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The Fit Traveler

Take Your Workout With You

Kari Eide and Lissa Mueller

Finally, a practical, fully-illustrated guide to using lightweight, elastic resistance bands for a dynamic, efficient, full-body workout—any time, any place. The program and kit are specially created for the traveler who wants a convenient, effective workout without leaving the safety and privacy of her hotel room. The 20 top exercises are explained and photo-illustrated in color. Hard case binding contains a convenient pocket for storing the stretch band. Program delivers a full-body workout, including upper body, lower body, and target areas like thighs and abdomen. Tips on travel, exercise, and diet help round out this concise and effective program. Sold in gift, travel, and fitness categories.

ISBN 1-929170-17-1

Category: Travel/Gift/Fitness

Price: US\$17.95 CAN\$

Format: Cl with Photo-laminate cover

Trim: 5.65 x 7.25h

Page Count: 52 plus pocket

Illus: 60

Exercises: Top-20, including thighs & abs

Carton Quantity: 50

Author Resides: El Dorado Hills, CA

Competition: (Note: none of these titles includes stretch bands)

- *The Road Warrior Workout:* by Crunch Fitness, Pb \$14.95, Hatherleigh Press (Dec. 1999), ISBN: 1-578260-25-6
- *How to Stay Healthy & Fit on the Road:* by Lichten, PhD., Pb \$9.95, Nutrifit Publishing (Jan. 2001), ISBN: 1-880347-53-9
- *Fitness for Travelers:* by Schlosberg, Pb \$14.95, Houghton Muffin (April 2002), ISBN: 0-618115-92-7
- *Health & Fitness for the Road Warrior:* by Gutierrez, Pb \$12.95, Writers Advantage (March, 2003), ISBN: 0-595260-79-9
- *Sculpt Your Body with Balls and Bands:* by Denise Austin, Pb \$17.95, Rodale Books (July 2005), ISBN: 1-579549-92-6
- *Travel Fit and Healthy:* by Fodor, Pb \$9.95, Fodor's (June 2001), ISBN: 0-676901-15-8
- *Therapeutic Exercises Using Resistive Bands:* by Caroline Creager, Pb. \$39.95, Executive Physical Therapy Press (Oct. 1998), ISBN: 0-964115-34-4

Sales Materials to support the book:

- Finished Books/Kits
- Color Sell Sheets

Marketing:

- Co-op available
- Sending review copies with publicity materials to:
 - top 100 travel media outlets
 - top 100 fitness media outlets
 - top 100 fitness & travel writers
- Entering the title in twelve awards programs for travel, fitness, and gift categories
- Display at BEA and ALA 2006
- PMA co-op mailing to travel reviewers
- PMA co-op mailing to fitness reviewers
- Targeted press releases for book launch
- National publicity campaign handled by KSB Promotions
- In-store demonstrations scheduled for national department stores, Spring '06

Sales Handles:

- Brings the newest fitness trends into new markets—Travel, Gift, & Fitness categories
- Affordable—a complete, guided program with equipment for only \$17.95
- The smallest, most effective workout kit for the business or leisure traveler
- The only book that comes with equipment
- Attractively designed packaging for display
- The first of 4 editions, each targeting specific lifestyle needs: travel, seniors, maternity, and rehab & disability patients

Audience:

- Targeted to the business/leisure traveler who wants to maintain her exercise program
- 9-M women travel for business, monthly
- Women who travel for vacations
- Women buying gifts for other women who travel, or who want to start a program, or who are recovering from an injury
- Women reluctant to use hotel gyms

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