



2018 canfitpro Magazine editorial calendar

canfitpro's purpose is to Inspire *Healthy Living Through Fitness Education*™

Magazine Mission

The mission of canfitpro Magazine is to engage our members by providing valuable information, serving as an ongoing reference and providing a voice to our members, partners and sponsors with the shared goal of inspiring fitness professionals to deliver safe, effective, efficient, and enjoyable fitness experiences.

Target Audience

Fitness professionals (personal trainers and fitness instructors) as well as facility owners, management, directors and coordinators

Editorial Tone and Content

In general, the tone of canfitpro Magazine should be energetic, confident and authentic. The content should be educational as well as useable and down-to-earth. canfitpro magazine should not sound institutional or overly academic. We want our members to feel educated, informed, and supported.

ISSUE	MAIN THEME	BOOKING CONFIRMATION	SUBMISSION DEADLINE
Jan/Feb 2018	Motivation/Inspiration	September 1, 2017	October 6, 2017
Mar/Apr 2018	Outdoor Training	October 27, 2017	December 1, 2017
May/Jun 2018	world fitness expo	January 5, 2018	February 2, 2018
Jul/Aug 2018	Fall/Winter Conditioning	March 2, 2018	April 6, 2018
Sep/Oct 2018	Mind/Body	May 4, 2018	June 8, 2018
Nov/Dec 2018	Holidays (Nutrition, Stress Management, New Year Goals)	June 29, 2018	August 3, 2018

Three types of editorial content we like to work with:

Short Article	Long Article	Feature Article
<500 words A concise exploration of an educational topic	500-800 words An expanded exploration of an educational topic	1000-1200 words A full-bodied exploration of an educational topic

For more information, contact Erin Andersen, Managing Editor of canfitpro Magazine at eandersen@canfitpro.com