FITBOOK

FITBOOK - the portal for fitness and an active lifestyle

Up to date quality journalism for fitness and health related content - FITBOOK offers valuable information from experts, doctors, athletes, scientists and innovation researchers, but also from stars and influencers. The online portal offers guidance and provides thorough, opinionated and scientifical information. FITBOOK energises its readers and provides guidance on the topics of health, fitness, nutrition and self-improvement.
The readers are men (54%) and women (46%) mainly between 20 and 49 years old. They are follower, trendsetter and performer focused on a healthy lifestyle.

In-Stream

Views[1]	6,366,361
Net coverage[1]	1,349,176
Possible Video AIs[2]	37,529

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[1]B4P 2026/I, [2]Adserver 2026-10. FITBOOK is published in Germany.