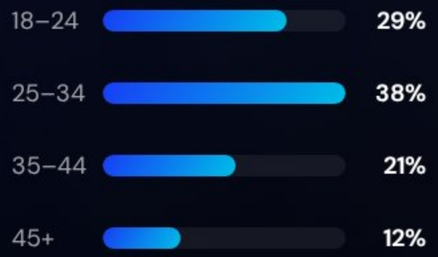

the gym group
MONSTER ENERGY
Maximise the potential.
Across The Gym Group.
1 million members | 260 gyms | 11 million impressions a month
Impressions
Boost Sales
New Products
Sell Online
Powered by bright.blue
1 / 11

The Gym Group.

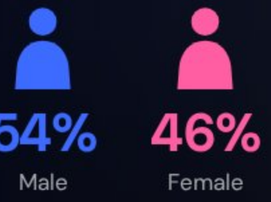
High-intent members. Here to train. Ready to buy.

Venues	Devices (D6)	Footfall	Impressions	Dwell Time
260	570	1 million members	11 million /month	82 min

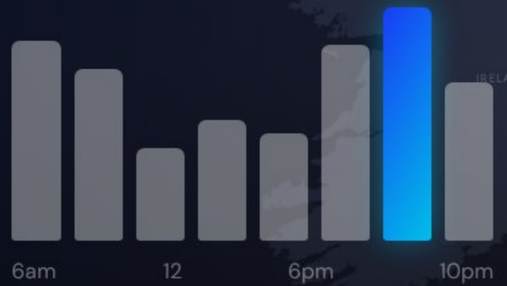
Age Range



Gender



Interaction by Time



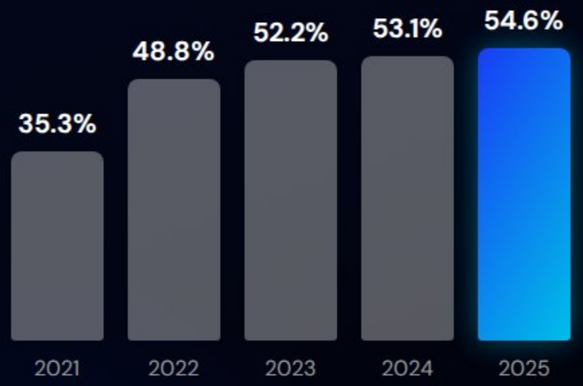
Illustrative only, and not a guarantee. Member count from The Gym Group (June 2026); gyms and screens are the Bright.Blue network.

Young, loyal and here every week.

A Gen Z–heavy audience that trains often and buys for every part of the workout.

Members	Gyms	Machines	Visits	Impressions	Gen Z
991,000	**260**	**570**	**70 million**	**11 million**	**44%**
June 2026	across the UK	with screens	a year · 191,800 a day	a month	of members, aged 16–29

Members in 4+ times a month



Gen Z, fitness first

44% of members

See the gym as a social place	62%
Train twice a week or more	58%
Fitness is a top-two spend	55%
Fitness is their #1 spend	42%

A product for every moment

of the visit

Before training	Pre-workout, energy drinks	Monster Energy
During	Water, electrolytes	
Straight after	Protein shakes, recovery drinks	
On the way out	Protein bars, ready-to-drink protein	
Between visits	Creatine, supplements	

£48.81
Gen Z monthly fitness spend, up 17% on last year

~50%
of UK adults use sports nutrition products

Sales from 70M visits
a year, at a £3.50 basket

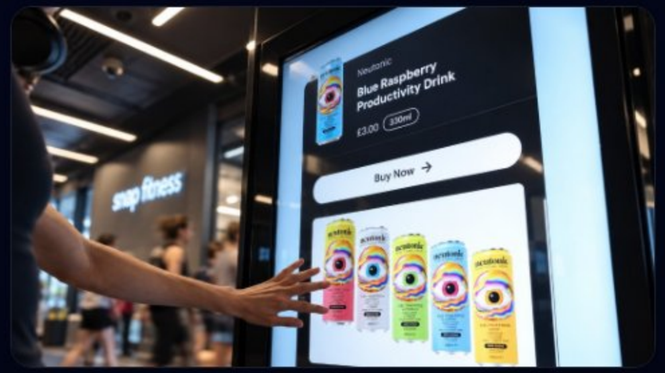
£1.2M	£2.45M	£4.9M	£7.35M	£12.25M
0.5% buy	1% buy	2% buy	3% buy	5% buy

The Gym Group company reporting and 2025 Gen Z research; sports nutrition use from UK industry research. Gyms and screens are the Bright.Blue network, impressions are estimated from visits, and sales scenarios are illustrative, not forecasts.

Three ways to activate at The Gym Group.

Package 1 Media Only

Advertise your brand,
Boost sales



- 2–16 weeks
- 55 inch D6 Screen
- Premium Placement
- Dominate Category

£6.25 per screen per week

Example:
£5,000 for 100 machines for 8 weeks

Package 2 Media + Online Product

Sell more online,
List the wider range



- 2–16 weeks
- 2-Click Online Purchase
- Subscriptions
- Bundles

£8.75 up to 5 virtual SKUs per week

Example:
£7,000 for 100 machines for 8 weeks

Package 3 Media + Physical Product

Launch new products,
Clear excess stock



- 8–18 weeks
- Extra Product Slot
- Test and learn
- Real-Time Analytics

£13.75 per physical SKU per week

Example:
£11,000 for 100 machines for 8 weeks

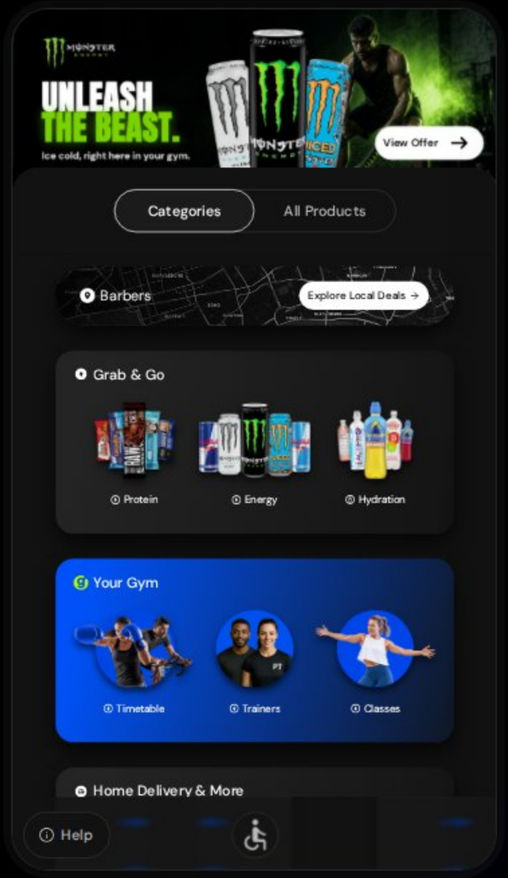
Package 1 Media Only

Advertise your brand, Boost sales

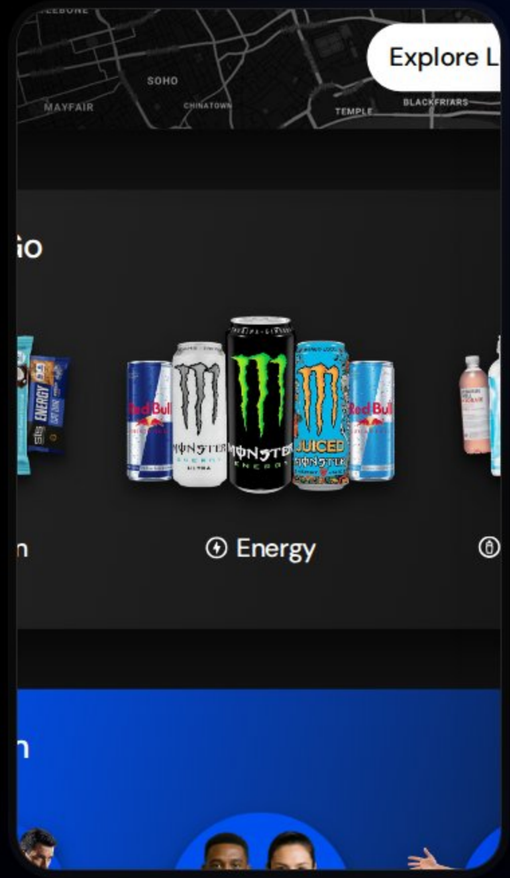
Build impressions for the brand, and increase sales of the products already in the machines.



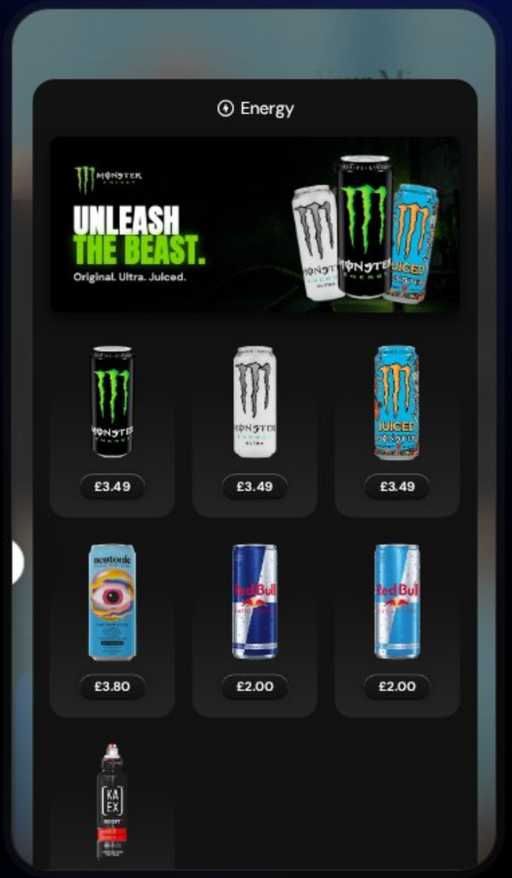
55 inch D6 screens



Branded banners



Premium placement

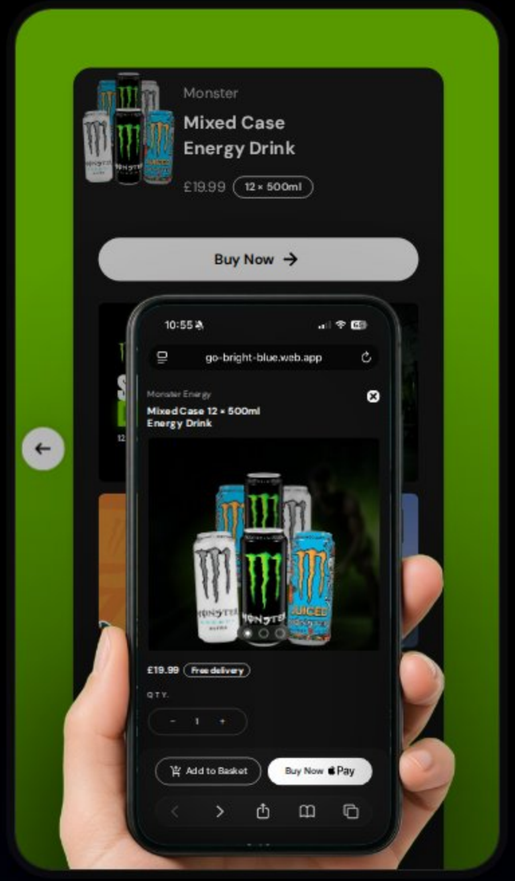


Dominate the category

Package 2 Media + Online Product

Sell more online, List the wider range

Sell more online, and list the wider range without putting stock in the machine.



2-click online purchase

Subscriptions

Repeat orders, delivered on a schedule.

Bundles and samples

Multipacks, bundles and trial samples.

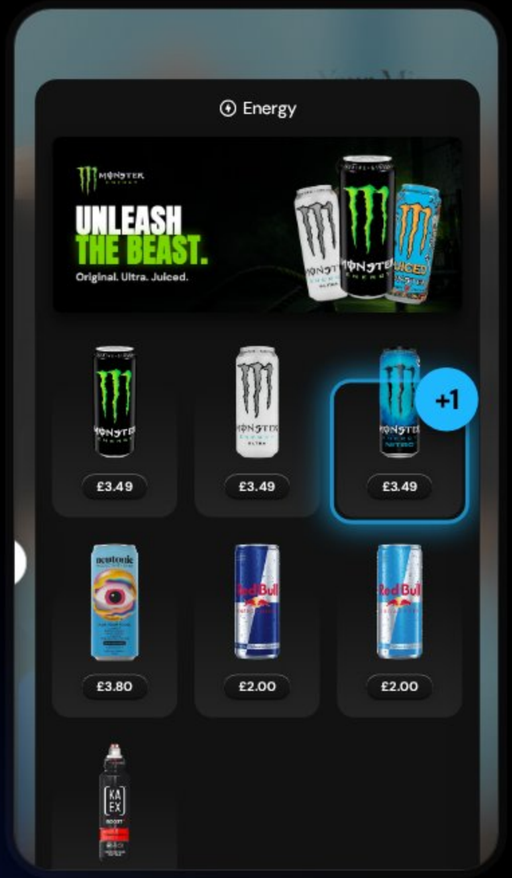
Home delivery

Ordered at the gym, delivered to the door.

Package 3 Media + Physical Product

Launch new products, Clear excess stock

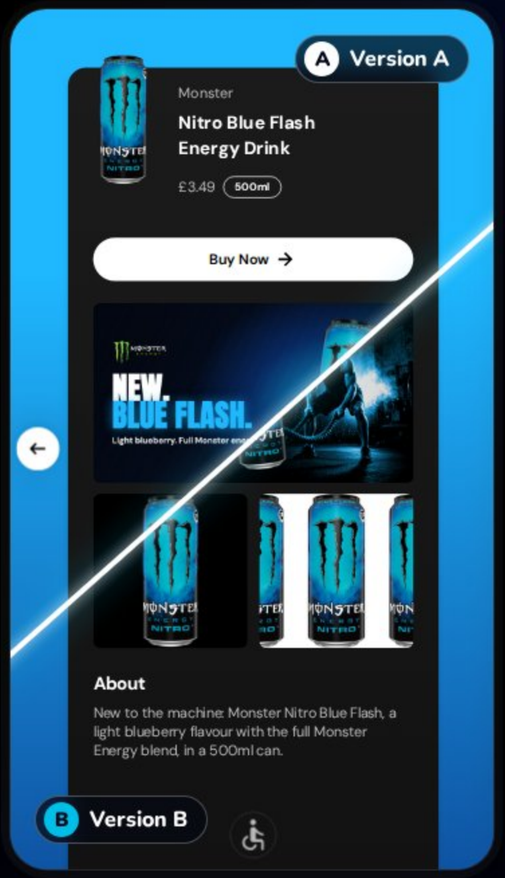
Launch new products in the machines, and clear excess stock with a live read on what sells.



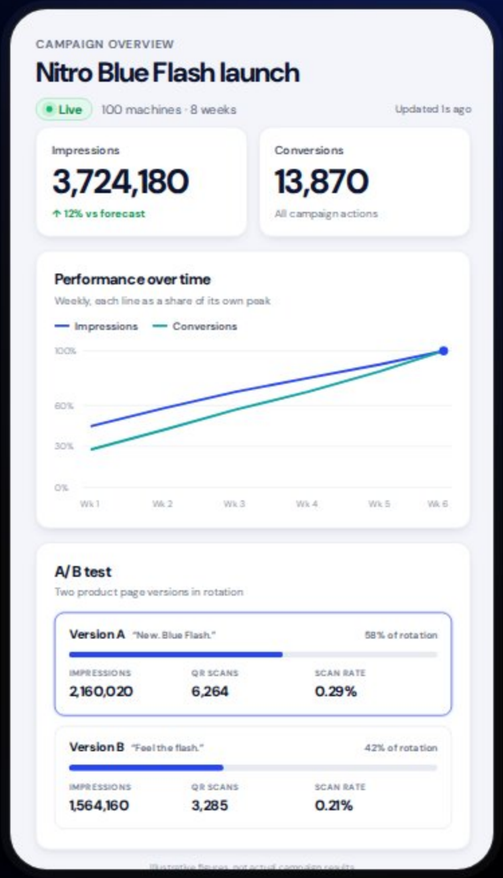
Extra product slot



10, 50 or 100+ machines



Test and learn



Real-Time analytics

You choose the campaign. We do the rest.

Live in 4 weeks | Fully managed | Real-Time Analytics

1
Choose your campaign

- Your objective
- Your package
- Scale

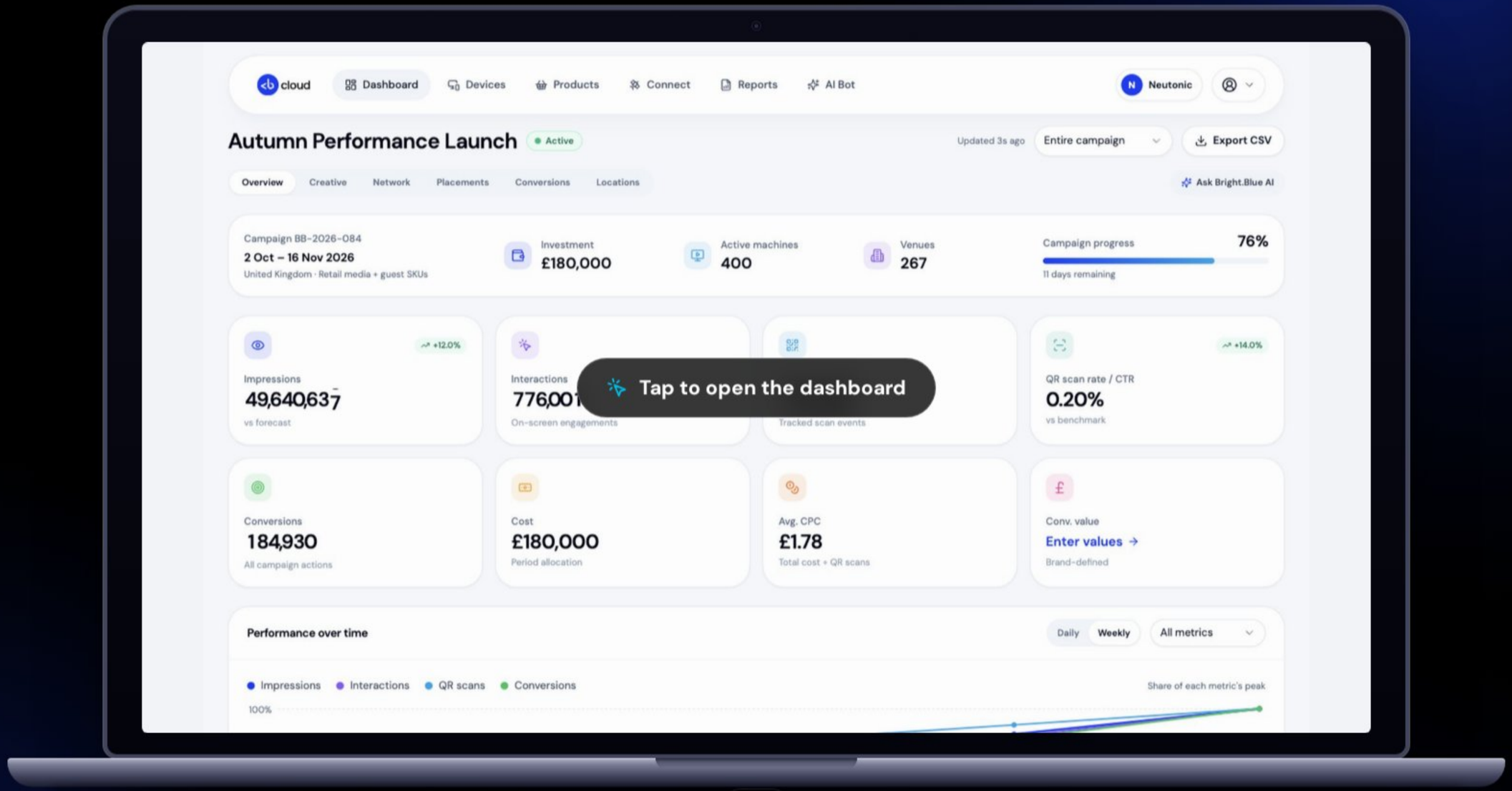
2
We do the rest

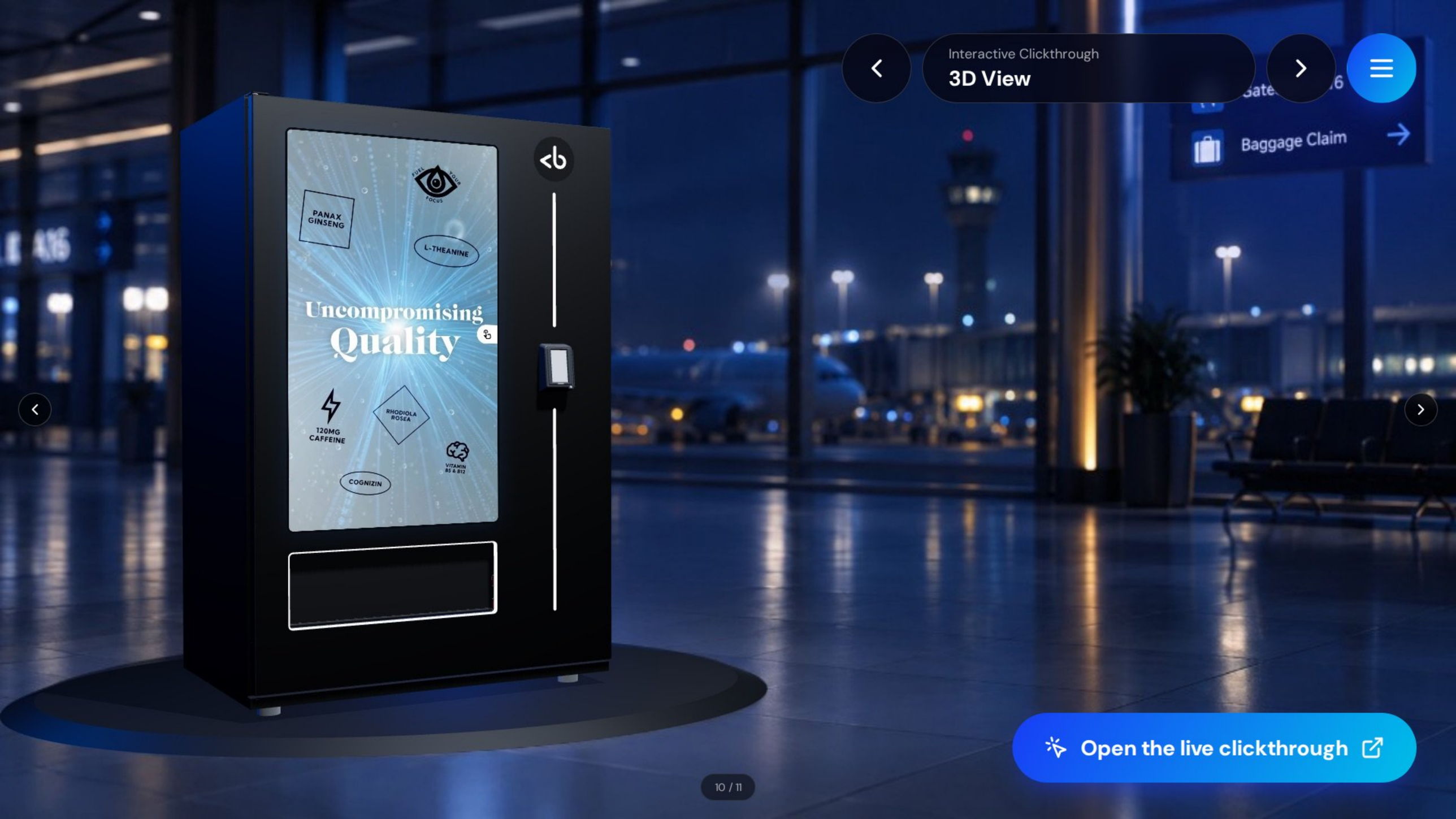
- Creative
- Management
- Distribution

3
Watch. Test. Optimise.

- Live analytics
- A/B testing
- Measure ROI

Business intelligence, live in the cloud.




Interactive Clickthrough
3D View
Baggage Claim
PANAX GINSENG
L-THEANINE
Uncompromising Quality
120MG CAFFEINE
RHODIOLA ROSEA
VITAMIN B5 & B12
COGNIZIN
Open the live clickthrough
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Limited inventory available.

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