

# Health Club Media Network Taps Feintuch Communications to Raise Marketplace Awareness

NEW YORK and LOS ANGELES, Sept. 9 /PRNewswire/ -- Health Club Media Network ([www.hcmn.com](http://www.hcmn.com)), the nation's largest provider of advertising and marketing programs in health clubs, has tapped Feintuch Communications to implement an integrated strategic communications campaign.

Headquartered in Los Angeles, and with sales offices in New York and Chicago, Health Club Media Network (HCMN) provides national advertisers with the ability to target an 18- to 54-year old, upscale, active and influential demographic. HCMN offers a broad range of advertising and marketing vehicles, including its rapidly expanding digital network, industry leading digital signage offerings, product sampling and more.

"Founded in 1995, Health Club Media Network is the only place-based media company exclusively targeting the important and valuable health and fitness club vertical throughout the country. In the last year, we've focused heavily on expanding our footprint and developing state-of-the-art digital formats and content. After a comprehensive competitive review, we selected the Feintuch Communications team due to its experience in the advertising and media market and its understanding of our needs as a rapidly growing organization," said Dave Rowley, president, Health Club Media Network.

"In an industry filled with flash and hyperbole, Health Club Media Network stands out as the most 'fit' provider with a proven product set extending into nearly 4,000 health clubs including unprecedented penetration in the top 20 DMAs," said Henry Feintuch, president, Feintuch Communications. "Our team will work closely with HCMN to reach out to national advertisers, as well as the club management industry, to communicate its unique value proposition."

Feintuch Communications' HCMN team consists of Mr. Feintuch; Christa Conte, senior account executive; and Savannah Tikotsky, account executive, all of whom have significant advertising and media domain experience.

## About Health Club Media Network (HCMN)

Founded in 1995, HCMN ([www.hcmn.com](http://www.hcmn.com)) has grown to become the U.S. market leader in the field of health club advertising and marketing. HCMN's exclusive network now extends to nearly 4,000 clubs across 49 states and 120+ DMAs, with significant presence in the top 20 DMAs. The company's clients include Kraft, Unilever, P&G, Honda, GSK, Target, Coca-Cola and many others. HCMN is headquartered in Los Angeles with sales offices in New York and Chicago. Its investors include Parthenon Capital Partners, a private equity firm based in San Francisco and Boston.

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for emerging companies and non-profits to associations and the Fortune 500. Part of international PR alliance ECP Global ([www.ecpglobal.com](http://www.ecpglobal.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

The company's JumpStart Global Advisors ([www.jumpstartglobal.com](http://www.jumpstartglobal.com)) subsidiary provides a set of turnkey services that allows start-ups and multi-nationals to enter the U.S. market quickly and efficiently - everything from entity formation, legal, accounting, administrative, HR and recruitment to business development, public relations and broad marketing initiatives to generate inquiries.

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