Time

From the athletic resort to the great outdoors.

A healthy way of life has no limits — **and neither should movement.** Across the country, our dedicated community of **1.5M+** individuals and families are taking their fitness goals both **INSIDE** and **OUTSIDE.**

INSIDE our **170+** athletic country clubs, Life Time members are enjoying real, wholesome meals in the **LifeCafe**, hitting the court with **Life Time Pickleball**, and achieving peak performance through **Dynamic Personal Training.**

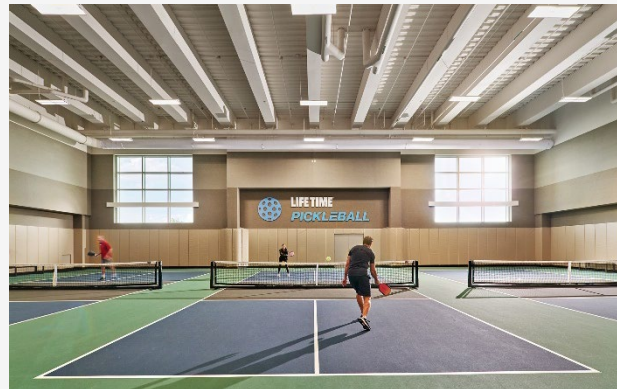
And that's just the beginning.

178

Destinations by EOY

1.5M+

Life Time Members





# Take It Outside

Changing lives through iconic experiences.

By definition, **movement can't be contained**. Movement drives us forward, pushes us beyond and sets us free.

Beyond the walls of Life Time athletic country clubs, our athletes are taking their movement goals **OUTSIDE** with our iconic **Life Time Athletic Events**. From the **stunning coastline** of California, up the **breathtaking mountains** of Colorado, and into the **Cycling Mecca** of the U.S. in Bentonville, Arkansas, Life Time hosts **best-in-class outdoor cycle & run experiences** in breathtaking locations.

Start somewhere, go anywhere with us.

28

Endurance Events

100K+

Event Participants



# OUR MEMBERS

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# Life Time Audience

**Affluent, healthy families and fitness pioneers.**

Life Time's people, places and programs empower an audience of affluent, family-focused community leaders and business innovators. Inspire, challenge and influence one of the largest health-driven, active lifestyle communities on the continent.

52%

Men

48%

Women

42

Median Age

\$146K

Avg. HHI

252K

Daily Life Time Visits

2.9

Avg. Family Size

86%

Married

80%

Home Ownership

58%

College Educated

212K+

Instagram Followers

631K+

Facebook Followers

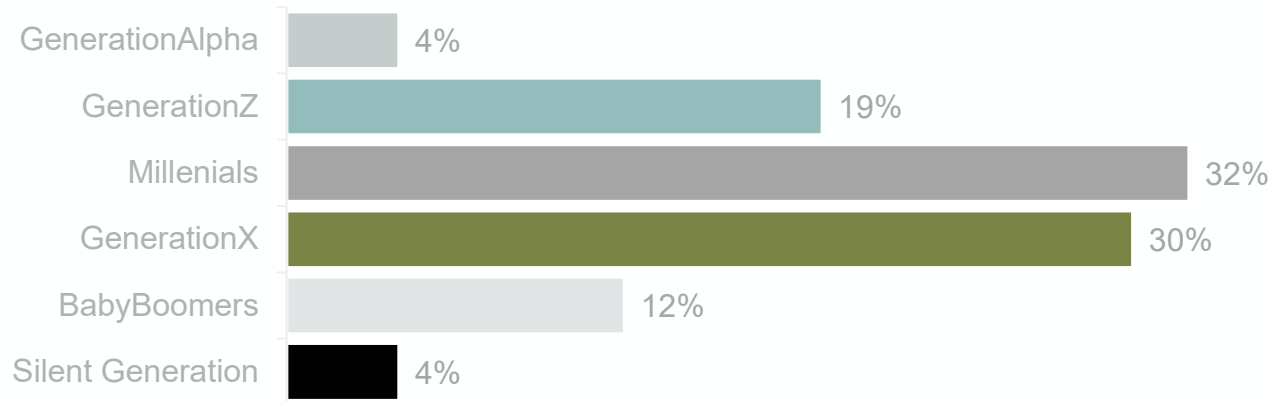
67K+

Twitter Followers

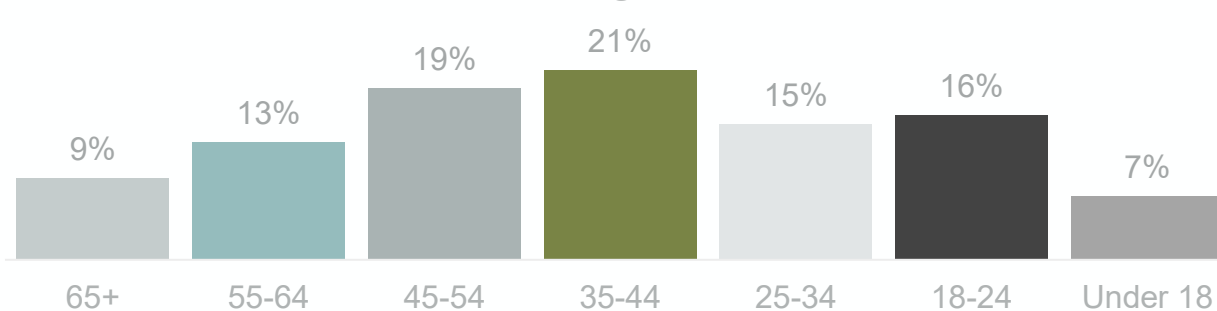
# Demographics

Life Time's people, places and programs empower an audience of affluent, family-focused community leaders and business innovators.

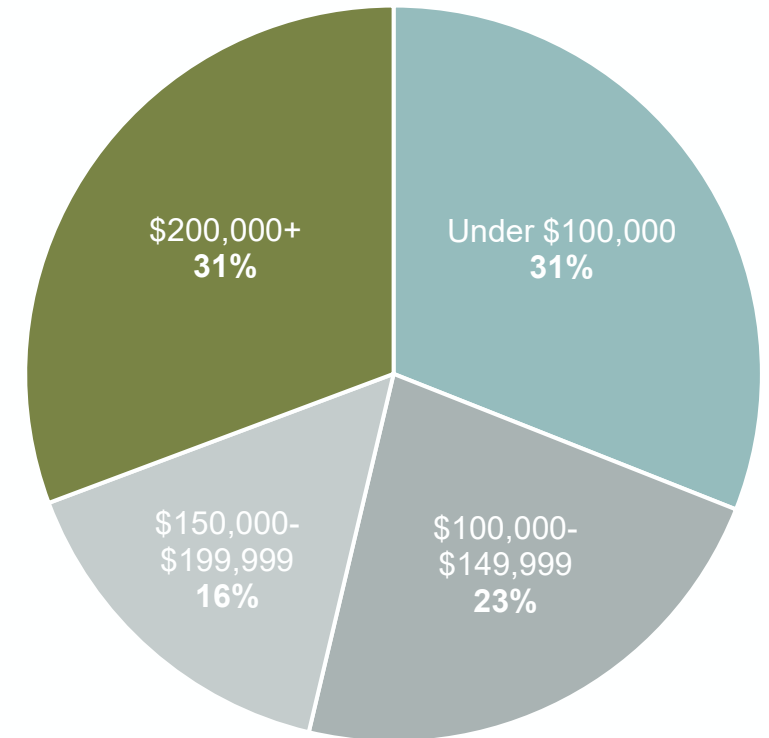
## Generation



## Age



## HHI







# OFFERINGS & PLATFORMS

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# LIFE TIME OFFERINGS

REACH | INFLUENCE | INTEGRATE | ACTIVATE | ENGAGEMENT | SEGMENT | ROI

Experiential  
Marketing

Out-Of-Home  
Advertising

Lifestyle Publishing

Custom  
Programming

Program Integration

Life Time Member  
Loyalty

Research &  
Measurement

Digital Reach

Life Time Foundation

Event Sponsorships

# Media Platforms

Engage Life Time influencers where they move, work and live.

**Life Time locations are lifestyle destinations.** Our members spend **90 minutes per visit** and frequent **one to three times per week** — working, unwinding and socializing beyond the average fitness routine. Through our in-house, turn-key, multi-channel media platforms, we can seamlessly integrate your brand into the affluent lives of 1.5 million uniquely engaged Life Time members.

**Digital Screens.** Leverage digital screens to engage members as they enter/exit their club or while they work up a sweat on the workout floor. Ads are displayed for 15 seconds every 12 minutes.

**Static Print.** Reach the right people at the right time through banners strategically placed in areas where Life Time members spend most of their time.

**Member Emails.** Integrate sponsored content into Life Time’s weekly Club Connection e-newsletters featuring destination happenings and member-specific content.



60+

Digital Screen Destinations  
*Entrance*

975K

Avg. Monthly Impressions  
*Entrance Screens*

165+

Digital Screen Destinations  
*Hallway & Workout Floor*

20.3M

Avg. Monthly Impressions  
*Hallway & Workout Floor Screens*

88

Print Banner Destinations

1.5M+

Member Email Distribution





# Communities of Passion

Life Time Healthy Way of Life Communities

Instructor seeding | Advanced audience targeting | Sponsored classes | Product & service integration

# Experiential Marketing

Align your brand with memorable fitness experiences.

Activate inside Life Time clubs and engage our community of influencers and innovators firsthand.

Through inventive activations like **class & program sponsorship**, **influencer seeding**, **pop-up shops** and **venue takeovers**, your brand can utilize unmatched direct access and branding opportunities within Life Time members' everyday lives. Introduce your brand's unique value at strategic in-club touchpoints and leave members with an unforgettable experience.





# Experience Life

Get on the same page with trusted healthy-living content.

**Print.** Life Time's award-winning magazine empowers readers to achieve their healthy-living goals by providing some of the most forward-thinking, well-researched coverage available. *Experience Life* readers make a point of reading every issue — prioritize your advertising where health and fitness enthusiasts prioritize their time.

**Digital.** *Experience Life*'s robust digital platforms allow for multi-touch point advertising, connecting you with our growing digital audience. Through digital content, display and banner ads, reach millions of health-motivated men and women where they are.



2.4M+

Total Readership

650K

Print Rate Base

5M

Monthly Impressions

# Life Time Athletic Events

**Because every goal deserves a finish line.**

From the sun-soaked shores of South Beach to the rugged trails of the Rocky Mountains, our iconic endurance experiences offer a diverse range of terrains and challenges to suit every fitness level.

Whether a seasoned athlete or just starting out, we provide an open, supportive and inclusive environment where athletes can push themselves to their limits and conquer their goals.

## **Partnership Opportunities:**

- On-site event branding
- Athlete communication
- Experience enhancements
- B2B & Hospitality
- Cause initiatives
- Product / service showcase
- Custom programming



100K+

Participants

54.9B+

2022 Media Impressions

28

Endurance Events





LIFE TIME  
**LEADVILLE  
TRAIL 100 RUN**  
PRESENTED BY LA SPORTIVA



LIFE TIME  
**SEA OTTER  
CLASSIC**



LIFE TIME  
**BIG SUGAR**  
GRAVEL

ICONIC EXPERIENCES ACROSS EVERY TERRAIN



LIFE TIME  
**MIAMI**  
MARATHON



GARMIN  
**UNBOUND**  
— GRAVEL —



LIFE TIME  
**CHICAGO**  
HALF MARATHON + 5K  
PRESENTED BY  
**HOKA**



# Life Time Run Events

From storied metropolitan cities to breathtaking mountain trails.

Event	Date	Race Distances	Location	Number of Participants	Expo Attendance	Race Day Attendance
Life Time Tropical 5K	Jan	5K	Miami, FL	3,000	-	6,000
Miami Marathon & Half Marathon	Jan	Marathon, Half	Miami, FL	18,000	36,000	36,000
305 Half Marathon and 5K	Mar	Half, 5K	Miami, FL	3,500	-	7,000
Chicago Spring Half Marathon	May	Half, 10K	Chicago, IL	7,500	-	15,000
Leadville Trail Marathon and Heavy Half	Jun	15.5 mi. 26.2 mi.	Leadville, CO	1,600	2,200	2,200
Leadville Run Camp	Jun	-	Leadville, CO	160	-	-
Silver Rush 50 RUN	Jul	50 mi.	Leadville, CO	675	-	900
Leadville Trail 10K Run	Aug	10K	Leadville, CO	550	-	750
Leadville Trail 100 RUN	Aug	100 mi.	Leadville, CO	1,050	2,000	2,500
Chicago Half Marathon	Sep	Half, 5K	Chicago, IL	12,000	15,600	24,000
Austin Rattler Run	Nov	10 mi., 20 mi., 50K	Burnet, TX	350	-	600
Turkey Trot Chicago	Nov	5K, 8K	Chicago, IL	7,600	-	15,200
Turkey Trot Miami	Nov	5K, 10K	Miami, FL	5,800	-	11,600

# Life Time Cycle Events

An unparalleled portfolio, revolutionizing off-road cycling.

Event	Date	Race Distances	Location	Number of Participants	Expo Attendance	Race Day Attendance
Unbound Gravel Training Camp	Mar	-	Emporia, KS	70	-	-
Sea Otter Classic	Apr	Multiple	Monterey, CA	8,000	75,000	75,000
UNBOUND Gravel	Jun	Multiple	Emporia, KS	3,800	7,000	8,000
Leadville MTB Camp	Jun	-	Leadville, CO	120	-	-
Lutsen 99er	Jun	Multiple	Lutsen, MN	2,000	3,500	4,000
Crusher in the Tushar	Jul	70 mi.	Beaver, UT	850	1,100	1,500
Silver Rush 50 MTB	Jul	50 mi.	Leadville, CO	675	-	900
Tahoe Trail	Jul	50K	Northstar, CA	450	-	700
Leadville Stage Race	Jul	100 mi.	Leadville, CO	315	-	500
Leadville Trail 100 MTB	Aug	100 mi.	Leadville, CO	1,950	4,500	3,200
Chequamegon MTB Festival	Sep	40 mi.	Cable, WI	3,300	3,900	5,000
The Rad Dirt Fest	Oct	40 mi., 65 mi., 120 mi.	Trinidad, CO	1,000	-	1,700
Little Sugar MTB	Oct	20K, 50K, 100K	Bentonville, AR	1,000	-	2,000
Big Sugar Gravel	Oct	50M, 100M	Bentonville, AR	1,000	3,000	3,000
Austin Rattler MTB	Nov	20M, 40M, 60M	Burnet, TX	650	-	1,200



# Life Time Grand Prix

**7 iconic events. 70 elite cyclists. One \$250,000 prize.**

With over 52 million riders taking to the roads and trails, cycling is rapidly gaining momentum in the United States – and the Life Time Grand Prix is pushing the pedals.

Each year, the Life Time Grand Prix attracts the world's top cyclists to compete for off-road cycling's largest prize on the country's toughest courses.

As the newest, most highly sought-after series in cycling, the Life Time Grand Prix presents partners with one-of-a-kind opportunities to engage, connect with and inspire this influential community of athletes. Establish yourself as a leader in your industry by positioning your brand at the forefront of this cycling revolution.



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**30.4B**

2022 Media Impressions  
*Series Wide*

**70K**

Pro Athletes

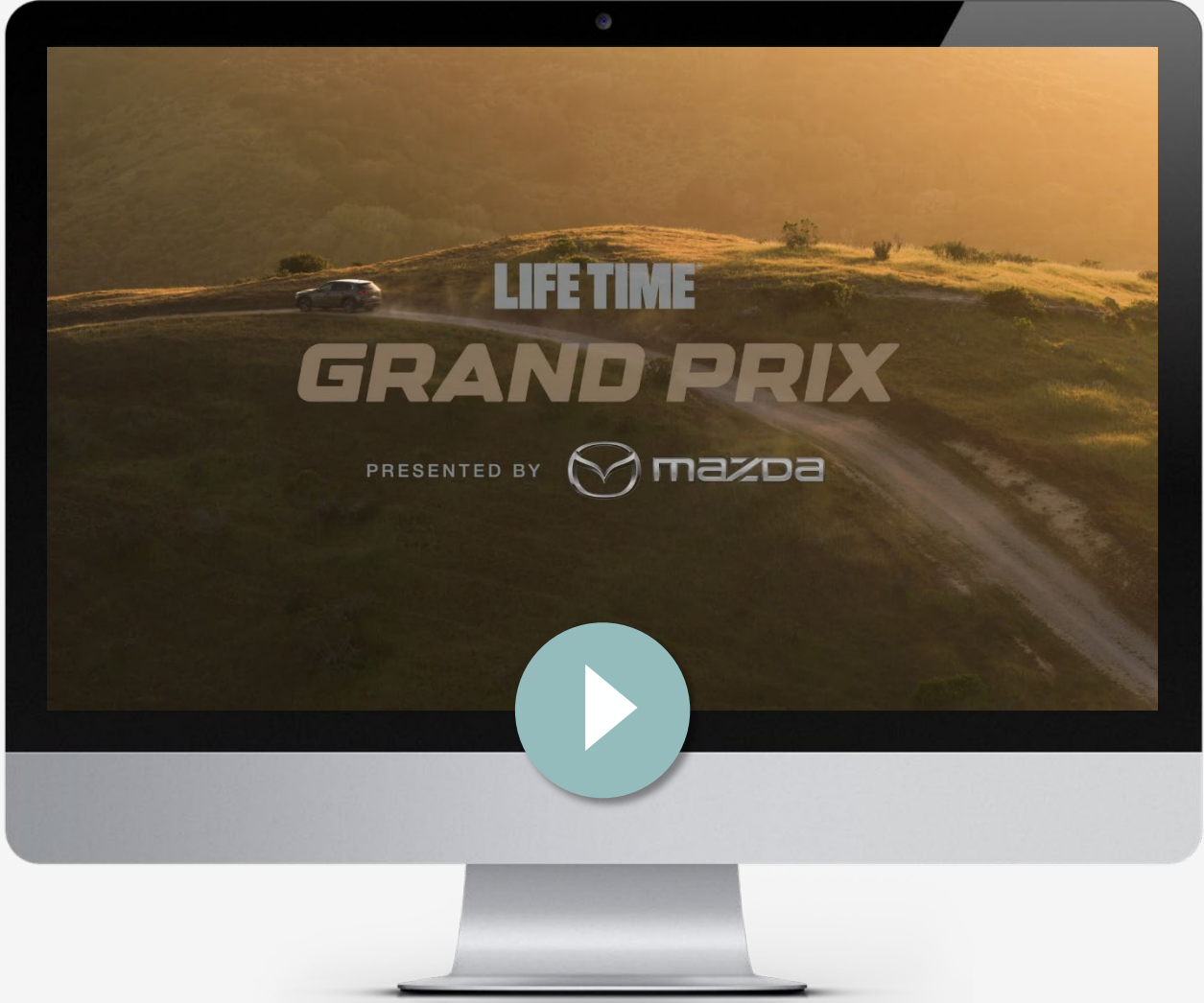
**20K+**

General Participants

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# Life Time Grand Prix Events

Event	Date	Race Distances	Location	Number of Participants	Expo Attendance	Race Day Attendance
Sea Otter Classic – Fuego XL	Apr	100K	Monterey, CA	8,000	75,000	75,000
UNBOUND Gravel	Jun	200 mi.	Emporia, KS	3,800	7,000	8,000
Crusher in the Tushar	Jul	69 mi.	Beaver, UT	850	1,100	1,500
Leadville Trail 100 MTB	Aug	100 mi.	Leadville, CO	1,950	4,500	3,200
Chequamegon MTB Festival	Sep	40 mi.	Cable, WI	3,300	3,900	5,000
Big Sugar Gravel	Oct	100 mi.	Bentonville, AR	1,000	3,000	3,000
Wildcard Event – <i>Announced at Season Start</i>	TBA	TBA	TBA	TBA	TBA	TBA



LIFE TIME  
**GRAND PRIX**

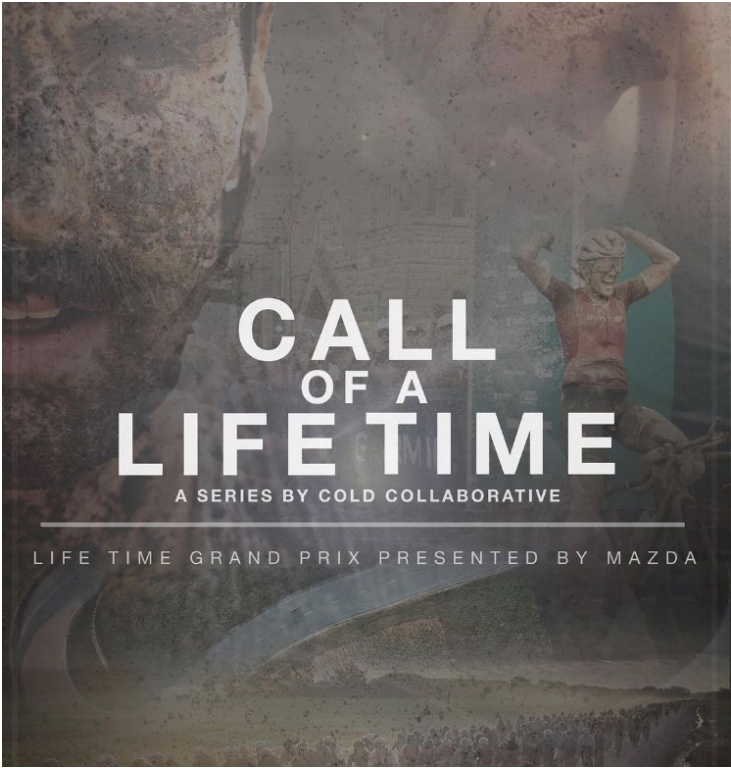
PRESENTED BY  **mazda**





# Sponsorship Integration

Introduce your brand to the millions of online off-roaders.



Call of a Life Time Docuseries Integration



Race Weekend Coverage



Event Recap

# Athlinks

The Place to Directly Engage with Active Endurance Athletes.

Athlinks is the ultimate hub for the endurance sports industry, simplifying and enhancing the relationship between athletes, events and endurance brands.

For **athletes**, Athlinks is the destination to discover events, connect with friends, and celebrate with post-event results and photos – all personalized and all in one place.

For **partners**, Athlinks provides an opportunity to reach a diverse audience of endurance sports participants – newbies, veterans, speedsters, back-of-the-packers and everyone in between.



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700K+

Dedicated Email

8M

First-Party Retargeting  
Audience

1M+

Run-of-Site Monthly  
Impressions

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# Life Time Foundation

Empowering ALL kids toward healthier, happier futures.

At **Life Time Foundation**, our mission is to ensure that all kids can get started on their healthy way of life journeys. We work closely with schools and community organizations on sustainable, impactful change in two main areas:

**Nutrition.** Providing wholesome, nourishing, minimally processed food in schools across the country.

**Movement.** Providing nationwide programming that “Gets Kids Moving!”, establishing the foundation for a healthy, active lifestyle.

Life Time, Inc. covers all Life Time Foundation operational costs, sending every cent of every contribution directly to supporting programs and grantmaking.



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1.7M+

Students Impacted

3.6K+

Schools Served

\$1.5M+

Charitable Giving

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**LIFETIME**  
**Partnership Marketing**

Connecting the right brands, to the right audience, at the right time.

**Contact Us @: [LTmedia@LT.Life](mailto:LTmedia@LT.Life)**

[LifeTime.Life](http://LifeTime.Life) | [EventsByLifeTime.com](http://EventsByLifeTime.com) | [Athlinks.com](http://Athlinks.com) | [ExperienceLife.com](http://ExperienceLife.com)

# Media Rate Cards

3x7 Banner	Monthly Rate
1-12	\$1,000
13-24	\$800
25-200	\$600
201-500	\$400
501-1,000	\$200
1,001+	\$130

Digital Signage - Entrance	Monthly Rate
1-12	\$300
13-24	\$250
25-200	\$200
201-500	\$150
501-1,000	\$100
1,001-3,000	\$75
3,001+	\$50

Experience Life	Per Ad Rate
Magazine Back Cover	\$25,000
Magazine Inside Back Cover	\$20,000
Magazine 1-Page Ad	\$15,000
Magazine Spread Ad	\$20,000
Leaderboard Ad	\$6,000
Medium Rectangle Ad	\$5,250
Weekly Newsletter Ad	\$850

4x8 Banner	Monthly Rate
1-12	\$1,375
13-24	\$1,100
25-200	\$825
201-500	\$550
501-1,000	\$275
1,001+	\$180

D.S. - Hallway/Workout Floor	Monthly Rate
1-12	\$600
13-24	\$500
25-200	\$400
201-500	\$300
501+	\$200
1,001-3,000	\$150
3,001+	\$100

Athlinks	CPM
Dedicated Email: <i>Full List</i>	\$50
Dedicated Email: <i>Segmented</i>	\$75
Run of Site Display Ads	\$8
Audience Network: <i>Full List</i>	\$8
Audience Network: <i>Segmented</i>	\$8

# LIFETIME<sup>®</sup> PARTNERS

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