



## PRESS RELEASE

### **FRAMEN and RSG Group Italia sign a strategic partnership that expands inventory in gyms to 131 screens**

- The Gym and wellness sector of the Axel Springer group company expands, giving brands the opportunity to access highly qualified audiences, particularly Gen Z and Millennials through the McFit fitness center chain.
- John Reed and Gold's Gym, on the other hand, are also expanding their offer for the high-spending luxury target.

**Milan/London, 10th April 2025** – FRAMEN, the leading platform in Digital Out-Of-Home (DOOH), announces a new partnership with McFIT, John Reed and Gold's Gym gyms of RSG Group Italia. The agreement provides access to 131 new digital screens within Italian facilities, significantly expanding FRAMEN's inventory and strengthening its presence in the Italian market.

Thanks to this collaboration, FRAMEN extends its coverage to 10 Italian regions, reaching a young and dynamic audience, with a particular focus on Gen Z, Millennials and a high-spending luxury target. The digital screens will offer brands highly targeted consumers in contextually relevant spaces, guaranteeing high levels of attention from an active and involved audience. The quality of the high dwell time will allow this inventory to be opened to lower funnel KPIs.

The inventory, available exclusively, can be purchased both programmatically and direct from FRAMEN, offering brands maximum flexibility in planning their campaigns. This allows to optimise the distribution of advertising messages and to maximise the impact thanks to a more efficient management of impressions and the frequency of exposure.

This partnership represents an important step in the transformation of indoor DOOH, offering companies new communication opportunities in high-engagement environments, where the public is particularly receptive to advertising messages.

*"We are excited to join forces with RSG Group Italia to bring our network of digital screens into a dynamic environment like the gym. This allows us to offer brands unique contextual visibility, increasing the effectiveness of their advertising campaigns,"* said **Antonella La Carpia**,

## **Country Lead of FRAMEN Italy**

"The collaboration with RSG Group Italia and the three brands that make up the network represents a vital hub to maximise FRAMEN's presence in the Italian DOOH market, offering prestigious inventory to agencies and brands that have, so far, been unable to reach relevant target groups such as, sportsmen and lovers of fitness and health." **Antonello Romano, Senior Growth Manager of FRAMEN Italy**

"We are proud to start the collaboration with FRAMEN, a partner who immediately demonstrated a vision in line with that of RSG Group Italia, which has always been attentive to innovation and trends in the fitness market. This technological partnership will allow us to expand the offer of digital content transmitted within Italian gyms with targeted advertisements, which will enhance the experience of McFIT, Gold's Gym and John Reed members". **Giuseppe Ingenio, B2B Partnership & Marketing Specialist of RSG Group Italia**

Thanks to this expansion, FRAMEN confirms its commitment to redefining the indoor digital advertising landscape, offering increasingly innovative and high-performance solutions.

## **Contacts**

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