



LIFETIME[®]

HEALTHY WAY OF LIFE

Mini Media Kit

1M+

GROUP FITNESS PARTICIPANTS EACH MONTH

LIFE TIME SWIM IS

6X

THE SIZE OF THE NEXT LARGEST SWIM TEAM

ANNUAL ATTENDANCE

6.1M

FOR LIFE TIME KIDS

THE LIFE TIME FOUNDATION HAS IMPACTED

170K+
STUDENTS

143

LIFE TIME LOCATIONS BY THE END OF 2019

73M

MEMBER VISITS PER YEAR

ADDING AN AVERAGE OF
26,800
NEW MEMBERS PER MONTH

200K

MEMBER VISITS PER DAY

LIFE TIME IS THE LARGEST

LIFE TIME PRODUCES ITS OWN PRIVATE TV NETWORK & AWARD WINNING MAGAZINE

LIFE TIME OPERATES THE MOST ROCK CLIMBING WALLS IN THE U.S.

LIFESPA PERFORMS
1.2M+
ANNUAL SERVICES

LIFECAFE CONDUCTS
18M
TRANSACTIONS

LIFE TIME IS THE LARGEST SQUASH OPERATOR IN THE U.S

LIFE TIME TRIATHLON IS AMERICA'S PREMIER TRIATHLON SERIES

1.5M

TRAINING SESSIONS ANNUALLY

LIFE TIME IS THE LARGEST PROVIDER OF GROUP FITNESS TRAINING IN THE U.S.

LIFE TIME IS THE LARGEST SQUASH OPERATOR IN THE U.S

LIFESPA PERFORMS
1.2M+
ANNUAL SERVICES

1.8M

LIFE TIME TRIATHLON IS AMERICA'S PREMIER TRIATHLON SERIES

MORE DAILY MEMBER TRAFFIC THAN 2 NASCAR EVENTS

LIFE TIME IS LOCATED IN

26

STATES AND ONE CANADIAN PROVINCE

128

LIFE TIME LOCATIONS TODAY

28

ANNUAL ATHLETIC EVENTS

1.8M

LIFE TIME MEMBERS

130

LIFE TIME LOCATIONS TODAY

LIFE TIME IS THE LARGEST SQUASH OPERATOR IN THE U.S

32K+

INFLUENTIAL EMPLOYEES

ADDING AN AVERAGE OF
26,500
NEW MEMBERS PER MONTH

LIFE TIME IS THE LARGEST SQUASH OPERATOR IN THE U.S

LIFECAFE CONDUCTS
18M
TRANSACTIONS

LIFE TIME IS THE LARGEST

FITNESS TRAINING IN THE U.S

LIFE TIME IS THE LARGEST PROVIDER OF TRIATHLON SERIES

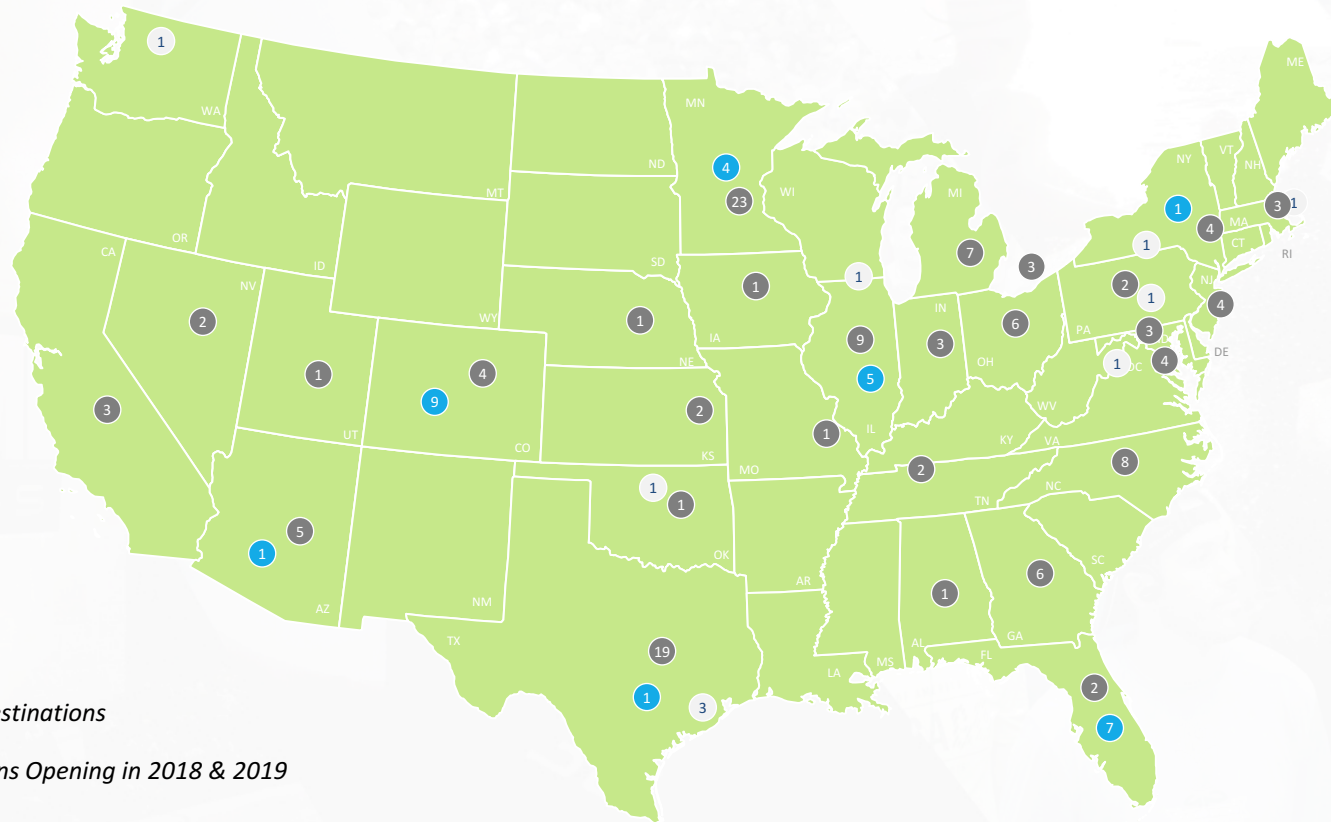
LIFE TIME IS THE LARGEST SQUASH OPERATOR IN THE U.S

MORE DAILY MEMBER TRAFFIC THAN 2 NASCAR EVENTS

ADVERTISING

KEY FACTS

Life Time is a comprehensive health and lifestyle company that offers a personalized and scientific approach to long-term health and wellness. Through its portfolio of distinctive resort-like destinations, athletic events and corporate health services, the Healthy Way of Life Company helps members achieve their goals everyday with the support of a team of dedicated professionals and an array of proprietary health assessments.



- 130 Current Life Time Destinations
- 13 Life Time Destinations Opening in 2018 & 2019
- 28 Life Time Athletic Events
- Athlinks & Experience Life



198
POOLS

1.8M
LIFE TIME
MEMBERS

600
GROUP FITNESS
STUDIOS

107K+
ATHLETIC EVENT
PARTICIPANTS

207
CAFES/BISTROS

28
ATHLETIC
EVENTS

120
LIFE SPAS

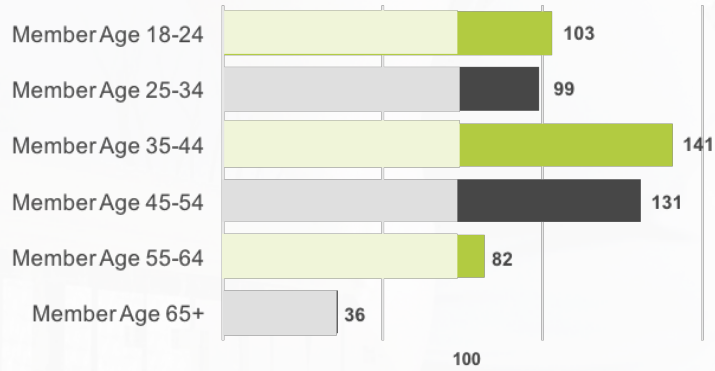
201
BASKETBALL
COURTS

79
ROCK CLIMBING
WALLS

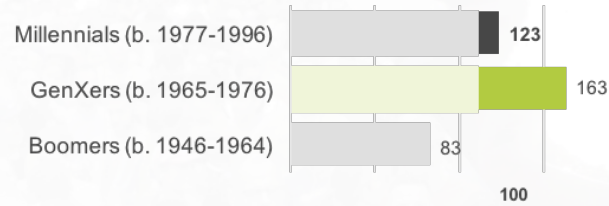
122
KIDS CENTERS

MEMBER PROFILE

Member Age



Generations



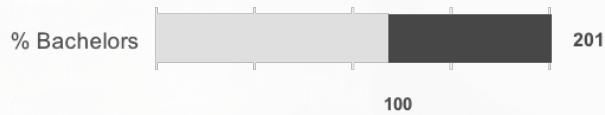
Men

51%

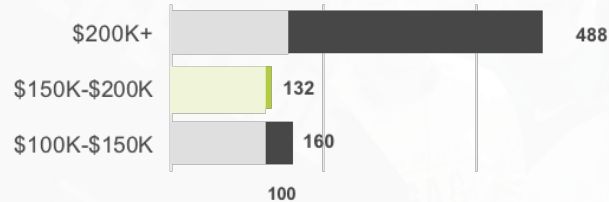
Women

49%

Education/Employment



Household Income



College-Educated

61%

Home Ownership

76%

Median Income

\$103K

Median Distance to club

11 min

ATHLETIC EVENTS

Life Time Athletic Events provides premium race experiences for every age and ability, ranging from regional social competitions to some of the most iconic athletic endeavors in the world

When you sponsor a Life Time event or one of our yearlong training clubs, you fuel the fire within passionate athletes. They train early and often. And the brands that train with them become part of their inner circle.

28
EVENTS

107,000+
PARTICIPANTS

LIFETIME TRI

**LEADVILLE
RACE SERIES**

LIFETIME RUN

LIFETIME
HEALTHY WAY OF LIFE



COMMUNITIES OF PASSION

Members see it as a series of boutiques that create community: a group of like-minded members pursuing their passions.

Partners see it as a way to focus their message with relevancy and scale to develop personal relationships with members, guests, coaches and instructors.

PARTNER OPPORTUNITIES:

- Sponsored Classes
- Product and Service Integration
- Instructor Endorsements
- Advanced Audience Targeting

10,500+
FITNESS PROFESSIONALS

19
PASSION COMMUNITIES



LIFETIME
PILATES

STUDIO

TEAM TRAINING

LIFETIME
Swim

LIFETIME
CYCLE

IRUN

LIFETIME
KIDS

LIFESPA



LIFETIME
weightloss

LIFETIME
SQUASH

LIFETIME
TENNIS

LIFETIME
PICKLEBALL

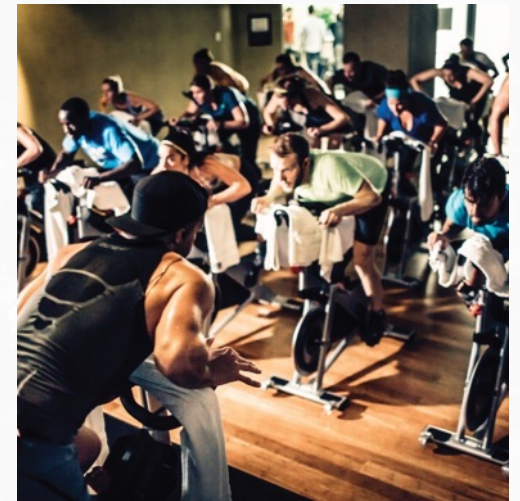
LIFETIME
RACQUETBALL

LIFETIME
TRAINING

LIFECAFE

LIFETIME
Events

LIFETIME
HEALTHY WAY OF LIFE



ATHLINKS

Athlinks is the first complete marketplace for the endurance sports industry. Our unique suite of products and offerings helps simplify and enhance the relationship between athletes, events and partners.

For athletes, Athlinks is the destination to discover and register for events, connect with friends, and celebrate with post-event results and photos – all personalized and all in one place.



458,000+

TOTAL EVENTS IN ATHLINKS DATABASE



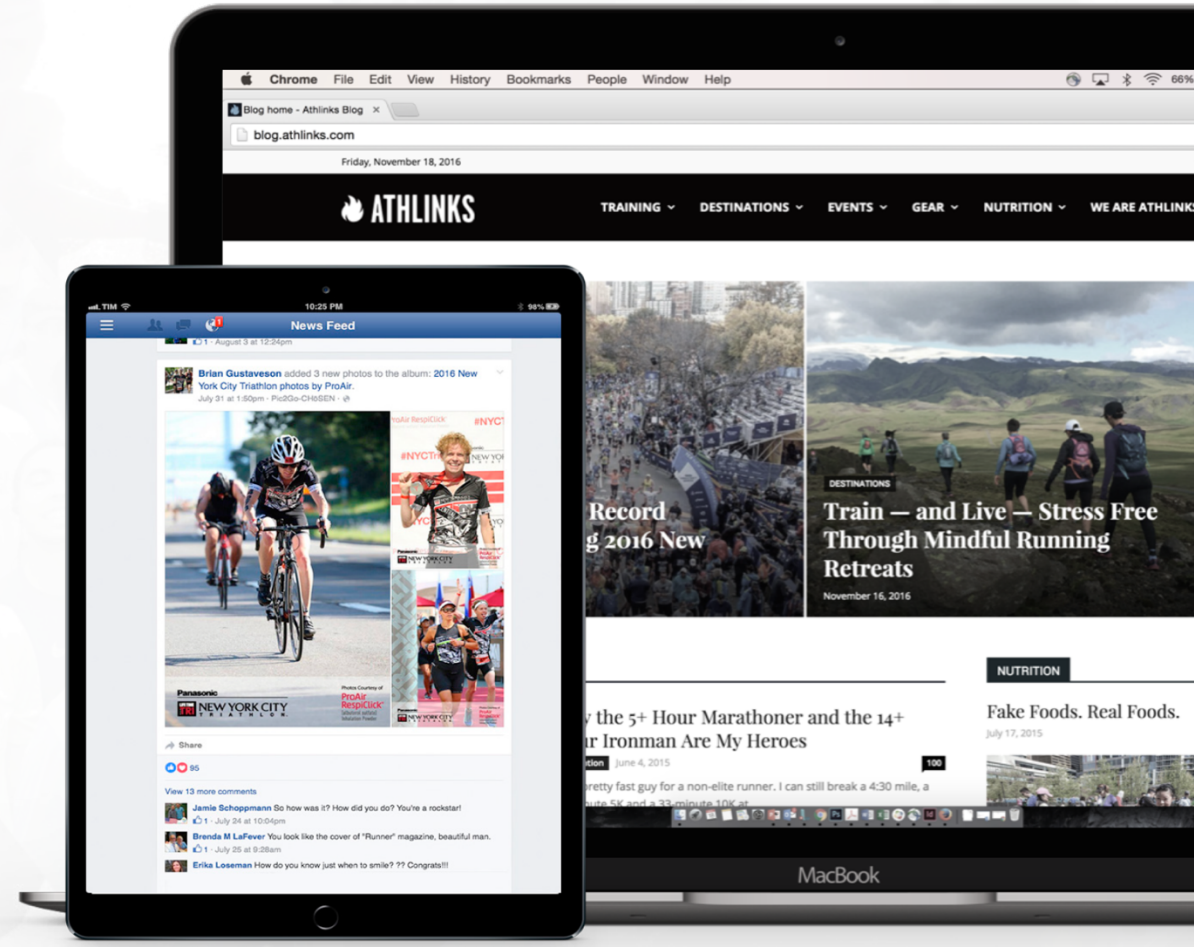
560,000+

TOTAL ATHLETES IN ATHLINKS DATABASE



13 MILLION

TOTAL ATHLETES TIMED ANNUALLY



EXPERIENCE LIFE MAGAZINE

Life Time's revolutionary award-winning magazine, *Experience Life*, empowers readers to achieve their healthy-living goals by providing some of the most forward-thinking, well-researched coverage available anywhere today.

Monthly Impressions Across
Experience Life Channels
6,000,000+

Total Readership
3,150,000

Print Rate Base
700,000

Monthly Page Views
700,000

A Highly Coveted Audience

Women
65%

Men
35%

College Educated
75%

Median Age
45

Married
71%

Median Household Income
\$125K

The complete *Experience Life* media kit is available upon request.

LIFETIME
HEALTHY WAY OF LIFE



MEDIA & MARKETING

Digital Signage

Located in heavily traveled areas, digital signage is high-priority messaging in high definition to grab each member's attention on every visit. Your branded message displays 165 times per day, per screen, at each desired Life Time location.

LT Vision Network

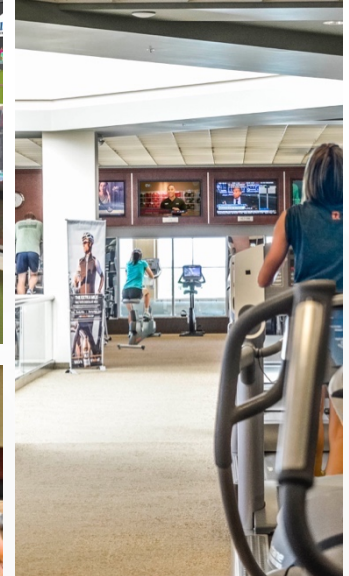
Your brand cuts through the clutter with full motion, sight and sound commercials and custom-produced content on our "in-club" private television network.

Static Signage & Displays

Strategically placed where members frequent most often, banners and posters at Life Time locations reach the right people at the right time, on every visit.

Experiential Marketing

Life Time provides appropriate brands with an experiential engagement platform for unmatched direct access, education and branding opportunities for your business products and services.



SOME OF OUR PARTNERS...



Panasonic



TRUNK CLUB
A NORDSTROM COMPANY



GILDAN®

GEICO®



ELLIPTIGO

RēVO





LIFETIME[®]

HEALTHY WAY OF LIFE

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