

PhysioRoom.com Media Pack 2009

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Companies who have chosen PhysioRoom.com to reach their target market include:



An Introduction to PhysioRoom.com

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 customers to understand more about these subjects and not feel overwhelmed by commonly used medical jargon.

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

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.

Why choose PhysioRoom.com to reach your target audience?

There are 22 million¹ sporting injuries per year in the UK sustained by 13.4m¹ individuals. (SOURCE: Barclays Spaces for Sports survey (Aug '05))

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

- Injured sports participants
- Injured individuals who have not necessarily sustained their injuries playing sport, 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 (e.g. Chiropractors) and Podiatrists.
- Team Coaches.

¹ Number of injuries

o 30 per cent of the population have had a sporting injury = 13.4 million

o The average number of sports related injuries picked up each year = 1.65 per person

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

PhysioRoom.com Statistics & Demographics

Site Statistics January 2009

Unique user sessions > 430,000

Page views > 2 million

Hits > 60 million

User Demographics – Who uses PhysioRoom.com?

Sex: male 69%, female 31%

Location: UK & Ireland 92%, ROW 8%

Source: PhysioRoom.com registered customer base

Advertising & Sponsorship Ratecard

Advertising & Sponsorship Rate Card

All PhysioRoom.com campaigns are tailored to the clients 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 CPM
Banners 468x60 (run of site)	£15 CPM
Banners 468x60 (homepage & channel pages)	£18 CPM
Rich media	£40 CPM
E-mail to opted in PhysioRoom.com subscribers	£285 CPM
Promotional insert (based on A5 leaflet) into order deliveries	£285 CPM

Specific Products

Home page quick text line	£500 per month
Channel page quick text link	£350 per month
Home page tenancy box (includes up to 3 text links & 1 logo)	£1500 per month
Channel section tenancy box (includes up to 3 text links & 1 logo)	£1000 per month
Linking advertorial, archived (homepage 1 week, channel page 1 month)	£750
Newsletter promotion (text, logo & 1 link)	£750
Competition sponsorship (6 week data capture)	Prize + £1.50 per record (£1500 minimum)

Sponsorship

At PhysioRoom.com Sponsorship includes more than an association. Rate card reductions are available for campaign commitments in excess of 6 months.

To obtain a tailored quotation please contact Peter Lilley at peterlilley@physioroom.com

Data Syndication Ratecard

PhysioRoom.com owns a database containing every injury sustained by English Premier League soccer players since the 2001/2002 season. The database includes the following core information Injured sports participants:

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

For more information regarding commercial syndication rates for the database, please contact Peter Lilley at peterlilley@physioroom.com

Affiliates Ratecard

PhysioRoom.com Affiliates is a low maintenance way for 3rd party websites to generate revenue from its business and/or website. The concept is simple – you market PhysioRoom.com and its products to your customers and we pay you a commission for every sale you generate.

When one of your users clicks from your website to PhysioRoom.com 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 rate of 8% the net unit cost of that item. For example, if an item is for sale at £100 from PhysioRoom.com and you drive a sale of this product you will be paid £6.81 (8% of the ex VAT item cost).

We provide you with a marketing 'kit' and simple instructions on how to set things up and all you need to do is complete our simple set up procedure and start earning revenue.

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

Start earning today with PhysioRoom.com Affiliates at
<https://www.affiliatewindow.com/signup/index.php?merchant=1350>

For further information please contact Stuart Mills at stuartmills@physioroom.com

Testimonials



"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)

The Observer

"...drag your battered self to the PhysioRoom for a body and soul rebirth courtesy of the magic bucket and sponge. Just champion."

The Observer Sport Monthly



"Whether you're a keen footy player, fantasy league manager or even a wannabe physio - you'll find this site very useful...A crock-tastic site!"

Match Magazine



"PhysioRoom.com explains the most up to date treatment on sports injuries."

Chris Powell, Charlton Athletic FC and England



"If you have an injury then PhysioRoom.com has everything that you need."

Moritz Volz, Fulham FC and Germany



"PhysioRoom.com has excellent advice on sports injuries."

Dean Kiely, West Bromwich Albion FC and Republic of Ireland

Sample Client List

Adis International	Sports Medicine Publications
Allsport Medical	Sports Medical Products
Andover Coated Products	Sports Medical Products
Bet 365	Gaming
BSkyB	Broadcaster
BT	Telecommunications
BUPA	Private Healthcare
Camelot	Gaming
Cancer Research	Charity
djOrtho	Sports Medical Products
EMB Consultancy LLP	Insurance Services
Ford	Motoring
Freeserve/Wanadoo	Internet Services
MSN	Internet Services
Nelson Thornes	Sports Medicine Publications
Nike	Sportswear Manufacturer
O2	Telecommunications
Orange	Telecommunications
Radian B	Sports Medical Products
Sports Interactive	Gaming
NTL/Telewest BSkyB	Broadcaster
The Ayurvedic Company of Great Britain	Health & Wellbeing
Vodafone	Telecommunications
Weight Watchers	Health & Wellbeing
William Hill	Gaming
Yahoo!	Internet Services

For further information on anything included in this Media Pack please contact Peter Lilley at peterlilley@physioroom.com