



2019 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 2019	Motivation/Inspiration	September 10, 2018	October 8, 2018
Mar/Apr 2019	Outdoor Training	October 29, 2018	November 26, 2018
May/June 2019	World Fitness Expo	January 7, 2019	February 4, 2019
Jul/Aug 2019	Fall/Winter Conditioning	March 4, 2019	April 1, 2019
Sep/Oct 2019	Mind/Body	May 6, 2019	June 3, 2019
Nov/Dec 2019	Holidays (Nutrition, Stress Management, New Year Goals)	July 2, 2019	August 5, 2019

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,
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