

Publisher's Note

The Fitness Evolution

Over the past eleven years at OSF we have seen substantial changes in the fitness industry. We've also seen major changes in media and how information is consumed, so with our Spring issue we are changing our publishing format to digital to align our magazine with ongoing readership trends.



Having worked closely with the Ys and JCCs through the years we have built a far larger reader interest than could be supported by our print edition and moving to a digital format will allow us to reach a much larger audience. To that end, starting with the Spring issue we will be adding 500 more YMCA and JCC readers to the OnSite Fitness circulation.

For those of you that have a number of staff involved in fitness and aquatics, we ask that you forward this issue along to them so they can join our subscriber list to receive future issues.

As always, we look forward your comments, suggestions and please keep your Branch and Center news items coming, it's the best way to let people know what's going on at your facility.

Until next time...

A handwritten signature in cursive that reads "Chris Ballard".

CEO/Publisher
OnSite Fitness



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