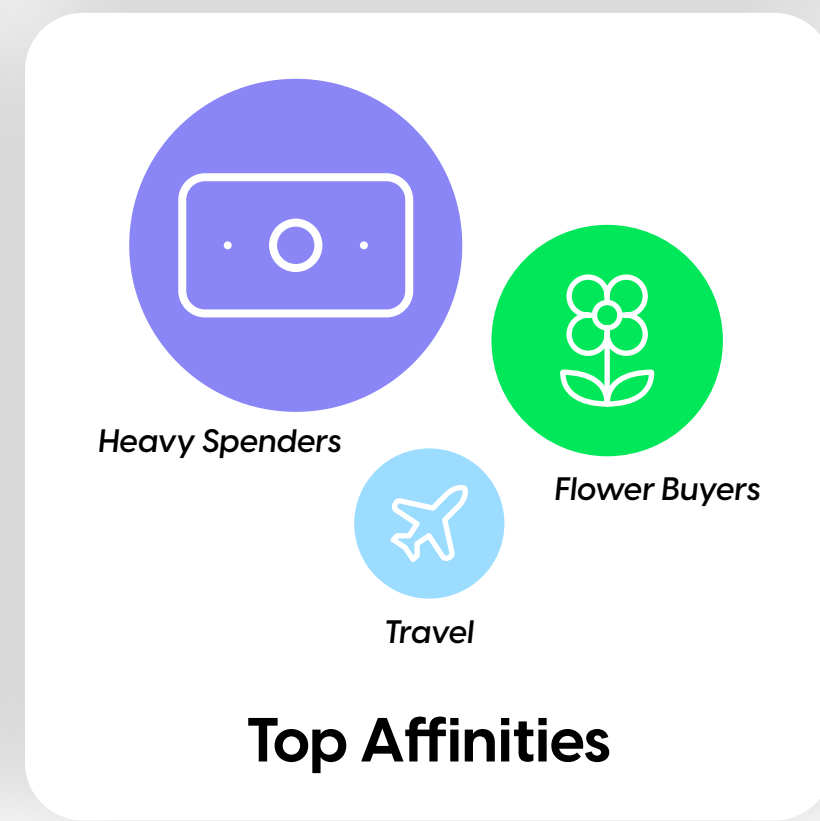
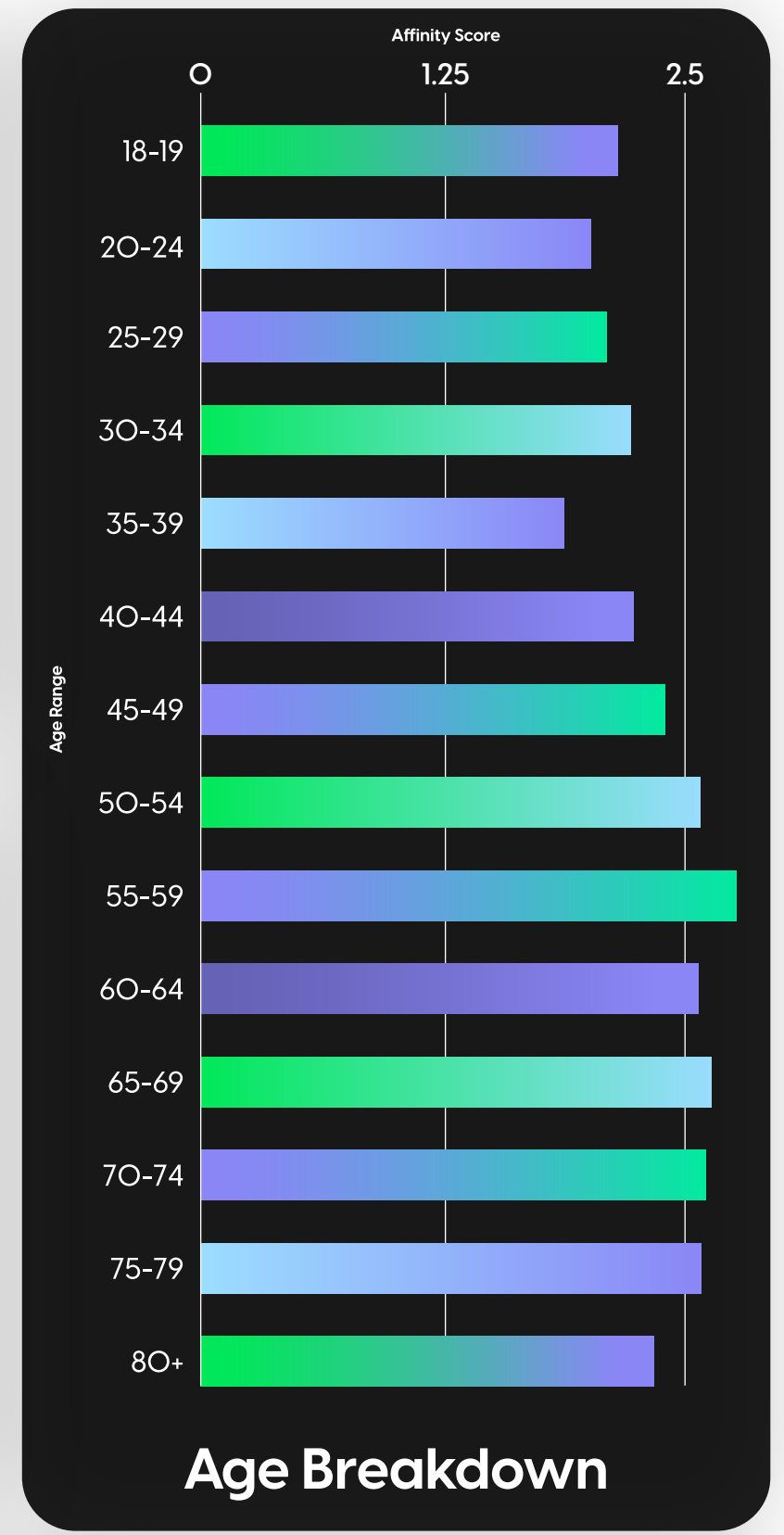
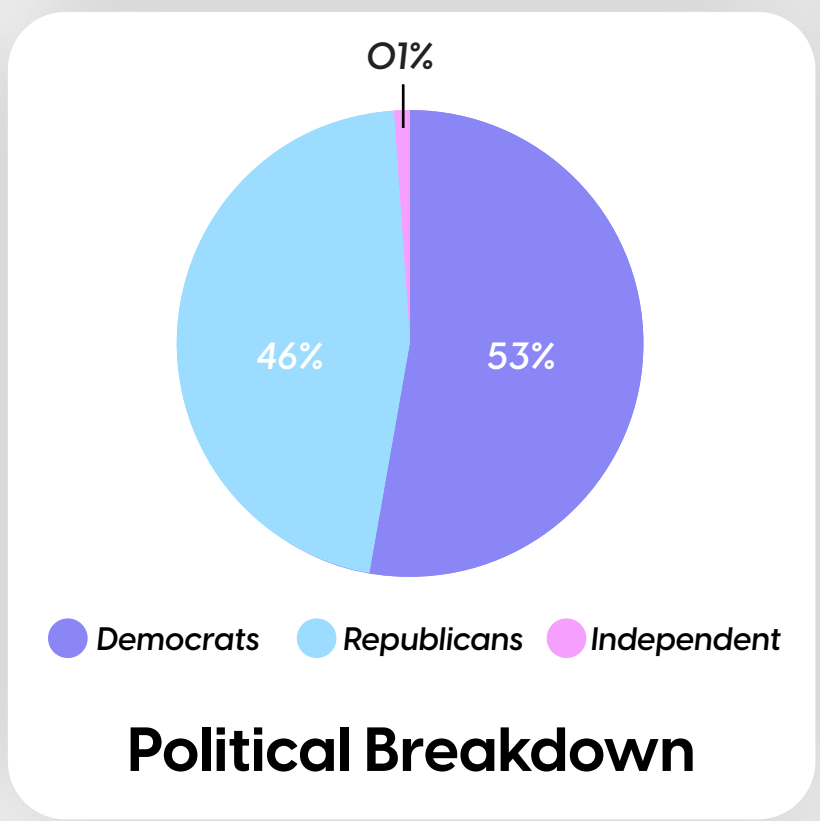
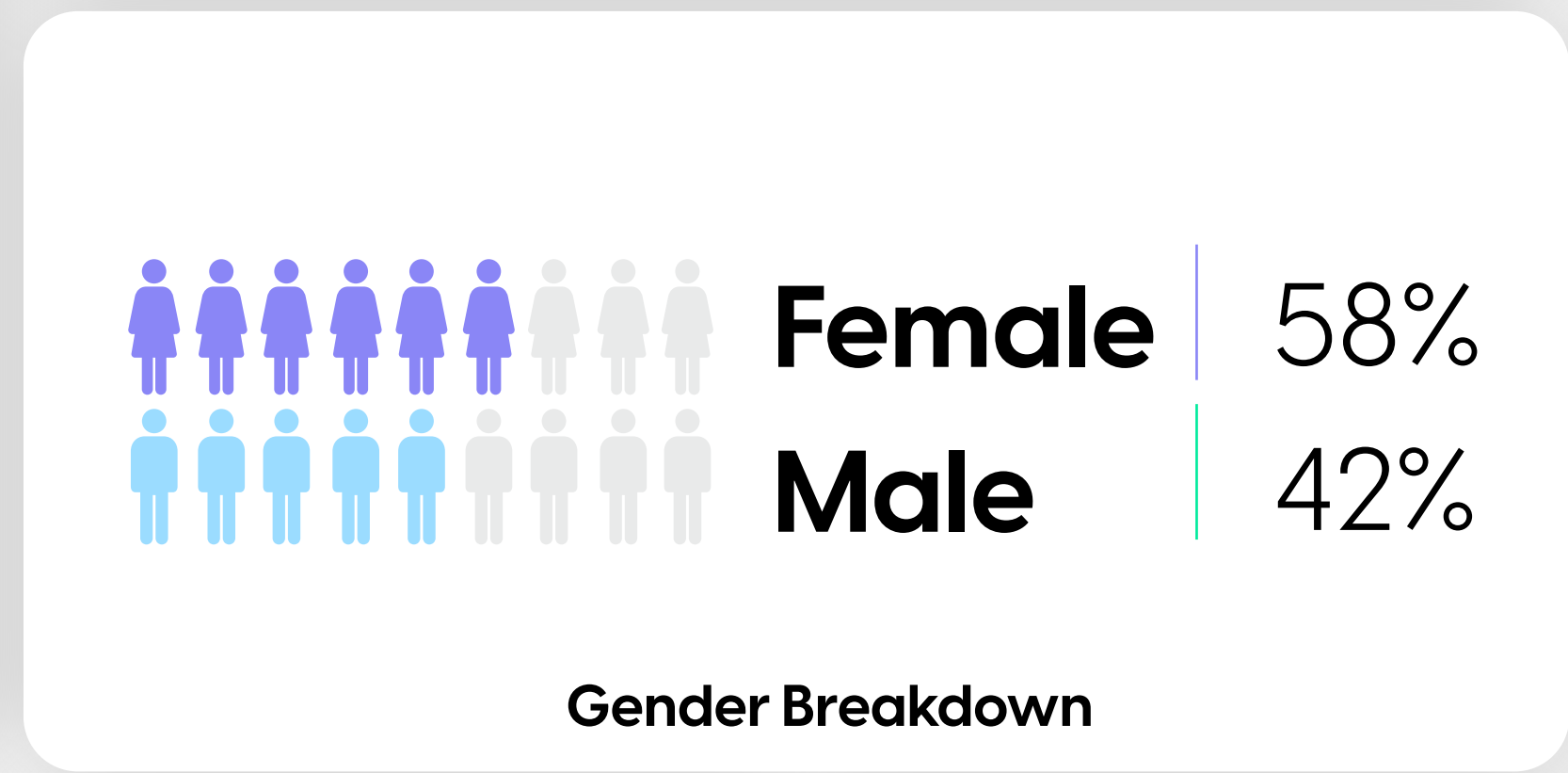
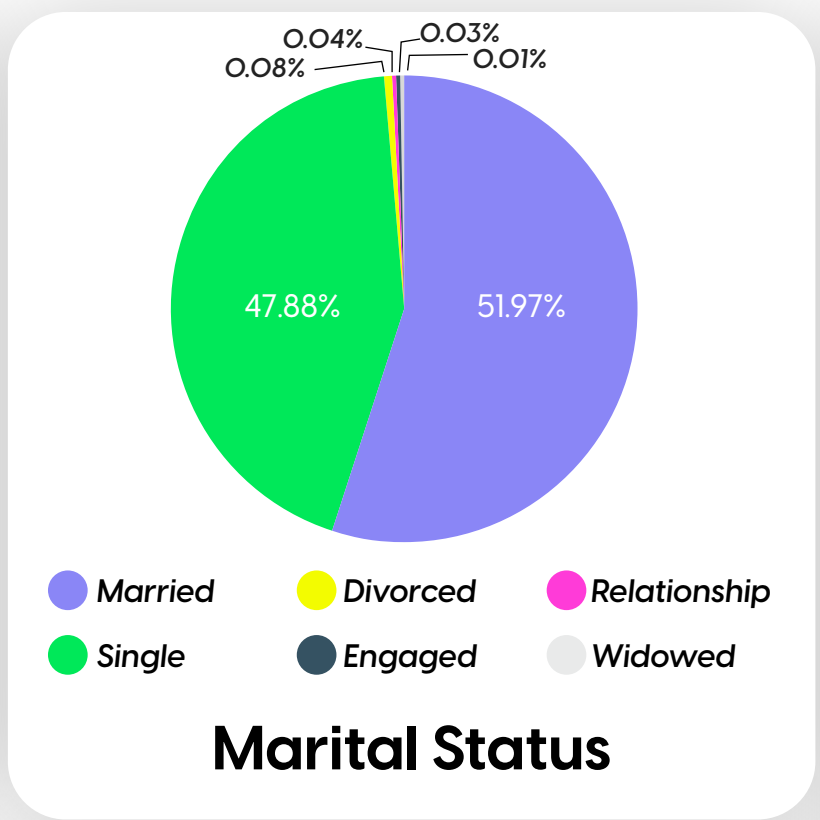
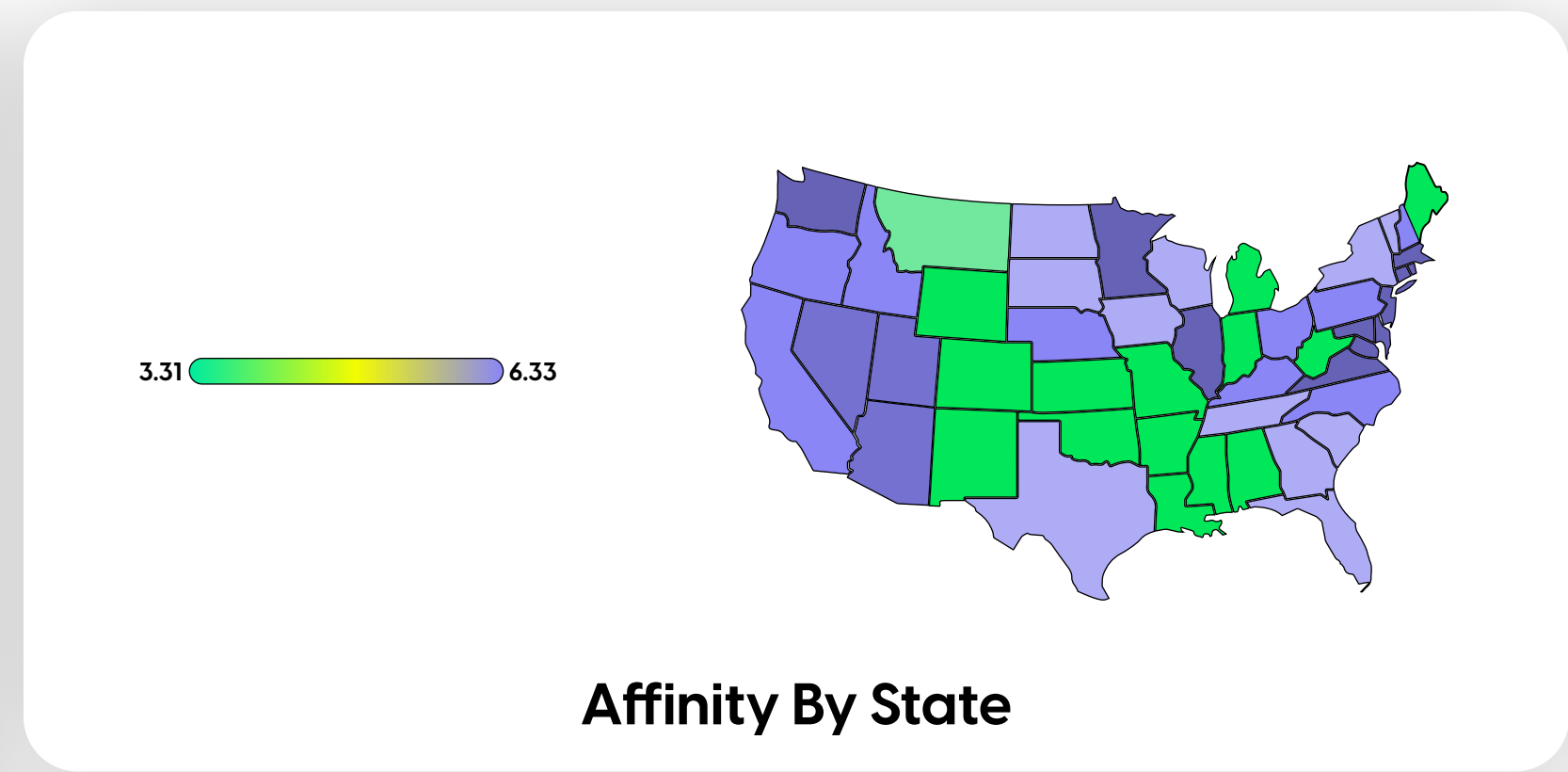


# Gym & Fitness Fans

Meet the Gym & Fitness Fans, a high-energy audience driven by adrenaline, self-improvement, and a passion for peak performance. These consumers aren't just hitting the gym—they're embracing a lifestyle that thrives on excitement, whether it's the rush of a rollercoaster drop, the thrill of a high-stakes poker game, or the latest fitness tech fueling their workouts. They're avid music streamers, entertainment lovers, and fashion-forward trendsetters, proving that looking good and feeling great go hand in hand. With a strong presence in the Northeast and a penchant for premium brands, this audience invests in personal care, adventure, and experiences that keep their heart rates up—both in and out of the gym.



**\$250k+**  
Household Income Affinity Majority

**9,280,533**  
Sample Population