



PF Media Network

Media Kit

PF MEDIA

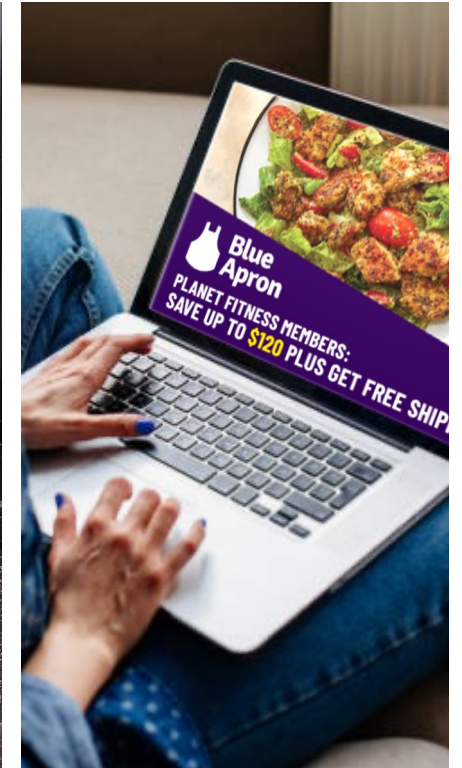
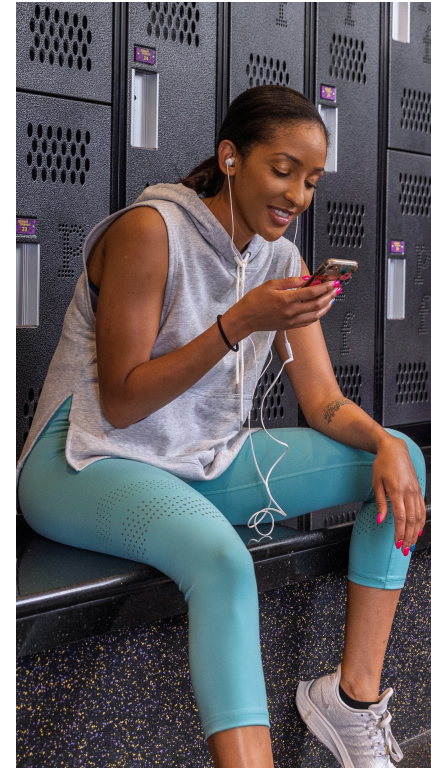
Multi-Channel Media at Scale

PF Media Network connects advertisers to Planet Fitness members online and offline and to drive awareness and sales.

19.6MM +
members

2.5k +
clubs

40MM +
avg. monthly
check-ins

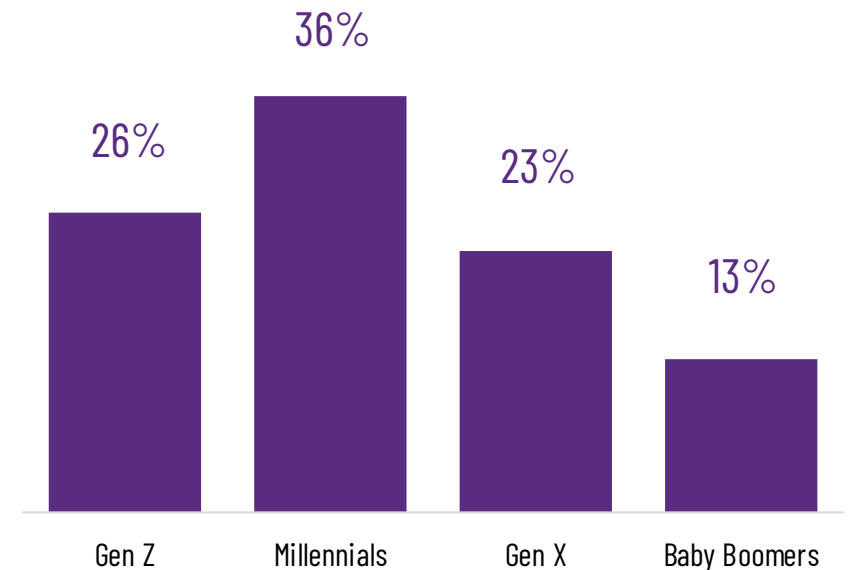
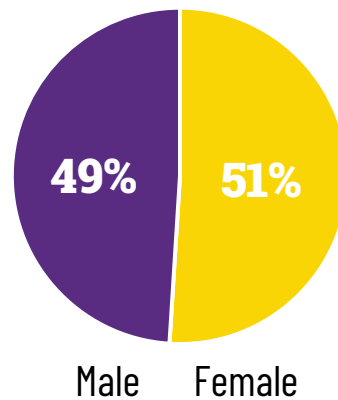
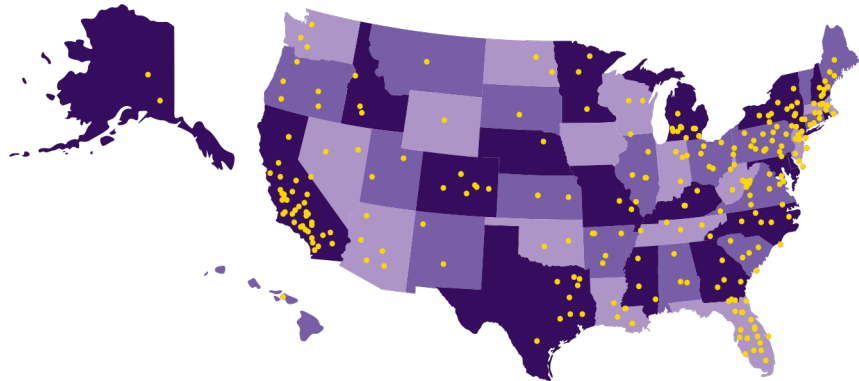


Member Demographics

Our +19.6M members represent a cross-section of the population, skewing towards Gen Z and Millennials.

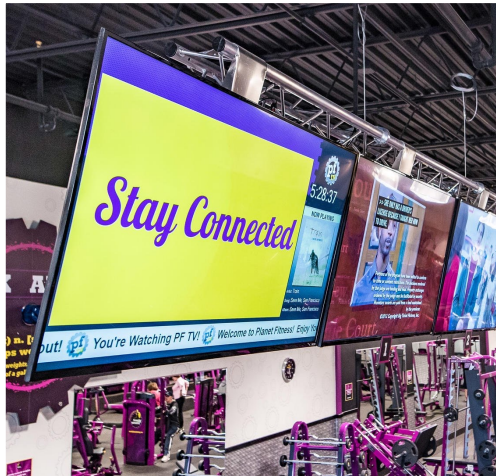
2.5k
clubs

195
DMAs



Reach PF members at scale

In-Gym



Digital OOH

Audiences



Optimized Media

Affiliate



Discounts & Offers

PF MEDIA

In-Gym Digital Out Of Home

+40M monthly check-ins across the PF system / 2,500 clubs / 50 states

GYM TVS

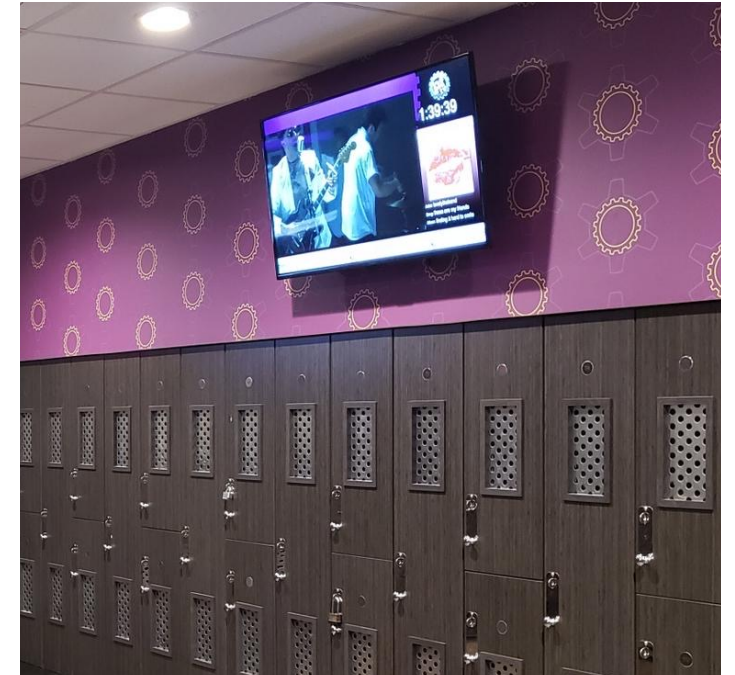


Cardio and gym floor

BLACK CARD SPA



LOCKERROOMS



PF Audiences

Overview: Planet Fitness has partnered with LiveRamp to enable targeting of PF members.

Availability: Directly syndicated to all major DSPs, or in the LiveRamp data Marketplace.

Segments: Off-the-shelf or custom segments available.

Methodology: All segments are refreshed on a weekly cadence to ensure the most accurate data.

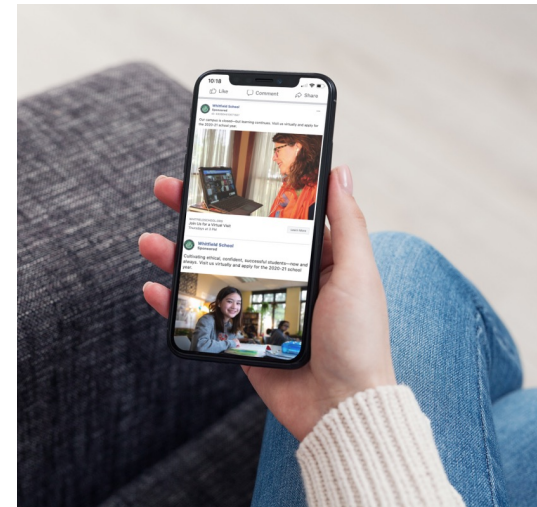
CONNECTED TV



PROGRAMMATIC

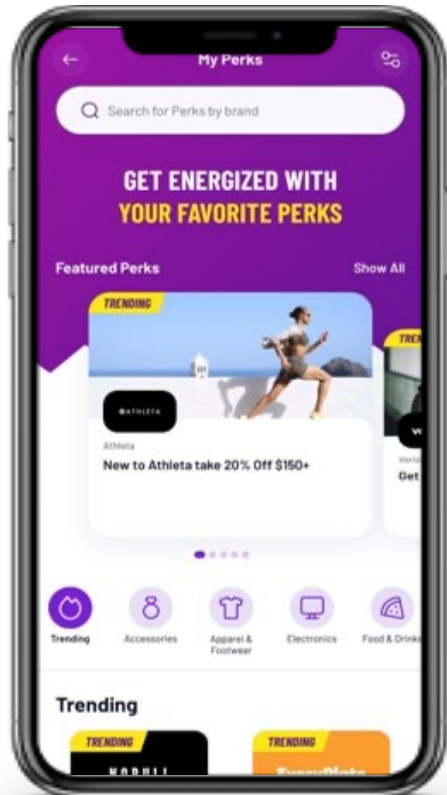


SOCIAL

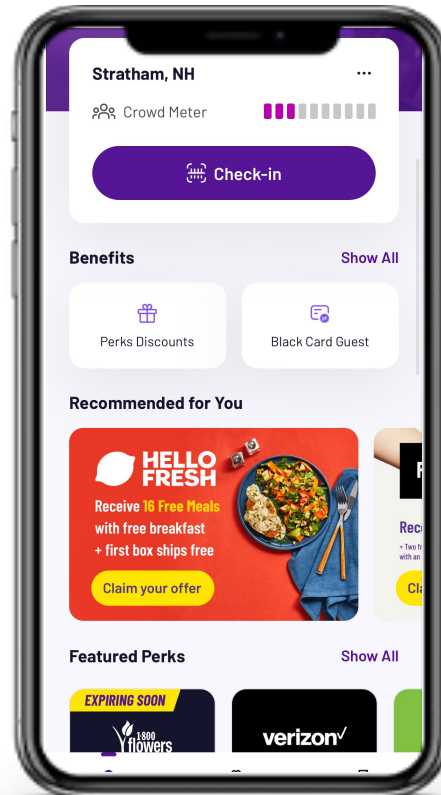


Affiliate

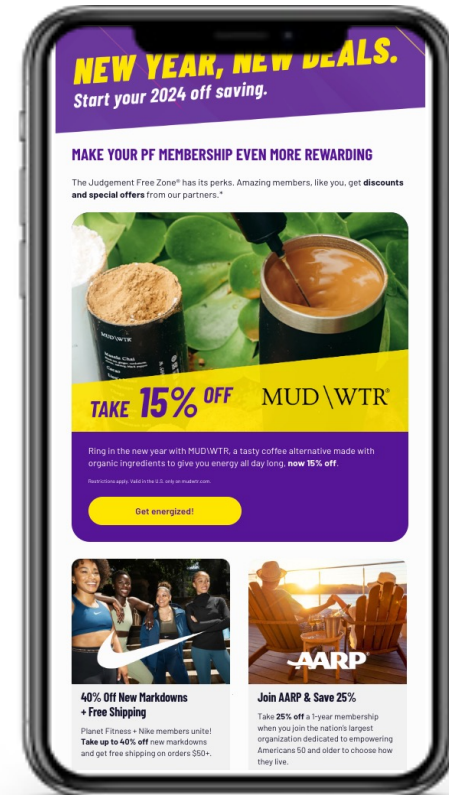
Exposure across high-visibility channels to promote **discounts** and **offers**



PF App
Organic Discovery



PF App
Premium Placements



PF Email
Premium Placements



Thank You!