MOVE WITH PURPOSE.

THE COMMUNITY.

THE CULTURE.

THE OPPORTUNITY.

Put your brand in the movement.

For Pilates instructors.
For Pilates fans.
For brands ready to connect.



Shown: The Longevity Issue

NEXT ISSUE: THE PERFORMANCE ISSUE

CHICAGO BEARS ON THE COVER

THEY TEACH IT. THEY LIVE IT.

Reach the people who make Pilates part of everyday life.

01

THE INSTRUCTORS

They lead the class. They shape the experience. They help clients discover what works.

Instructors / Educators / Studio owners

02

THE FANS

They book the session. They build the habit. They bring Pilates into the rest of their lives.

Dedicated practitioners / Curious newcomers

ONE SHARED PASSION. MULTIPLE WAYS TO CONNECT.

A MOVEMENT. WITH MOMENTUM.

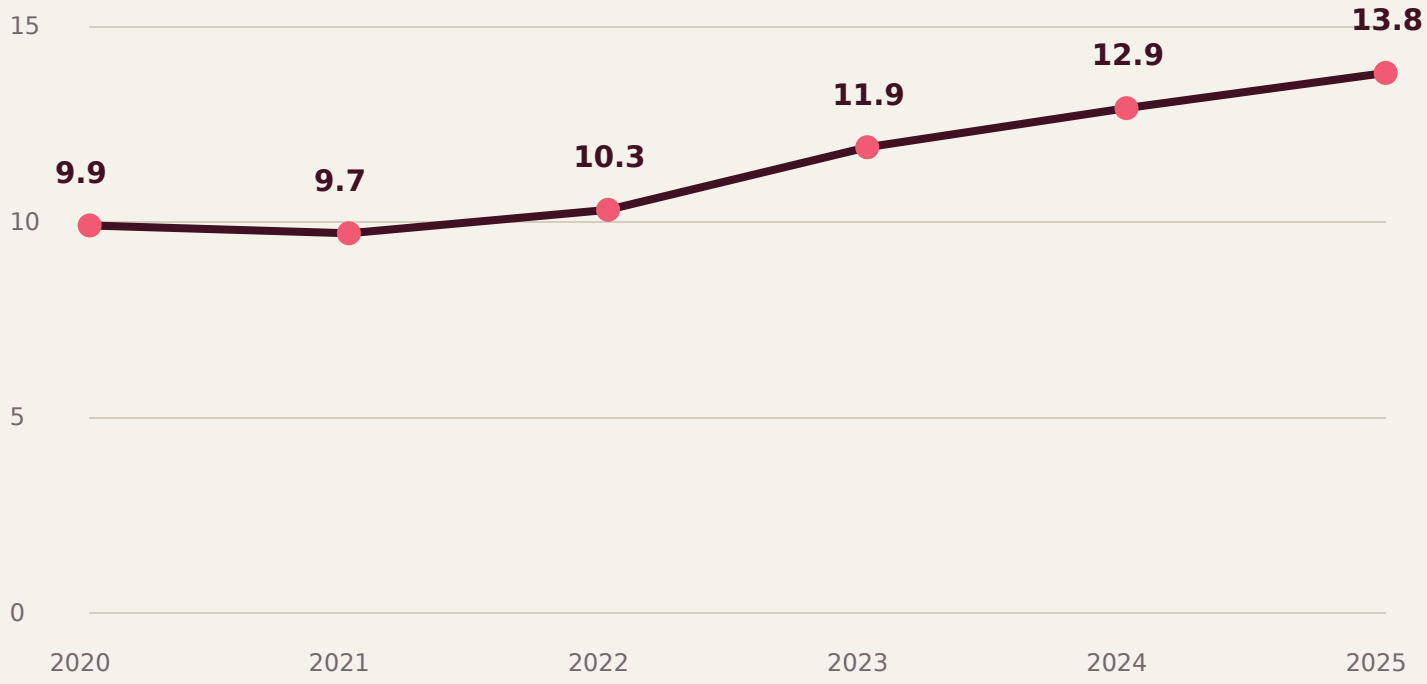
13.8M

U.S. Pilates participants in 2025

+39%

vs. 2020, approximately

U.S. PARTICIPATION / MILLIONS OF PEOPLE



More participants. A growing opportunity for brands that serve instructors and Pilates fans.

Sources: SFIA 2024 Topline Participation Report (2020-2023); SFIA 2026 Single Sport Report, as reported by The Pilates Journal, Sept. 9, 2026 (2024-2025). Values rounded. Growth calculated from rounded 2020 and 2025 totals. Industry participation, not PilatesStyle readership.

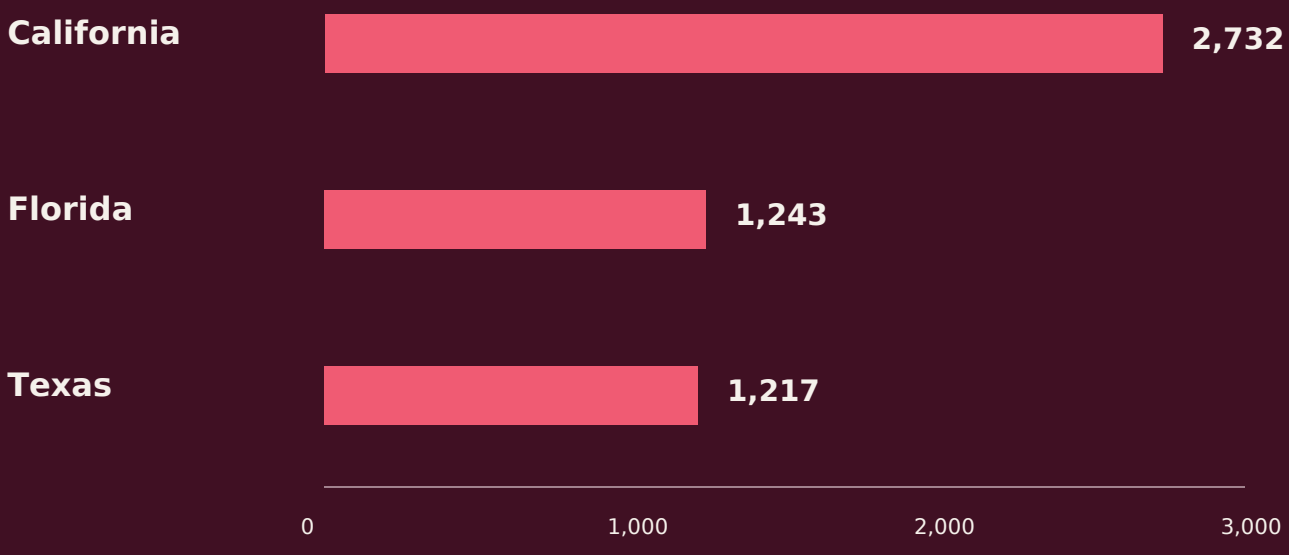
A NATIONAL STUDIO FOOTPRINT.

14,476

U.S. Pilates studio listings

DIRECTORY ESTIMATE / APRIL 1, 2026

TOP THREE STATES IN THE SAME DIRECTORY



A broad ecosystem of studios, instructors and the clients they inspire.

Source: Rentech Digital / SmartScrapers, List of Pilates studios in United States, data dated April 1, 2026. Commercial directory count, not an official census; coverage and business classifications vary. State bars show selected locations, not the full national total. Industry footprint, not PilatesStyle distribution.

THE PERFORMANCE ISSUE

CHICAGO BEARS

ON THE COVER.

Why athletes choose Pilates.

Featuring the Chicago Bears on the cover, the Performance Issue explores Pilates through the lens of professional and everyday athletes.

01 **INSIDE THE ROUTINE**

How athletes make room for Pilates in their training.

02 **BEHIND THE MOVEMENT**

The instructors helping athletic clients pursue their goals.

03 **BEYOND THE COMPETITION**

Ideas and inspiration Pilates fans can bring to their own practice.

DON’T JUST SHOW UP. MAKE AN IMPACT.

Build a campaign across the places our community connects.

01

MAGAZINE

Print advertising and digital magazine placements.

02

SOCIAL

Instagram collaborations, sponsored reels, stories and product showcases.

03

EMAIL + WEB

Newsletter placements and website exposure.

04

BRAND STORIES

Sponsored features, founder profiles, product spotlights and launches.

Custom combinations available. Sponsored content is clearly identified.

THE PEOPLE.
THE PRACTICE.
THE POSSIBILITIES.



JUNE / JULY 2025



THE LONGEVITY ISSUE

Real stories. Distinctive voices.
A shared passion for Pilates.

YOUR PLACEMENT. YOUR IMPACT.

PRINT ADVERTISING

Back Cover (Exclusive)	**$4,500**
Inside Front Cover	**$3,500**
Inside Back Cover	**$3,250**
Two-Page Spread	**$3,750**
Full Page Advertisement	**$2,000**
Half Page Advertisement	**$1,200**
Quarter Page Advertisement	**$700**
Premium Placement / Editorial Adjacency	**Add $500**

DIGITAL + SOCIAL CAMPAIGNS

Instagram Sponsored Post	**$500**
Instagram Reel Collaboration	**$850**
Instagram Story Campaign	**$350**
Newsletter Placement	**$450**
Website Feature Placement	**$500**
Digital Magazine Sponsored Placement	**$750**
Sponsored Giveaway Campaign	**Starting at $1,250**

All prices in USD. Custom campaign combinations available.

TELL YOUR STORY. BUILD CONNECTION.

SPONSORED EDITORIAL + BRAND FEATURES

Founder Feature / Brand Story	**Starting at $1,500**
Product Spotlight Feature	**Starting at $1,000**
Studio Design or Wellness Space Feature	**Starting at $1,500**
Longevity / Recovery Technology Feature	**Starting at $1,500**
Educational Partnership Integration	**Custom Pricing**
Custom Video + Content Collaborations	**Custom Pricing**

PARTNERSHIP PACKAGES

Print + Digital Bundle	**Starting at $2,750**
Brand Launch Package	**Starting at $4,500**
Global Wellness Partnership	**Custom Pricing**

BUILD A LONGER-TERM PARTNERSHIP

Multi-issue partnership discounts available.

Limited category exclusivity opportunities available.

All prices in USD. Sponsored content is clearly identified.

PUT YOUR BRAND IN MOTION.

THE PERFORMANCE ISSUE

Next issue: Chicago Bears on the cover.

Bring your brand into the athlete conversation.

Tell us your goal, your timing and your budget. We will build a custom proposal around the right mix of magazine, digital, social and email.

Charles Blount

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