

WilmyFit Guide

The local guide to fitness & wellness in Wilmington, NC · wilmyfit.com

Who we reach

Wilmington-area locals actively looking for a gym, class, trainer, PT, chiropractor, med spa or their next race — plus subscribers to **The Wilmy Weekly**, our free Friday email.

119+ local listings · **12** categories · **31** run clubs · **31**-race calendar (Hampstead → Southport) · map search · mobile-first

Launch-stage publication: audience metrics will be shared monthly with advertisers once available. No inflated numbers — ever.

Packages: join free, just offer one prize

Runners in the **Wilmy Run Crew** unlock your prize with real miles (Boardwalk 25 · Riverwalk 50 · Loop 100 · Bridge 250 · Inlet 500 · Coast 1,000 mi) and show a one-time code at your door. Healthcare: discounts or free consults only.

START HERE

Partner Free

- Your listing on Wilmy Fit Guide
- 🏆 Rewards
- Partner badge
- Your prize in the Run Crew rewards catalog

Requirement: offer one prize runners unlock with miles.

Starter

\$39/mo

- Everything in Partner
- Photos
- Promo / offer box
- Booking & social links

MOST POPULAR

Featured

\$99/mo

- Everything in Starter
- Top of your category
- Homepage featured rotation
- 1 newsletter mention / month
- Monthly stats report (views, clicks, redemptions)

1 PER CATEGORY

Sponsor

\$249/mo

- Everything in Featured
- #1 spot in your category
- Category banner “presented by” you
- Featured Passport partner
- 2 newsletter mentions / month

FIRST 10 ONLY

BNI Founding Bundle

\$499 for 6

months

- Featured for 6 months (~\$83/mo)
- Founding badge, forever
- One free Featured Race or event listing

For race organizers

RACE ORGANIZERS

Featured Race

\$49/race

- Pinned atop the race calendar until race day
- Homepage “Upcoming races” placement
- In The Wilmy Weekly race roundup

RACE ORGANIZERS

Race Series Sponsor

\$299/mo

- Sponsor banner on the race calendar
- All races in your series featured
- Presenting sponsor of race roundups

For runners: Wilmy Fit Passport ~\$35/season (studios join free) · Crew+ ~\$5/mo coming soon (waitlist only) · “Support Wilmy” tip jar. Paid placements are labeled “Featured · Ad”. Monthly packages cancel anytime.

Why it works

- Hyper-local: only Wilmington, the beaches, Leland & Hampstead.