

From Gym Floor to Retail Media: How Fitness Networks Turn Workout Time Into Qualified Reach and Measurable Action

"We are strong believers in the combination of media and commerce. In gyms, we reach 100% of this target group without wastage. The 49-inch screens offer high visibility and the ability to have a product physically available for purchase immediately after seeing an ad is a unique selling point."

— Mario Burmeister, CEO, Simplix Solutions



The Challenge

Most DOOH delivers reach. Media buyers increasingly need more: the right audience, a context that fits the message, real dwell time and reporting that shows what happened next. Gyms offer that mix, but fitness media is still underused compared with transit and retail DOOH.

The Solution

Simplix Solutions in Germany has made the case for fitness media as a serious performance channel. Across 120+ gyms and fitness studios, the network reaches roughly 6 to 8 million on-target contacts every month. On 49-inch screens powered by Invenda smart vending machines, advertising sits in the same environment where people can interact, buy, and where performance can be measured.

1. **Premium, on-target reach:** active, health-conscious members with near-zero wastage in an environment built for repeated dwell time.
2. **Point-of-sale media:** viewers can move from campaign exposure to interaction or purchase without leaving the gym floor.
3. **Relevant beyond the machine:** a strong fit for products sold on screen, and for brands such as Mercedes-Benz, Netflix and Huawei that want to reach this audience.
4. **Verified measurement:** GDPR-compliant audience data on age, gender, and attention, combined with transparent reporting.

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The Bottom Line

This is a live, growing commerce environment. Across three recent months, network revenue grew **+50%** to **+72%** year over year, and revenue per screen accelerated from **+8%** to **+26%**, proof of an audience that does not just watch, but acts. For media buyers and brands, that is the difference between a passive billboard and an interactive screen people respond to.

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