

# Diet & Weight Loss Audiences

## Make the Most of the New Year Diet & Fitness Frenzy

Interest in diet and fitness programs spikes in January every year and 2022 looks set to be no different as Americans look to regain their figures after the indulgent holiday period. If you're looking to reach consumers in market for diet and fitness products, Media Source Solutions is here to help! Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your data needs.

### Choose One Of Our Pre-built Audiences

We have a number of pre-built audiences including **Love Handles, Spare Tires & Cellulite - Be Gone!, Self Health & Nutritional Wellness, Alterna Holistic Specialty Diets & Self Health & Well-Being - Streaming Wellness Programs.**

### Or Try A Custom Audience

Our custom audiences can be built using your chosen keywords and delivered to you for your exclusive use within 72 hours. Whatever your audience is searching for, we can identify them. Your ideal audience may be searching for:

- Atkins
- Gym Membership Offers
- Keto
- Lose Weight Fast
- Paleo
- Personal Trainer
- Tone Up



## Build Your Ideal Lookalike Model Why Choose our Diet & Weight-Loss Audiences?



How long it takes for us to build your lookalike model  
**Privacy-compliant**

Our data is opted-in to receive third party offers & we respect any opt-out requests we receive.



**Multi-channel**

Our data is actionable across channels for digital, mobile, social, video and CTV.



**Tested, trusted & validated**

Our data is validated with 10+ declared touch points per record for performance & quality assurance