



Get into

fit

Where we talk body language.

express

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fit,

our weekly self-improvement kit:

exercise, nutrition, wellness and more to help our readers look and feel their best.

Express readers are on-the-go, image-conscious, and aware of their health, mind, body, and sensuality.

They get out to play, to work out, and to keep themselves in tip-top shape for the busy DC nightlife. Of course they do plenty of shopping, and have all the gadgets and plenty of frequent flyer miles. They are Washington, DC's jet-setting crowd with disposable income. They're always looking for new ways to chase away cellulite, tone up their abs, spice up dinner, and make an adventure out of the weekend.

With articles on working out, diet, body care, and the latest in active apparel and accessories, Fit is just what you're looking for to send your message home.

Approximately
9 out of 10
readers say staying fit
is important to them.

Source: 2008 Express Reader Attitude Study by Scarborough Research

Tuesdays in Express.

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fit

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