

nrpt
NATIONAL REGISTER
OF PERSONAL TRAINERS



Company Overview

The National Register of Personal Trainers was set up in 1992 by Alton Byrd, a UK Basketball champion as a way of helping people identify and locate fully qualified and insured personal trainers. Back then, it was a paper based register which people could refer to but of course the task of keeping it updated was laborious to say the least.

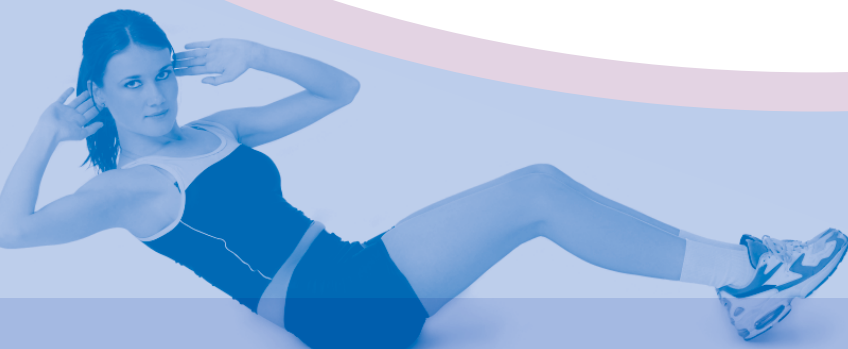
The internet boom then happened and the NRPT web site was born. So, from having a solid heritage firmly linked to the health & fitness industry, the NRPT is now the only site offering a truly UK wide database of qualified and insured Personal Trainers.



What does the NRPT do?

The primary purpose of the NRPT has not changed since it was launched. Its aim is to put the general public in touch with qualified, insured personal trainers all over the UK.

The NRPT also provides a wide range of information about becoming a personal trainer for people new to the industry as well as appropriate training courses and continuous professional development course information. Also featured are specialist courses such as Nutrition and First Aid and business and marketing advice intended to help trainers build and retain their business.





Site Statistics

- 850 current members
- 40,000 monthly searches for a PT
- 300,000 monthly page impressions
- 10,000 monthly searches in course section

Industry Insight

The NRPT is owned by a small team of health & fitness professionals, personal trainers and sports enthusiasts. As well as the experience that is inherent in the team, the NRPT has to keep up to date with developments within the fitness industry as well as across the internet. With representatives sitting on the REPs steering committee and bi-annual attendance at most of the big fitness conventions, including Fitness Forum, the NRPT is well placed to provide the best advice to their members, good administration support as well as people looking for or wanting to become a Personal Trainer.





Promotions

Online promotion

Through simple longevity and appropriate, high quality content, the NRPT has enjoyed number one natural positioning for some years now on all the major search engines for a wide group of related Personal Training search terms. This is one of our primary marketing strengths and we also feature on a large number of industry related web sites.

Offline promotion

The NRPT works with selected promotions companies to deliver high quality client generation and trainer exposure through targeted leisure and lifestyle promotional activity. This gives our members additional exposure to potential clients and increases the profile of the NRPT for the benefit of our members.

Register of Exercise Professionals

As well as working with the majority of Personal Training course providers in the UK, the NRPT works in partnership with the Register of Exercise Professionals (REPs). REPs are a registered charity and are the UK's regulator for the Health & Fitness instructor industry. They accredit and oversee the qualifications applicable to the 4 levels currently recognized within the fitness industry, www.exerciseregister.org

The majority of our members are REPs registered at level 3 (Advanced Instructor – currently the highest level), and to retain their REPs status they must complete 24 CPD points over each 2 year period.



Training Providers

All our members must hold a level 3 Personal Training qualification as well as public liability cover and first aid. The most important factor in becoming a personal trainer is the quality and reputation of the course completed, which is why we only offer information only from companies recognised and accredited by the Register of Exercise Professionals.

We work with a number of companies who automatically offer complementary NRPT membership to their graduates on completion of their courses. Again we only engage with companies who are recognised and accredited by REPs.

Site Advertising

Although historically we have never offered site advertising for companies other than Personal Training course providers, we now offer a range of advertising options, but we apply a strict policy that any advertising must be with companies directly related to the fitness industry which will benefit both Personal Trainers and potential clients looking to engage their services. In the next section you will find our rate card which details what advertising options are available and what creative spec we require.





Unique Market Insights

Our dedicated sales team will work with you to provide you with a route into the online health & fitness industry that will ensure your marketing campaign achieves the results you require. We take the time to develop an understanding of your business and your market, before creating a strategy that will ensure you get value for money and to maximise your returns.

Newsletters & Eshots

The NRPT is able to offer a range of newsletter and eshot opportunities. From our monthly Bulletin to bespoke eshots promoting just you, the NRPT has worked with a range of companies in the past year including YMCAfit, WeightWatchers, USN, Life Fitness, Maximuscle, Technogym, Herbalife and many more large and small companies.

Our open rates are typically in the 25-35% range and as we have a dedicated audience of qualified and insured Level 3 Personal Trainers, if you want to get your product in front of people that can make a difference, then why not talk to us now about using our email broadcasts as a cost effective route to get to trainers.

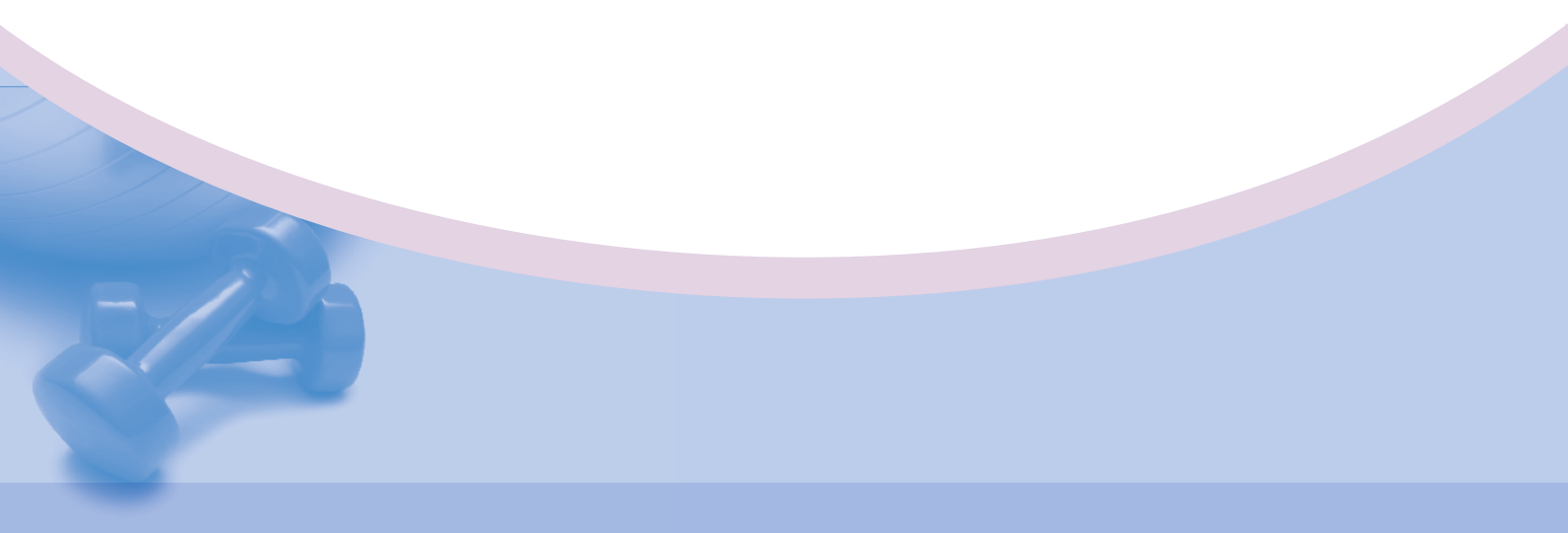
Creative Specification

Basic Advertising Specs

Type	Dimensions	Weights
MPU	300 x 250 pixels	Up to 45k
Skyscraper	120/160 x 600 pixels	Up to 45k
Leader	728 x 90 pixels	Up to 45k

Note:

- Please always supply a static or animated gif back-up to any Flash file.
- URL link – Please supply the click through tracking URL when sending creatives.





Contact

For more information regarding campaign uploads, campaign delivery, and all other traffic queries please contact;

Sales & Marketing Team
Email: info@nrpt.co.uk

For more details regarding advertising rates and available inventory contact our offices on
Tel: [01536 425920](tel:01536425920)

www.nrpt.co.uk

