

Fitness

IN PODCAST ADVERTISING

The fitness industry spans a wide range of devices, services, and equipment and they're no stranger to podcast advertising. From on-demand classes to high-investment home equipment, we detected over 100 brands advertising on podcasts.

Most popular genres

- 1** Sports
- 2** Comedy
- 3** Health & Fitness

6

average shows per advertiser

Most common strategy

- Direct Response
- Brand Awareness
- Tune-in



On average, ads are played at 46% percent completion in a show.
Ads are an average of **87 seconds** in length.

Major Players

WHOOP

\$5.2M spent
64 shows detected

Therabody

\$2M spent
145 shows detected

FIGHT CAMP

\$1.3M spent
100 shows detected



Magellan AI samples all of the top 3000 podcasts each week, regardless of who's publishing them. Enter into the one-stop shop with breadth and transparency that no one else can provide. Zoom out to market trends or in to keyword analysis.

Scale your advertising without needing to expand your team.

[Request Demo](#)

Top advertisers trust Magellan AI to simplify their podcast media planning



AthleticGreens.



SimpliSafe



THREDUP