

# Survey of Major Yellow Pages Advertisers \*

## Exercise Equipment

### Comparative Ad Analysis for \_\_\_\_\_

<b>Products Offered - Types, Uses &amp; Important Services:</b>	Sales/Rental/Lease/Repair Aerobic/Cardiovascular Equip. Installation of Equipment New/Used/Refurbished Equip. Wholesale/Retail Serving Individuals, Health Clubs, Institutions, Hospitals, Corporations, Schools, Hotels, Aprtmnt Cmplxs, Condos, etc. Multi & Single Station Weight Systems Treadmills/XC Ski Machines Stair (Step) Machines Physical Therapy Equipment Pilates/Spinners/Airdynes Strength Equipment Benefits – Toning, Cardio, etc.	Health Riders/Stationary Bikes Rowing Machines / Baby Joggers Multi-Station Gyms Complete Service Department Ballet Bars/Wall Systems Body Building Equipment Ergometers/Belts/Gloves Barbells/Free Weights/Racks Circuit Trainers/Scales Home Gyms/Weight Benches Resistance Machines Sun Beds/Tanning Equipment Service/Parts/Repairs Roman Chairs/Heat Pads Elliptical (Cross) Trainers Buying Exercise Equipment	Exercise Mats/Slant Boards/Benches Sauna/Whirlpool/Steam Commercial Division – Corporate, etc. Pulse Meters/Heart Rate Monitors Trampolines/Belt Vibrators/Pulleys Boxing Equipment/Elastic Supports Gym Design / “Gym Doctors” <b>MANY PHOTOS/ILLUSTRATIONS</b> Ab Machines/Lat Machines Recumbent Bikes / Workout Clothing Computerized Equipment. Inversion Boots & Beds Fitness Accessories/Shoes Serving Police, Fire Depts., etc. Commercial & Home Equipment Post-Purchase Support/Instruction	
<b>Key Brand Names:</b>	AMF            Climbmax Alpine        Combi Bodyguard    Cybex Body Trec     Diamondback Carnielli      Exercycle	Fitness Mstr Hammer Hoist Landice Life Cycle	Life Fitness Monarch Nautilus Olympia Pacific Fitness	Parabody        Spirit        Trotter Polaris          Stairmstr    Tuff Stuff Precor          Startrac     Tunturi Promaxima      Trek          Universal Pro-Tec          Tectrix      Vectra ETC.
<b>Confidence Factors:</b>	Years in Business Guarantees/Warranties Size of Inventory – Selection Professional Consultations Complete Service Center	"We Work With Your Doctor" "Our Only Business" Fully Insured/Demonstrations Experienced Staff/Expert Service Spa Quality / Treadmill Specialty	Try Before Buying/Expert Advice Prescriptions Honored / Factory Direct “We Answer All Your Fitness Questions” Certified Treadmill Technicians Factory Trained/Authorized Dealer	
<b>Convenience Factors:</b>	Days/Hours Open Location Data/Maps Credit Cards/Financing Plans Large Selection in Stock Toll-Free/Fax Number	Set Up & Delivery Large Display/Showroom Profess. Assembly/Installation Free Delivery & Set-Up Open 7 Days / Parking	Multi Locations / <b>Other Locations Online Invitation/Inducements to Visit Website</b> Free Consultation/On-Site Service Free Brochure/Catalog/ <b>Website Promos</b> Website/E-Mail Address	
<b>Special Services or Extras:</b>	Lease/Purchase Options Layaways/Trade-ins Custom Equipment Other Sporting Goods (List) Personal Coaching Available	Exercise Room Layout Fitness Goals/Software Body Fat Analysis Hospital Equipment Food Supplements	Parts in Stock/Preventative Maintenance Foreign Language(s) / Save on Floor Models Medical Equipment (Details) Wellness Programs/Vitamins Sportswear/Personal Training	
<b>Typical Related Headings:</b>	Sporting Goods	Exercise Equipment – Repairing & Service	Fitness Centers	

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