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Experience Life Magazine Wins Six National FOLIO: Awards

Convention-Busting Health and Fitness Magazine Earns Top Honors for Editorial, Design, App-Based Digital Edition, and Social Media

CHANHASSEN, Minn.--(BUSINESS WIRE)-- A finalist in nine categories, *Experience Life* magazine won six top awards at the 2015 FOLIO: Eddie and Ozzie Awards, one of the nation's most prestigious awards program. The awards recognize the very best in editorial and design in the magazine-publishing industry.

This Smart News Release features multimedia. View the full release here:

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Wins for *Experience Life* included best single article in the health and fitness category (for "Connecting ADHD and Nutrition") and best series of articles in the health and fitness category (for "Revolutionary Acts," a column penned by founding editor Pilar Gerasimo).

The magazine's digital initiatives were also celebrated, with awards for best magazine-replica app (for *Experience Life*'s new enhanced digital edition), best use of a

Experience Life Magazine Wins Six National FOLIO: Awards (Photo: Experience Life)

single social media network (Pinterest), and best use of Facebook.

"We're deeply honored by these national awards," says *Experience Life*'s founding editor, [Pilar Gerasimo](#). "As an independent publication, it means a lot to us to get this kind of recognition from our industry peers. It also feels like an affirmation of our 'no-gimmicks, no-hype' commitment to serving our health-motivated readers and to helping them achieve the goals that matter to them."

Founded in 2001 and published by Life Time — the Healthy Way of Life Company, *Experience Life* is a progressive healthy-living media brand committed to helping its readers improve their health and fitness while enjoying healthy, happier, more satisfying lives. Available by subscription and on select newsstands nationwide, it currently enjoys a circulation of more than 700,000, with an MRI-estimated reach of 3.2 million.

The magazine covers a wide variety of quality-of-life topics, including health and nutrition, fitness and athletics, personal wisdom, stress management, sustainable lifestyle, and active adventure. It is written for a general audience of active, educated, discerning people who are passionate about self-improvement, well-being, and conscious living. The magazine's mantra: "Being Healthy Is a Revolutionary Act."

Top awards earned by *Experience Life* magazine at the October 19 FOLIO: Awards ceremony:

- Best Single Article (Health and Fitness): "Connecting ADHD and Nutrition"
- Best Series of Articles (Health and Fitness): "Revolutionary Acts" by Pilar Gerasimo
- Best App (Magazine Replica): *Experience Life* Enhanced Digital Edition
- Best Use of a Single Social Media Network: Pinterest
- Best Use of Facebook
- Best Media Kit

Honorable Mentions:

- Best Website (Health/Fitness/Lifestyle)
- Best Full Issue (Health/Fitness): June 2015
- Best Use of Typography: "Here Comes the Sun," June 2015

Experience Life is published 10 times a year by Life Time Fitness, a leading healthy-way-of-life company and operator of more than 118 premier health and fitness clubs in the United States and Canada.

For more information about *Experience Life*, please visit www.experiencelife.com.

About Life TimeSM, The Healthy Way of Life Company

Life Time is a privately held, comprehensive health and lifestyle company that offers a personalized and scientific approach to long-term health and wellness. Through its portfolio of distinctive resort-like destinations, athletic events and corporate health services, the Healthy Way of Life Company helps members achieve their goals everyday with the support of a team of dedicated professionals and an array of proprietary health assessments. As of October 24, 2015 the company operates 118 centers in 26 states and 34 major markets under the LIFE TIME FITNESS® and LIFE TIME ATHLETIC® brands in the United States and Canada. Additional information is available at www.lifetimefitness.com.

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