

[CASE STUDY]

MensHealth

“Belly Off! Club”

- Grow audience
- Integrate online media with traditional marketing
- Drive advertising revenue

Results within first six months:

10x

ROI

13,000

success stories shared

6,000,000

page views

Men's Health BELLY OFF! FULLY LOADED
Lose your gut and pack on muscle with the simplest plan ever

Search: Search



★★★★★

4.5
Excellent

Views: 50,865
Ratings: 500

Comment

Raybo1 said:
Way to go Jason keep blazing the the trail for us on this journey!!!

WingsFan said:
It's amazing how fast it started coming off! Keep up the good work!

Community: The Belly Off! Club
Customer: Rodale Men's Health
URL: <http://bellyoff.menshealth.com/>

AWARD WINNER



**'2009 Best of Web Award
for Community/Social
Networking'**
by Magazine Industry News

BUSINESS OVERVIEW

In an industry facing the challenge of declining readership along with the opportunity to grow audience online, Rodale's Men's Health magazine launches the "Belly Off! Club." The online community enables Rodale not only to maintain its strong subscriber base, but also to grow readership online.

The community encourages readers to participate in an eight week fitness program toward trimming their bellies, including daily meal plans, workout tips, and peer support to help them on their journey to getting fit and reclaiming a healthful body. Neighborhood America's technology solution provides the platform to achieve these results, allowing members to post profiles, pictures, stories, and gain valuable feedback through the ability to rank and comment.

THE RESULTS

Finding inspiration and encouragement from peers, members have collectively shed over 58,000 pounds of belly fat with 13,000 success stories shared to date.

Within the first six months:

- The forum boasts 79,000 registered members.
- Men's Health maintains its strong subscriber base, but also grows readership to the tune of over three million online visitors and six million page views.
- A 10x return on investment and a continuous stream of new advertising revenue.

Although the summer months historically show a lull in Web traffic, "Belly Off! Club" shifts that trend, proven not only by the increase in raw traffic numbers, but also the 200,000 monthly videos plays during the summer.

The integrated campaign is featured regularly in the print magazine and other traditional marketing, along with a call-to-action to visit the online community, which is directly attributable to an increase in online participation while driving new revenues straight to the bottom line.



866.591.6837

www.neighborhoodamerica.com

© 2009 Neighborhood America. All rights reserved.