



SUSTAIN HEALTH

BRAND PARTNERSHIPS

Media Kit

An editorial and commercial platform for brands shaping sport, fitness, fashion, tech, nutrition and active living.

60k

WEB MONTHLY UNIQUES

80k

APPLE NEWS UNIQUES

31k

SOCIAL FOLLOWERS

88.9%

ORGANIC SEARCH

Built around active readers.

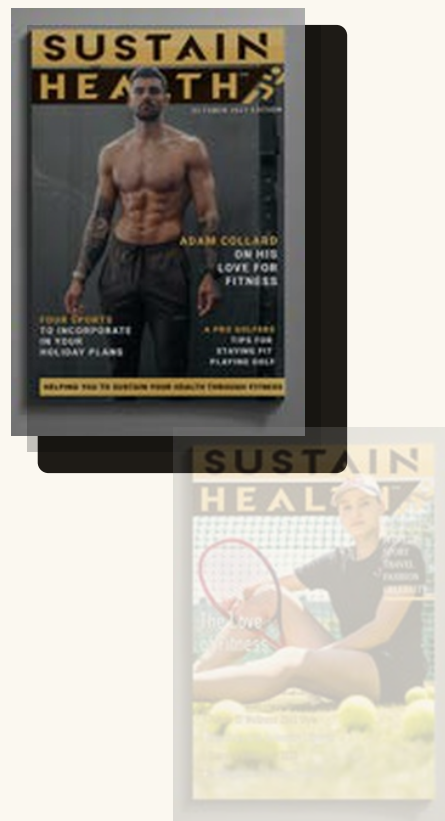
Premium editorial context for brands that care about performance, credibility and culture.

The proposition

Sustain Health Magazine is the essential news website for sport and fitness professionals. It helps readers understand the latest apparel, nutrition and technology available to support their goals, from brand releases and product launches to reviews and celebrity interviews.

The editorial approach is deliberately inclusive: content is not single-sex oriented or age biased. Every day, the team seeks advice from trusted, experienced and academically affiliated authorities across fitness, sport and nutrition.

Sport and fitness has the power to transform and empower us all.



WHY IT WORKS

Editorial utility

Service-led journalism that helps readers make practical, informed decisions.

Commercial intent

Readers arrive looking for new gear, product intelligence and performance advice.

Brand-safe context

Coverage spans fitness, sport, fashion, tech, health resorts and celebrity workouts.

Audience at a glance.

A balanced, mobile-first readership with meaningful search intent and multi-platform reach.

1 in 3

SEARCH FOR SPORTS APPAREL

60,000

WEB MONTHLY UNIQUES

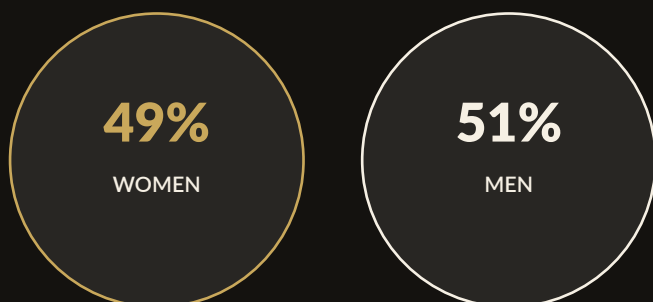
80,000

APPLE NEWS UNIQUES

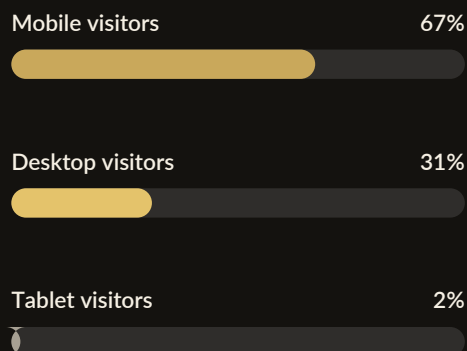
31,000

SOCIAL FOLLOWERS

Balanced readership



Device mix



COMMERCIAL READ

The audience is valuable because it is discovery-led: readers are not just passing through, they are actively looking for products, advice and credible editorial guidance in sport and fitness.

Search-led traffic. Editorial intent.

A clean view of where the audience comes from and why it matters to partners.

88.9%

Organic search

Organic search is the dominant acquisition channel, which gives campaigns useful adjacency to high-intent discovery moments.

Organic search 88.9%



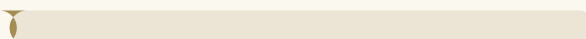
Direct 6.9%



Social 3.2%



Referral 1.1%



PERFORMANCE CULTURE

Audience source: media kit supplied metrics

High intent

Readers are actively researching and comparing.

Evergreen value

Search traffic supports long-tail campaign visibility.

Editorial fit

Discovery happens beside trusted reporting and reviews.

International reach, UK authority.

A readership anchored in the UK with meaningful US and global reach.

40%

UK VISITORS

30%

USA VISITORS

30%

OTHER VISITORS

Key territories

USA

California

New York

Texas

Florida

UK

England

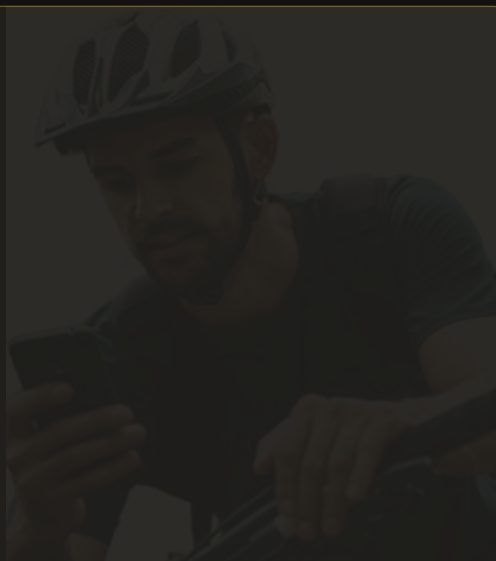
Scotland

Wales

Northern Ireland

Built for brands with cross-border ambition.

The geographic mix gives partners a practical bridge between UK authority and international audience development.



Premium branded storytelling.

Commercial formats designed to look native, useful and credible alongside editorial coverage.

Content that moves across screens.

Sustain Health brings original, compelling content to the web's most valuable audience across mobile, digital and social platforms.



BRANDED CONTENT

Branded Content

Use Sustain Health's editorial instincts and storytelling to deliver a brand message through premium content, custom editorial, audio or infographics.

CELEBRITY BRAND AWARENESS

Celebrity Brand Awareness

Tell the stories behind how recognised personalities look, feel and perform through fitness regimes, products and active-lifestyle choices.



Brand adjacency

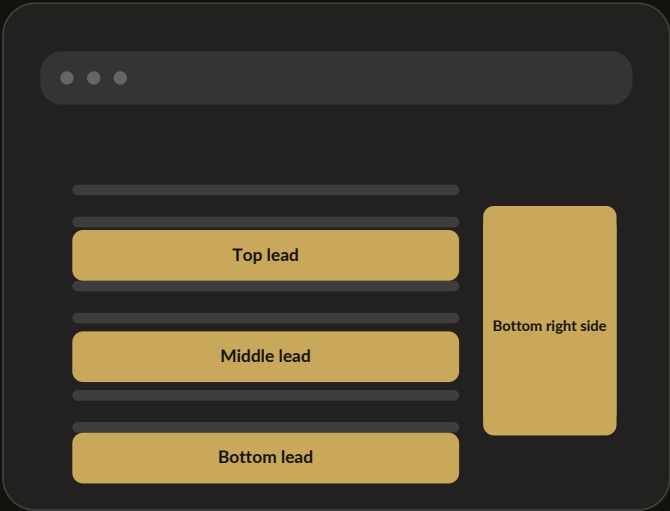
A refined setting for product launches, trusted brand awareness, editorials, reviews and campaigns built around reader utility.

Digital inventory with hierarchy.

Banner positions, sizes and supplied monthly rates presented in a cleaner buying view.

Placements

Prime digital positions give brands clear visibility around the editorial experience, with lead banners and right-side placements for sustained campaign presence.



Rate card

POSITION	SIZE	RATE
Top lead	728 x 90	£5000 pm
Middle lead	728 x 90	£2500 pm
Bottom lead	728 x 90	£1000 pm
Top right side	160 x 600	£2500 pm
Bottom right side	160 x 600	£1000 pm

Rates shown as supplied in the source media kit; confirm final availability, package inclusions and campaign dates before circulation.

The editorial team.

Journalists, editors and specialists behind the coverage that gives campaigns their context.



FOUNDER & EDITOR

Andy Devaney

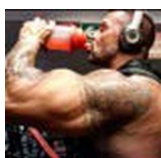
A media professional with 20+ years in newspaper and magazine journalism, focused on separating useful fitness guidance from fad-driven noise.



SENIOR FASHION & TECH EDITOR

Lorraine Kelly

A design-led editor with an eye for distinctive, quirky products across fitness fashion and technology.



ASSOCIATE FITNESS EDITOR

Brad Shaw

Personal trainer and former Platinum-Body company director covering exercise, branded products and practical training advice.



LIFESTYLE & HEALTH EDITOR

Nicola Elliott

Researches national and international health, lifestyle and wellness brands, trends and market developments.



EDITORIAL INTERN

Stella Bigg

Design and media graduate bringing a sharp eye for visual standards and a fresh perspective to the team.

COVERAGE AREAS

Editorial range

Fitness

Sports

Fitness Fashion

Gym Clubs

Health Resorts

Celebrity Workouts

SUSTAIN HEALTH

MEDIA KIT

Let's build the campaign.

Advertising, branded content and partnership enquiries are handled directly by the Sustain Health editorial team.

PARTNERSHIP DESK

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sustainhealth.fit

SPORT / FITNESS / HEALTH / PERFORMANCE

BRAND PARTNERSHIPS