

# Canal Wellness

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**LIFTMEDIA**

PREMIUM CONNECTIONS

[www.liftmedia.pt](http://www.liftmedia.pt)

# Audiência, Inserções e Alcance

Audiência Semanal

**83.790**



PESSOAS

Inserções por Semana

**100.800**



45 ECRÃS

Visualizações

**809.424**



IMPRESSÕES POR SEMANA



**45**

ECRÃS

- LISBOA
- PORTO
- BRAGA
- VILA REAL
- BRAGANÇA
- AVEIRO
- SETÚBAL
- ALGARVE

# Perfil da Audiência



## Faixa Etária

25 - 55 anos



## Género

57% - Feminino  
43% - Masculino



## Classe Social

B, C

# Perfil da Audiência



## Frequência

**3x**

Média de idas de uma pessoa a ginásios por semana.



## Tempo de Permanência

**45m à 60m**  
por pessoa.

# Ginásios

8

LOCAIS



3

LOCAIS



1

LOCAL



1

LOCAL



6

LOCAIS



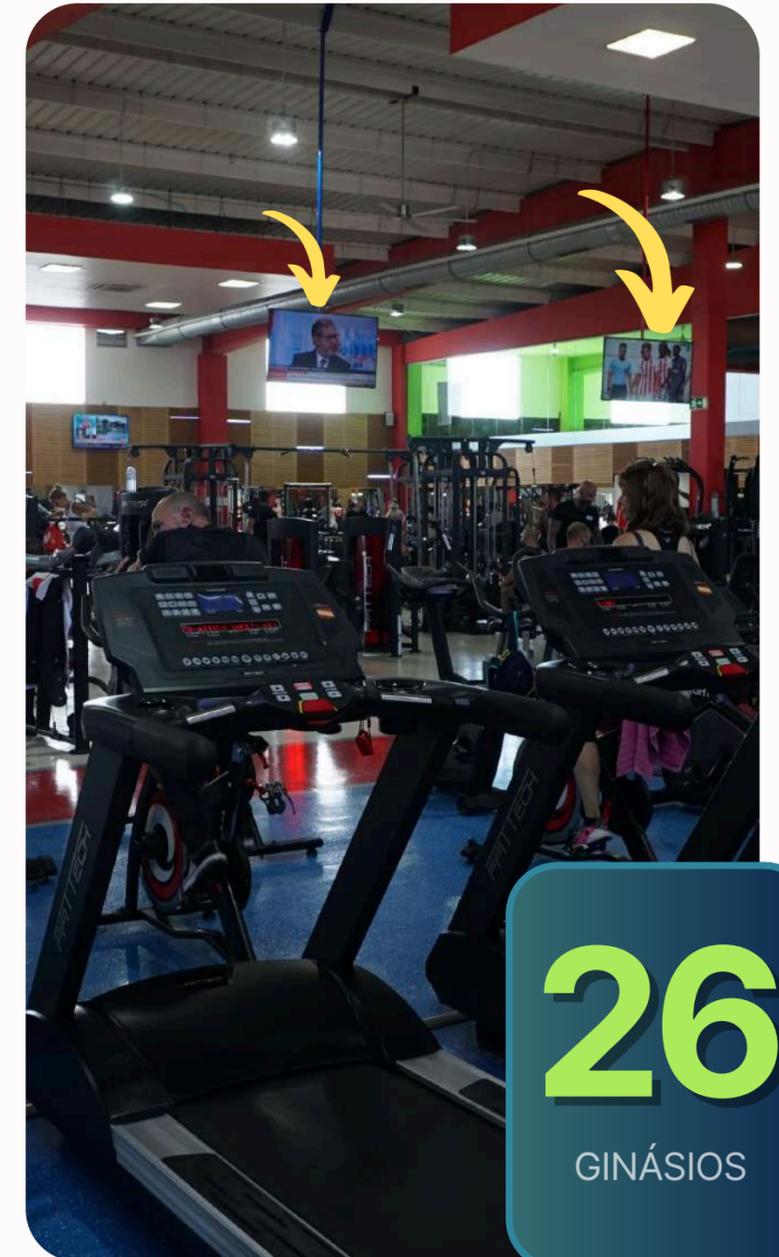
5

LOCAIS



2

LOCAIS



26

GINÁSIOS

<b>Ginásio</b>	<b>Ecrãs</b>
Be-Fit Ermesinde	1
Be-Fit Póvoa Varzim	1
Be-Fit Braga	1
Be-Fit Aveiro Industrial	1
Be-Fit Aveiro Centro	1
Be-Fit Barreiro/Moita	1
Be-Fit Montijo	2
Be-Fit Setúbal	2
CR7 Prelada	4
CR7 Matosinhos	4
CR7 Padrão Légua	4
4OurPadel by Easystation	1

<b>Ginásio</b>	<b>Ecrãs</b>
Bodystation M. Canaveses	1
Bodystation Peso Régua	1
Bodystation Bragança	1
Bodystation Chaves	1
Bodystation Celorico Basto	1
Bodystation Amarante	1
Parque Health Club	2
Gymnasium	5
Legend	2

**Ginásios** ..... **26**

**Ecrãs** ..... **45**

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# BEFIT

# 8

LOCAIS

- Braga
- Ermesinde
- Póvoa de Varzim
- Aveiro (2)
- Barreiro/Moita
- Montijo
- Setúbal

# 10

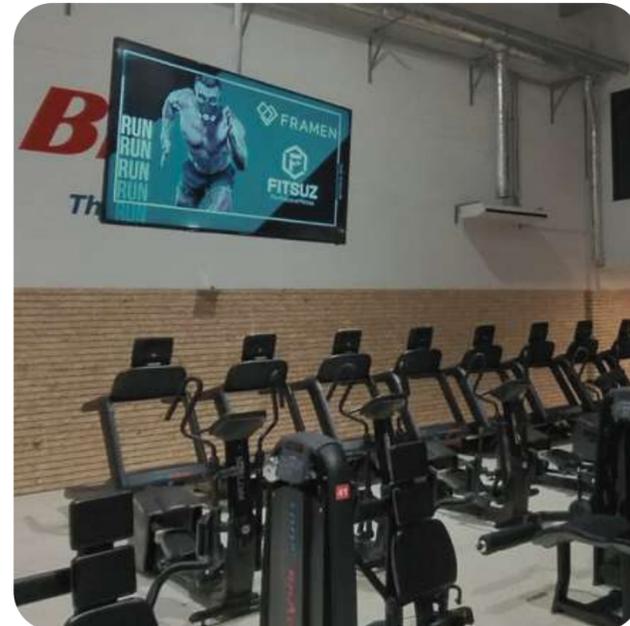
ECRÃS

LIFT  
MEDIA

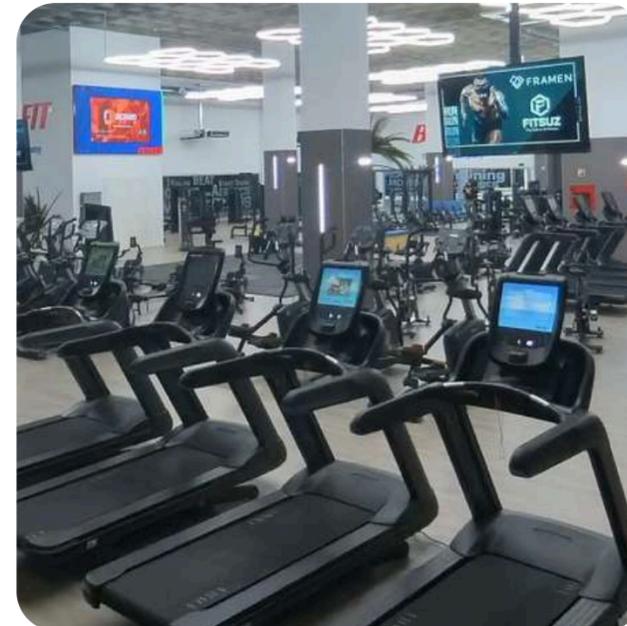
PREMIUM CONNECTIONS



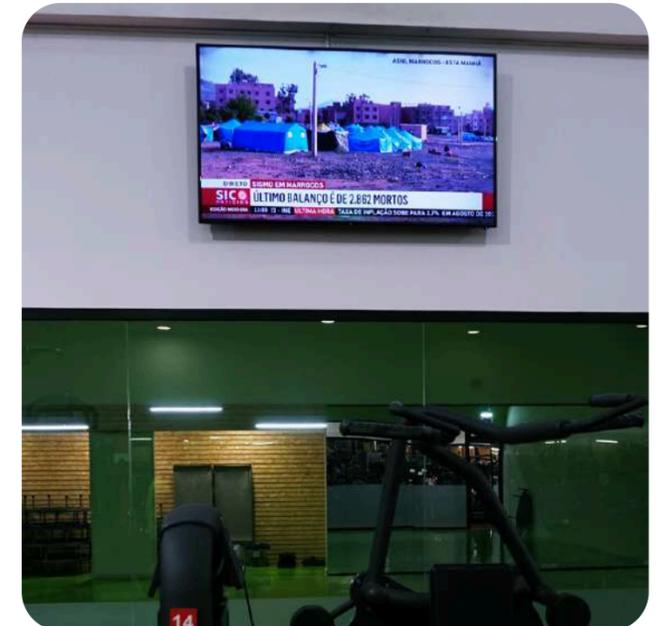
**BEFIT**<sup>®</sup>  
The Fitness Company



**BEFIT**<sup>®</sup>  
The Fitness Company



**BEFIT**<sup>®</sup>  
The Fitness Company



**BEFIT**<sup>®</sup>  
The Fitness Company

# CR7

# 3

LOCAIS

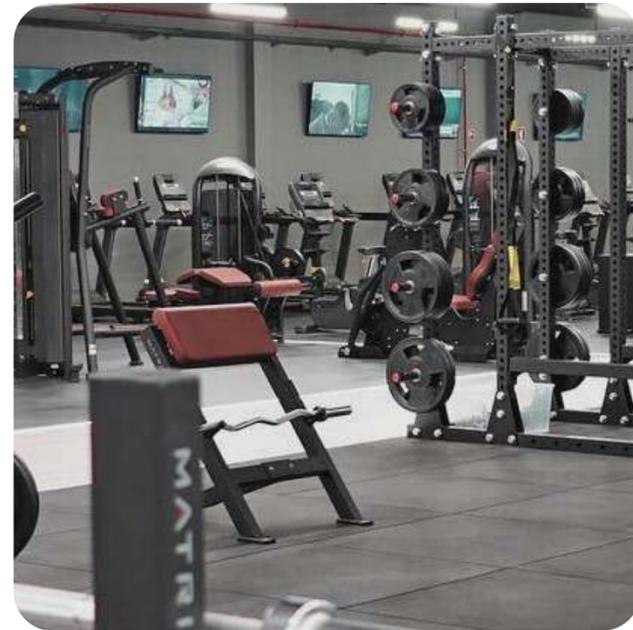
- Porto
- Matosinhos (2)

# 12

ECRÃS



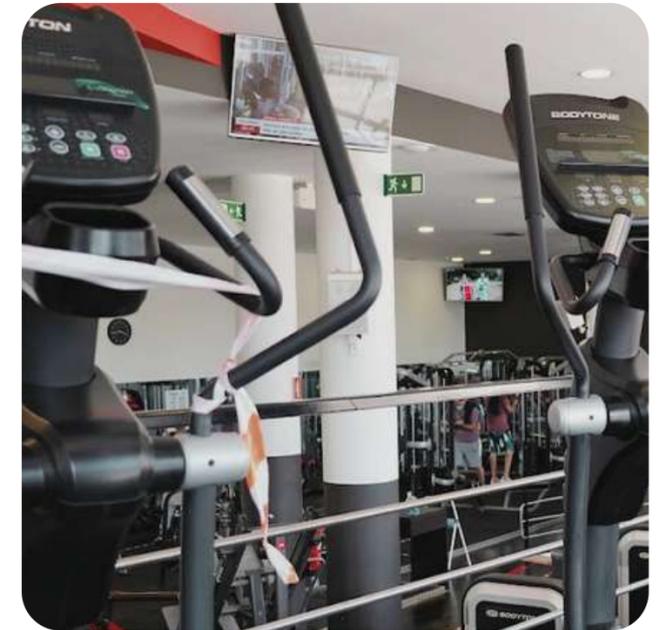
**CR7**  
FITNESS  
BY  
**CRUNCH**



**CR7**  
FITNESS  
BY  
**CRUNCH**



**CR7**  
FITNESS  
BY  
**CRUNCH**



**CR7**  
FITNESS  
BY  
**CRUNCH**

# BODYSTATION EASYSTATION

7

LOCAIS

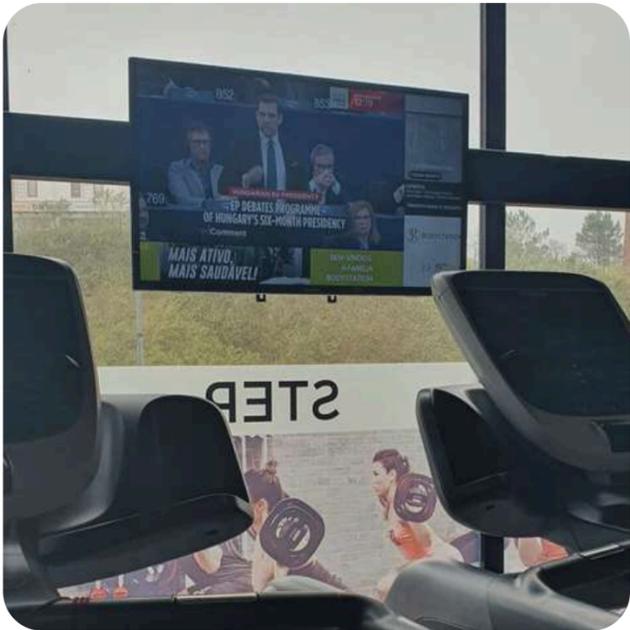
- Marco Canaveses (2)
- Amarante
- Peso da Régua
- Bragança
- Chaves
- Celorico de Basto

7

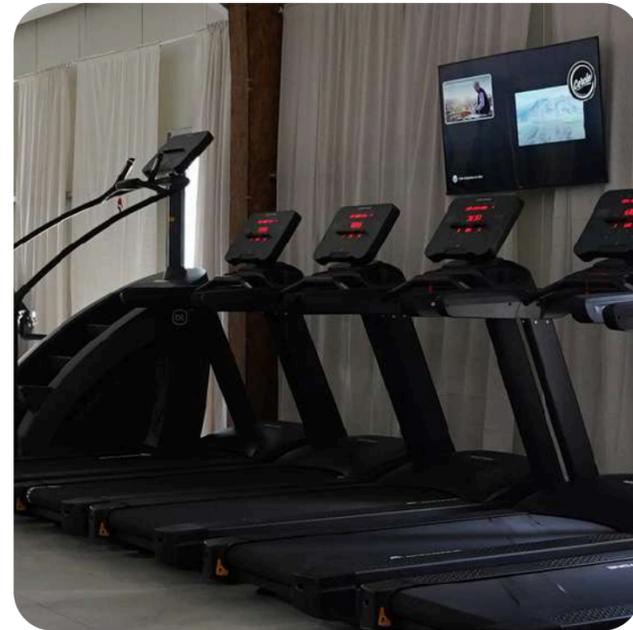
ECRÃS

LIFT  
MEDIA

PREMIUM CONNECTIONS



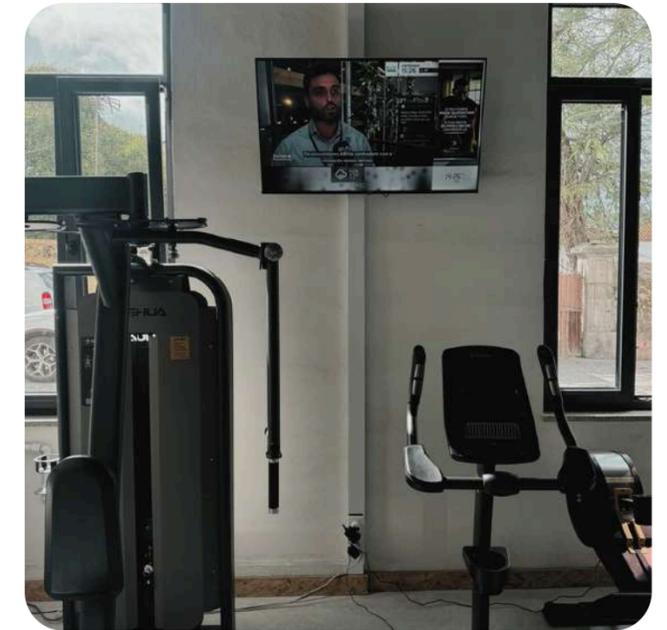
 BODYSTATION



 BODYSTATION



 BODYSTATION



 BODYSTATION



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# PARQUE HEALTH CLUB

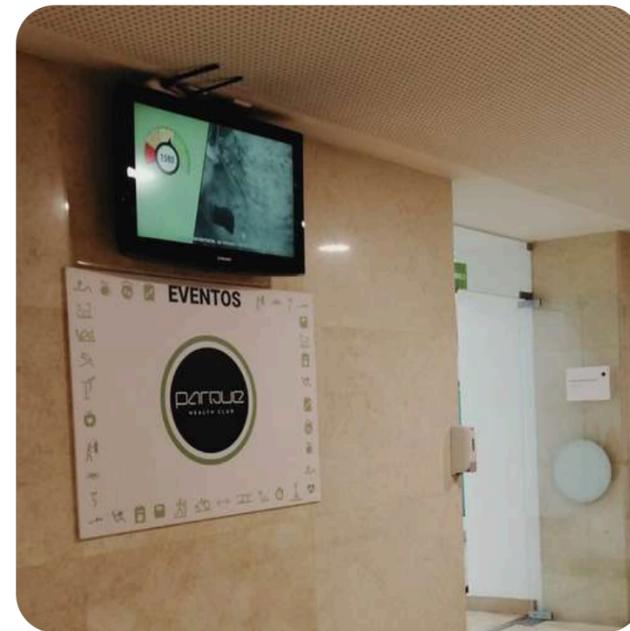
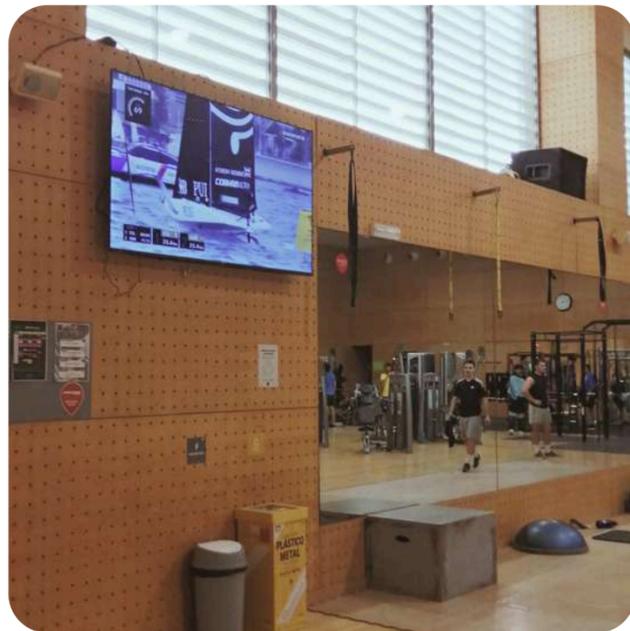
1

LOCAL

• Maia

2

ECRÃS



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# GYMNASIUM

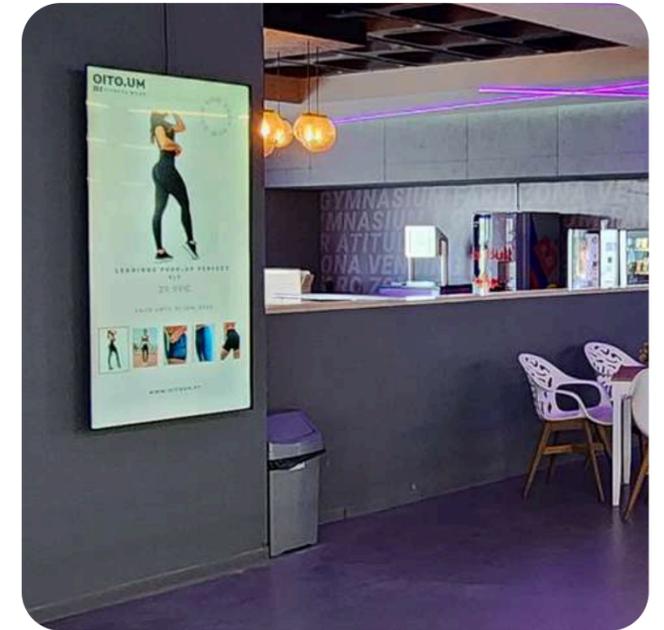
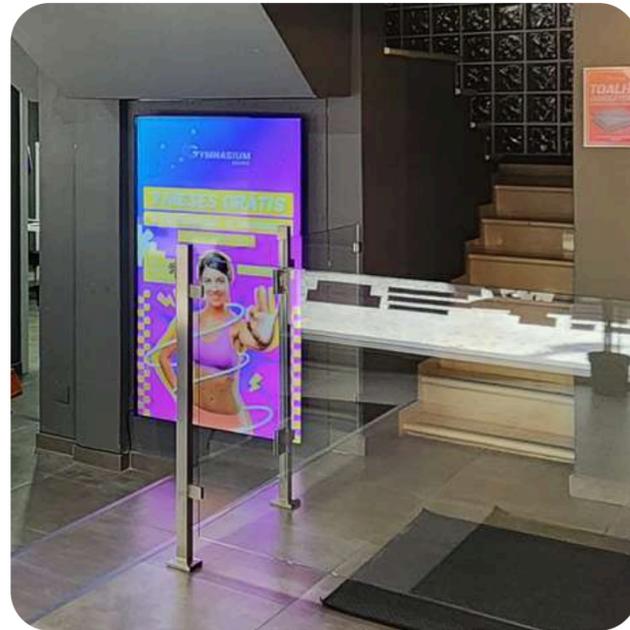
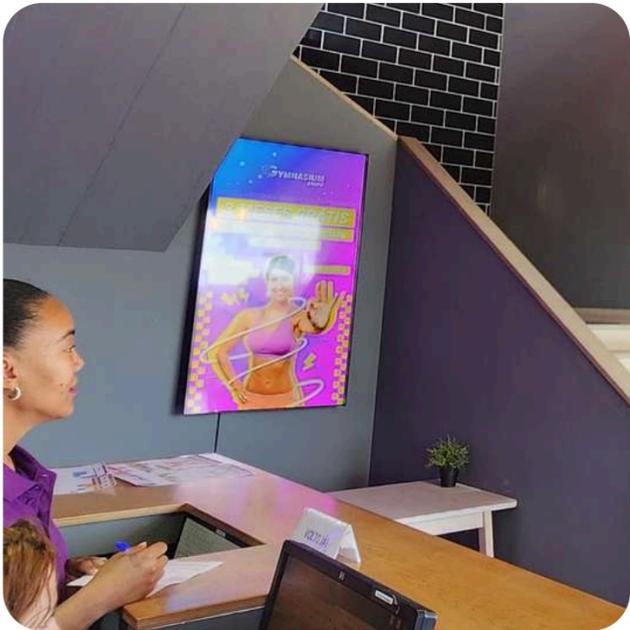
5

LOCAIS

- Faro
- Loule
- Olhão
- Portimão
- Tavira

10

ECRÃS



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# LEGEND

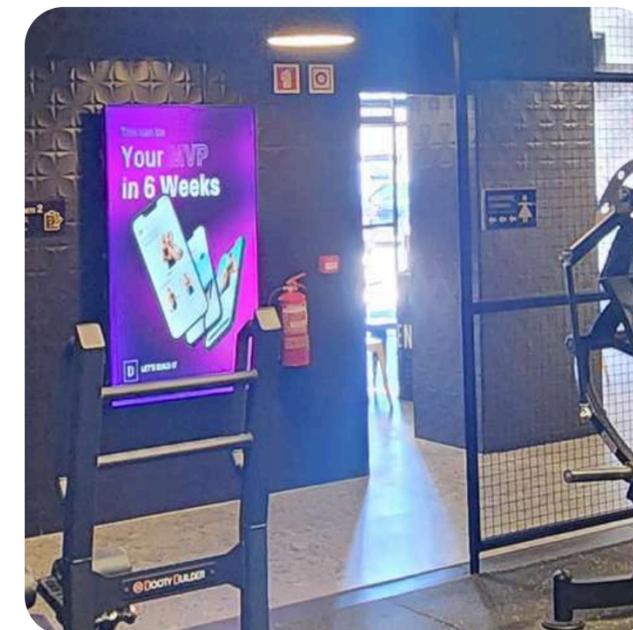
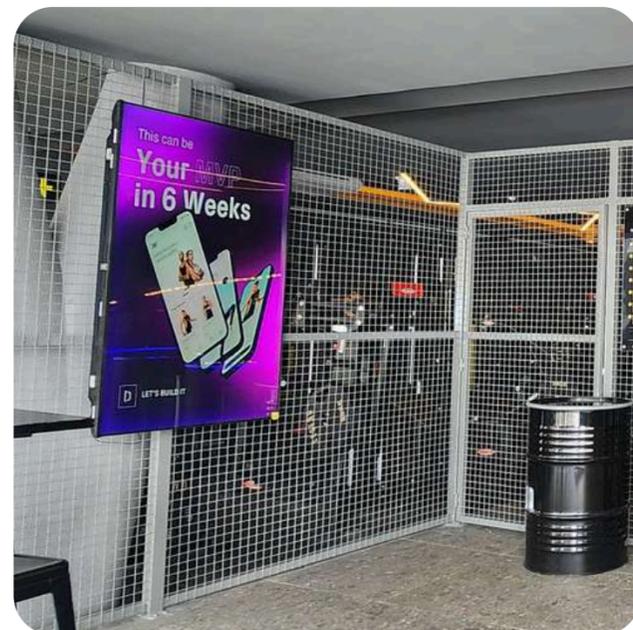
# 2

LOCAIS

- Faro
- Olhão

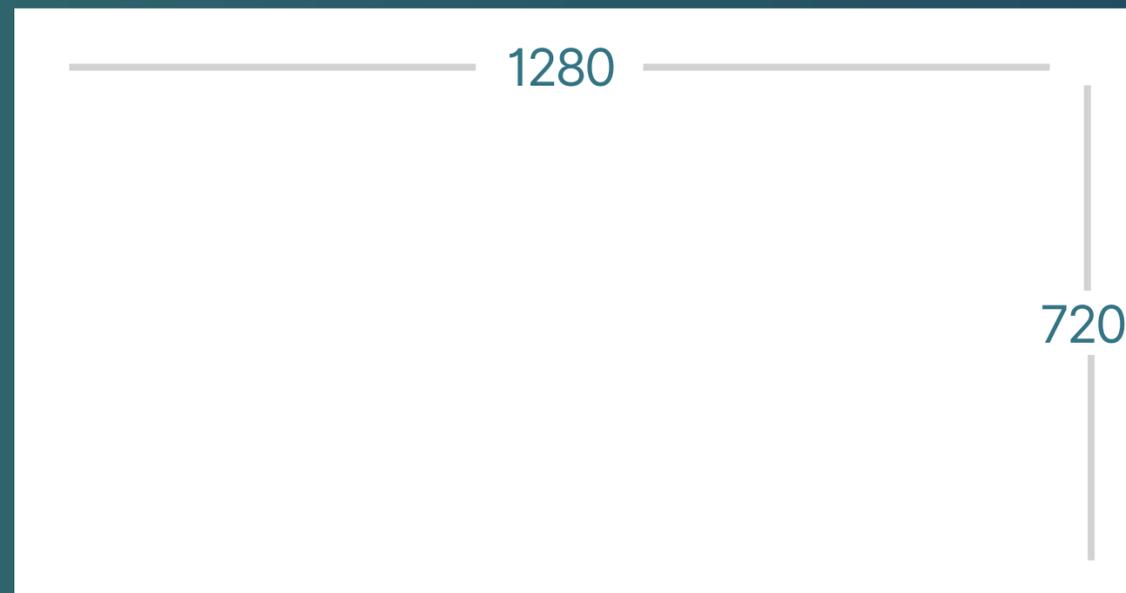
# 4

ECRÃS



# Especificações do vídeo

ECRÃS - 1280 px x 720 px



720 px x 1280 px



Vídeos com  
10 segundos sem áudio



Extensões dos vídeos:  
MP4, WMV, AVI



Taxa de Frames:  
30 FPS



Tamanho máximo  
do arquivo: 3MB

# Canal Wellness



Tem alguma dúvida?  
Estamos sempre prontos para ajudar.

**ALEXANDRE SANTOS**  
[santos@liftmedia.pt](mailto:santos@liftmedia.pt)

**Tlm. 91 885 15 02**  
(Chamada para rede móvel nacional)