

Media Pack 2025

FACTS

- BOXROX is the world's leading digital magazine for competitive fitness, serving the CrossFit®, Hyrox®, and functional fitness communities.
- We are dedicated to helping athletes and fitness enthusiasts at every stage of their journey—whether competing in elite events, training for their first race, or improving overall performance.
- With over 180 expert contributors, including professional athletes, coaches, and specialists, BOXROX delivers trusted insights, training programs, and in-depth gear reviews to a loyal, high-performing audience.



1.5M

Monthly Unique Visitors

3M

Monthly Page Views

800K

Monthly Unique Visitors

Platforms

Web, Social, Newsletter



JOIN THE FASTEST GROWING FITNESS COMMUNITY

BOXROX BRAND POSITIONING

The **#1** Performance Fitness Destination

- BOXROX is the go-to destination for competitive fitness, hybrid training, and functional performance.

We serve a diverse but connected audience, including:

CrossFit Athletes

Dedicated competitors & everyday gym-goers following structured strength & conditioning.

Hyrox Competitors

A rapidly growing endurance & strength racing community seeking top-tier training insights.

Everyday Trainers

Fitness enthusiasts who prioritize strength, endurance, and self-improvement.



What makes BOXROX different?

Authenticity & Expertise

Every piece of content is informed by real athletes, trainers, and performance experts.

Cross-Discipline Coverage

We bridge the gap between CrossFit, Hyrox, and hybrid fitness training.

Community-First Approach

We tell the stories of real athletes, competitions, and training breakthroughs.

Purpose-Driven Content

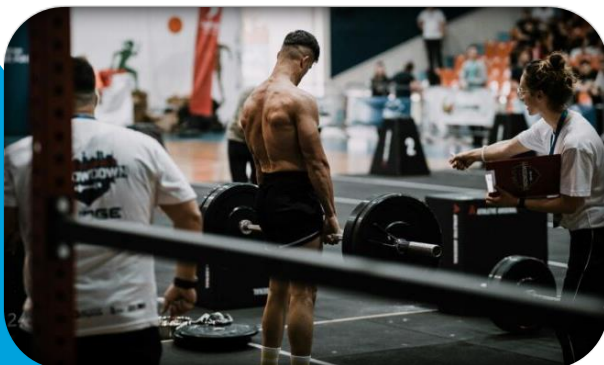
Every article, video, and review exists to serve the reader first.

Our Mission

To equip and empower the global fitness community with insights, gear, and training strategies that help them perform at their best—wherever they are in their fitness journey.

MARKET

- Competitive fitness is evolving beyond just CrossFit®—with Hyrox and hybrid training gaining massive traction. BOXROX is at the forefront of this movement, bridging communities and guiding athletes across multiple disciplines.
- The BOXROX audience is highly engaged, brand-loyal, and focused on performance—actively investing in sports apparel, fitness gear, supplements, and competition experiences.
- With growing media influence, video content expansion, and e-commerce integrations, BOXROX is the ultimate platform for brands looking to connect with the competitive fitness market.



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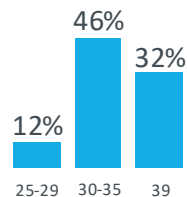
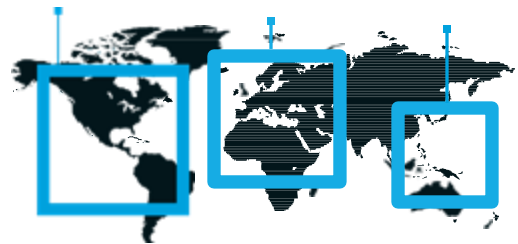
51%

EUROPE
+AFRICA

42%

ASIA +
AUSTRALIA

7%



High-income, brand-loyal consumers investing in fitness gear, nutrition, and performance tools



MALE

60%

FEMALE

40%



AUDIENCE

- Our core audience consists of high-performance fitness enthusiasts who are deeply engaged in their health and training. They are committed to CrossFit®, Hyrox®, and functional fitness, investing in both gear and experiences to fuel their progress.
- Hyrox® and CrossFit® are not just workouts for them—they are a lifestyle. Our readers seek trusted training insights, high-quality product recommendations, and inspiring stories from the fitness community.
- A financially strong, performance-driven audience. BOXROX readers actively invest in their health and fitness, with an average spend of **\$250+** per month on training, gear, and nutrition.
- Once they trust a brand, they become loyal ambassadors—driving word-of-mouth recommendations and long-term purchasing decisions.

WHAT OUR CLIENTS SAY

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“We are teaming up with the #1 CrossFit® and functional fitness magazine worldwide, BOXROX.

Based on a mutual passion for transparency and quality, we aim to educate and enlighten our users and readers to make better long-term decisions.”

REHBAND 

“Rehband loves working with curious and professional partners, and BOXROX is a perfect example of that. They are proactive, engaged, and dedicated to delivering maximum value to their audience and brand partners.”

CONTACT

Ready to elevate your brand and drive sales in the fast-growing functional fitness market?
We're here to help you make an impact.



management@boxrox.com



www.boxrox.com