

BOXROX
COMPETITIVE FITNESS MAGAZINE

Media Pack

2025



OVERVIEW

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FACTS

BOXROX is the **world's most read digital magazine** for fans of CrossFit®, HYROX & functional fitness. We are devoted to the entire fitness movement, providing current and topic-related coverage of the global scene. It is our mission to connect the worldwide community of fitness enthusiasts.

With over **180 contributing writers** from the highest level, professional athletes, coaches, nutritionists and specialists, we provide an engaged and informative spectrum of viewpoints on the scene. Our readers identify and relate to this, and rely on BOXROX as the trusted source for the latest news, stories and training tips they require.

ACCESS OUR WORLDWIDE COMMUNITY

1.5M

Monthly Unique Visitors

3M

Monthly Page Views

Platforms

Web, Social, Newsletter Distribution

Worldwide

800K

Social Followers





**REACH MILLIONS OF FITNESS
ENTHUSIASTS READY TO
ENGAGE WITH YOUR BRAND**



*YOUR BRAND,
FRONT AND
CENTRE
ACROSS THE
COMPETITIVE
FITNESS
BOOM*



MARKET

Competitive fitness, encompassing CrossFit®, HYROX, and other functional fitness disciplines, has become one of the fastest-growing sectors in the fitness industry. Since its launch in 2001, CrossFit has evolved into the world's largest fitness affiliate network, boasting over **15,000 gyms across 162 countries**. Meanwhile, newer formats like HYROX have rapidly expanded, with participation expected to reach **425,000 athletes globally** in the 2024/25 season, reflecting the increasing demand for structured, competitive fitness experiences.

This sustained growth underscores the strength of competitive fitness, which blends measurable performance, community engagement, and a results-driven mindset. The sector attracts a highly dedicated and financially strong audience with high purchasing power, making it a prime market for brands in performance nutrition, sportswear, recovery tools, and fitness equipment.

With the expansion of standardized competitions, digital engagement, and a growing emphasis on health and wellness, competitive fitness offers an unparalleled opportunity for businesses to connect with a passionate and engaged audience. Now is the ideal time to tap into this dynamic and evolving movement.

MARKET

The core BOXROX readers are between 25 – 39 years old. These men and women embrace and follow an active and healthy lifestyle and take part in a variety of different fitness activities with a strong concern for a healthy personal lifestyle.

Enthusiasts of competitive fitness—whether CrossFit®, HYROX, or other functional training disciplines—integrate fitness into their daily lives, constantly seeking relevant information to enhance their performance. Their strong educational background provides a solid understanding of health, training, and recovery, reinforcing the importance of fitness in their overall well-being. This commitment, paired with a results-driven mindset, motivates them to continuously invest in their training, nutrition, and performance tools.

This target group has a high income level, they love top quality products and invest up to \$250 monthly in sport and lifestyle related products. Our readers want to interact with brands, and once they are convinced by a brand, quickly become very loyal brand ambassadors that will advocate the brand towards others.

TARGET A UNIQUE READERSHIP

AMERICAS

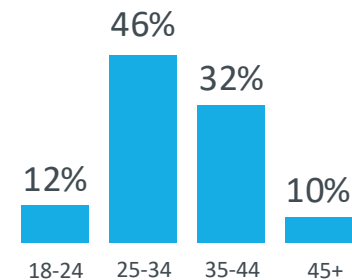
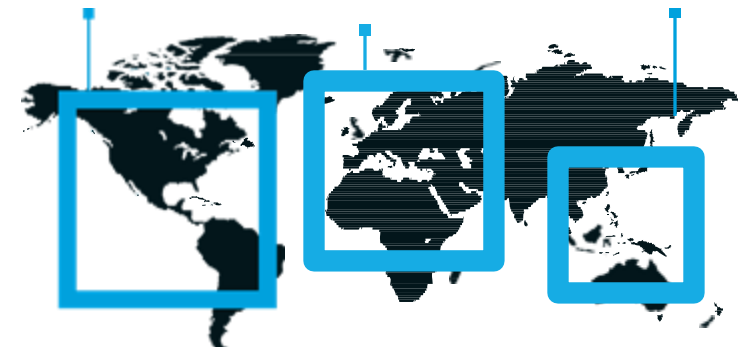
51%

EUROPE + AFRICA

42%

ASIA + AUSTRALIA

7%



MALE
60%

FEMALE
40%



5% REVIEW

16% WOMEN



19% LIFESTYLE

24% TRAINING



10% EVENTS

16% NUTRITION



10% ENTERTAINMENT

EDITORIAL

We are the world's most relevant digital magazine when it comes to functional fitness and the associated lifestyle topics. From the professional CrossFit® athlete, the functional fitness fan, the weightlifter to the yoga enthusiast, our reach extends to all corners of this worldwide community.

Our detailed editorial strategy focuses on giving these readers the best tools for becoming fitter, healthier and happier athletes. Articles on nutrition, training, technique, psychology, equipment, motivation and news on the top athletes and coaches, to name a few, are grouped into wider editorial themes that are relevant to the largest events within the community scene. Our women category covers specific training needs, issues, and the huge positive effects that functional fitness is having on issues of health, body image and social conventions within wider society.

Our site and socials offer not only a great knowledge base and media coverage of the latest news but a social meeting hub for the whole scene where they can interact.

CONTENT PROJECTS 2025

BECOME A PART OF THE GLOBAL SUCCESS STORY

Jan

DIET TIPS

July

OUTDOOR TRAINING

Feb

YOGA

Aug

VEGETARIAN

Mar

LOSE WEIGHT

Sep

SUPPLEMENTS

Apr

BUILD MUSCLE

Oct

LONGEVITY

May

HEALTHY EATING

Nov

POWER TRAINING

June

VEGAN

Dec

ICE DIPPING

CHANNELS

Our team consists of different marketing, media and digital professionals. BOXROX is not only an online publication that is optimized for desktop, tablet and mobile but also a community with 8 different social channels which cover everything our readers need to know about CrossFit® and functional fitness. Our multi-channel approach caters the desire of an optimal user experience.

Our daily work includes cooperating with highly regarded multipliers, cultivate many different media partnerships and provide our community with the newest and most interesting content that is available.

YOUR DIRECT ACCESS TO AN INTERACTIVE COMMUNITY



530,000+ followers



25,000+ followers



45,000+ followers



5,000+ followers



5,000+ followers



5,000+ followers

Production Capabilities

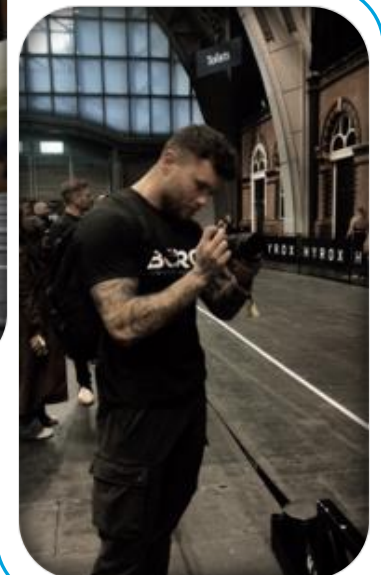
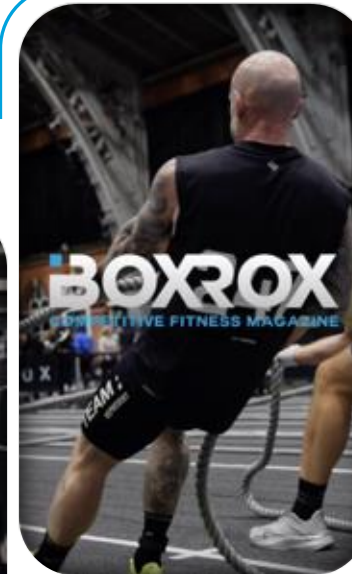
CREATE CONTENT THAT LASTS

At BOXROX, our world-class production team brings extensive experience working across the largest sports, health, and fitness platforms. We specialize in creating premium content that resonates deeply with the competitive fitness community, ensuring your brand connects authentically with this passionate audience.

.01 What We Offer:

- **News:**
Deliver timely, impactful stories to keep the fitness community informed and engaged.
- **Workouts:**
Showcase your brand seamlessly through workout content, including product placements.
- **Product Reviews:**
Highlight your products with trusted, in-depth reviews tailored to the fitness market.
- **Event Coverage:**
Capture the energy and excitement of major fitness events with dynamic content.
- **Interviews:**
Share authentic voices through compelling interviews with key figures in the fitness world.
- **Nutrition:**
Educate and inspire with expert-backed nutrition content designed for athletes.

With BOXROX, your brand gains access to production capabilities that set the gold standard in competitive fitness content. Let us help you speak directly to the heart of this thriving community.





**BECOME A LEADER WITHIN A
RAPIDLY EXPANDING FITNESS MARKET**

PROFIT FROM OUR VAST EXPERIENCE

REHBAND

foodspring[®]
finest fitness food

NIKE

Reebok

puori

SCITEC[®]
NUTRITION

UNDER ARMOUR

PROGENEX

CROSSOVER
SYMMETRY

CS
CAPITAL SPORTS

ROCKTAPE[®]
Go strong. Together.

JERKFIT
RAISE THE BAR

BlenderBottle.

adidas

FREE
LETICS

POWERDOT

OLIMP[®]
SPORT NUTRITION

VELITES
SPORT

ZXU

FREEZE
SLEEVE.

Joe Nimble
based in DTX

NORTHERN
SPRIT

THERAGUN

RX
SMART GEAR
Pioneer of the Fit Gear Age

REFERENCES

At BOXROX, We Build Strong and Lasting Partnerships

Our mission is to offer customized solutions tailored to your unique needs, seamlessly aligning with your overall strategy. But this is just the beginning—we're committed to delivering the highest level of professional service, ensuring your brand achieves its full potential.

With extensive experience across diverse industries, we've earned a reputation for being fast, reliable, well-informed, and ahead of the competition. Our deep understanding of the fitness world, from CrossFit® to HYROX and beyond, enables us to position and promote your company and products with precision and impact.

We've had the privilege of collaborating with some of the biggest names in the fitness and wellness space. Have a look at the brands we've worked with—we'd love to add your business to our growing list of satisfied partners.

Let's make your next campaign a success.

WHAT OUR CLIENTS SAY

TRUST THE BEST COMPANIES IN THE SCENE

SUPR FIT
CROSS YOUR LIMITS

“We are working with BOXROX for several years now and are happy to be a part of their success story. What I personally appreciate most, is that they always strive to deliver the best possible results for their clients - they are experts in what they do, they are always at the forefront of new developments and they are open to share their knowledge and expertise with you.

Nicolas Vogel
CEO

puori

“We are teaming up with the #1 CrossFit® and functional fitness magazine worldwide, BOXROX. Based on a mutual passion for transparency and quality whether it comes to dietary supplements or content we will aim to educate and enlighten our users and readers to make better long-term decisions. It all starts from a Pure Origin.”

Oliver Amdrup
CEO and Founder

REHBAND 

“Rehband loves working with curious and professional partners and our friends at BOXROX Magazine are a perfect examples of that. Not only are they fun and easy to work with, they are also impressively engaged and proactive in their and our mission and in how we can benefit from each other. They share insights and expertise and make sure that we as a partner get the maximum out of our collaboration.”

Malin Skoog
Global Marketing Manager

CONTACT

GET INVOLVED AND TALK TO US TODAY

If you want to get serious about establishing your brand's reputation and successfully sell your products to this rapidly expanding market, then contact us today.

management@boxrox.com