An Introduction to PhysioRoom.com

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Companies who have chosen PhysioRoom.com to reach their target market include:
PhysioRoom.com is a content led website targeted at all individuals who are looking for information regarding sports injuries, sports injury prevention and how to improve sports performance.

Our objective is to explain the jargon behind these subjects and allow our costumers to understand more about these topics without feeling overwhelmed by commonly used medical terms.

All of our content is written by qualified medical professionals and designed to be used in addition to expert 1-2-1 advice provided to our customers by fully qualified medical professionals.

HISTORY - PhysioRoom.com was launched in August 2001 and is now firmly established as the most visited sports injury & injury prevention website in the UK.

For further information on anything included in this Media Pack please contact Richard Heys at richard.heys@physioroom.com
Why choose PhysioRoom.com to reach your target audience?

There are 22 million sporting injuries per year in the UK, sustained by 13.4m individuals. (Source: Barclays Spaces for Sports survey - Aug '15)

Physioroom.com offers a direct route to this market segment consisting of:

Injured sports participants
Injured individuals who have sustained injuries during non-sporting activities, including accident victims and individuals with poor posture caused through prolonged periods sitting at a computer and/or a driving wheel.

The UK has millions of sports participants who, as part of their goal to improve their sports performance, are interested in leading edge content focusing on how to prevent injury and improve sports performance.

PhysioRoom.com offers a direct route to this market segment consisting of:

Amateur, semi-pro and professional sports participants
A wide range of medical professionals including physios & healthcare specialists
Team coaches

Number of injuries:
Thirty per cent of the population have had a sporting injury = 13.4 million*
The average number of sports related injuries picked up each year = 1.65 per person*

Total number of sports injuries sustained each year = 22 million (13.4m x 1.65)*

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PhysioRoom Statistics & Demographics
SPORTS INJURY SHOP, NEWS & ADVICE

Site Statistics - January 2016
Unique user sessions > 837,504
Page views > 3,209,728
New visitors > 46% o
Returning visitors > 54%

User Demographics - who uses PhysioRoom.com? January 2016
Sex: Male 50%, Female 50%
Location: UK & Ireland 60%, ROW 40%

Source: PhysioRoom.com registered customer base

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All PhysioRoom.com campaigns are tailored to the clients individual needs and we welcome the opportunity to provide detailed and comprehensive quotations on this basis. However, the following rate card should give prospective clients an idea of the opportunities available.

**General Products**

- Pop-Ups (served on entry) £25 PCM
- Banners 468x60 (run off site) £15 PCM
- Banners 468x60 (homepage & channel pages) £18 PCM
- Media £25 PCM
- E-mail to opted in PhysioRoom.com subscribers £285 PCM
- Promotional insert (based on an A5 leaflet) into deliveries £285 PCM

To obtain a tailored quotation, please contact Richard Heys at richard.heys@physioroom.com
PhysioRoom.com owns a database containing every injury sustained by English Premier League football players since the 2001/2002 season. The database includes the following core information:

Name of player
Name of club played for at the time
Type of injury
Duration of injury
Wage

We can tailor all this data on request. For all injury & salary data requests and quotations for media, football associations or clubs please contact richard.heys@physioroom.com.

For more information regarding data syndication rates for the database please contact Richard Heys at richard.heys@physioroom.com.
PhysioRoom affiliates is a low maintenance way for third party websites to generate revenue from its business and/or website. The concept is simple - you market PhysioRoom.com and its products to your costumers and we pay you a commission for every sale you generate.

When one of your users from your website goes to PhysioRoom.com through a link on your website, they are assigned a 'cookie' which lasts for 90 days. Every time they make a purchase during that 90 day period you are paid a commission at a previously agreed rate. For example, if an item is for sale at £100 from Physioroom.com and you drive a sale of this product with commission at a rate of 5%, you will be paid £5.

We provide you with a marketing 'kit' and simple instructions on how to set things up - simply follow our quick and easy set up procedure and start earning revenue.

PhysioRoom also gives you access to live reporting so you can monitor how much commission you are generating in 'real time'.

Start earning today with PhysioRoom.com affiliates!

For further information regarding affiliates please contact Mike Emmett at mike.emmett@physioroom.com
The information is authoritative and presents the latest medical theories in plain English... *London Evening Standard*

We’re looking at implementing as much of PhysioRoom.com’s expertise as possible. Gamers will be rewarded with a noticeably more intelligent and intuitive approach to injuries... *Sports Interactive (Football Manager PC game series)*

Whether you’re a keen footy player, fantasy league manager or even a wannabe physio - you’ll find this site very useful... *Match Magazine*

My shoulder blade’s really uncomfortable but I feel I have my mobility back and my muscles have been strengthened... *Anthony Ogogo, Team GB Boxer*
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Email: richard.heys@physioroom.com

Phone: 0844 874 0692

Address:
Group First House,
12a Mead Way,
Padiham,
Lancashire,
BB12 7NG.