



Beloved Fitness Brand, Men's Fitness, Returns under The Arena Group

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Just in time for New Year's Resolutions, *Men's Fitness* relaunches as the definitive source to help men live stronger, healthier lives.

NEW YORK--(BUSINESS WIRE)--Dec. 26, 2024-- The iconic fitness brand and website, [Men's Fitness](#), has relaunched under [The Arena Group](#). Originally published in 1987 as the 'magazine for active men,' the brand's mission is to be the definitive source for men who want to live stronger, healthier lives. The new site contains health and fitness news, training routines, nutrition expertise, gear reviews and more. The site is led by Matt Allyn, former Editor-in Chief of [Men's Journal](#). Allyn also previously wrote for *Runner's World*, *Bicycling* and *Men's Health*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241226468398/en/>



Beloved Fitness Brand, Men's Fitness, Returns under The Arena Group just in time for New Year's resolutions. (Photo: Business Wire)

The staff is comprised of seasoned health and fitness writers and experts. The team also has an [Advisory Board](#) made up of doctors, certified trainers and dieticians who are regular contributors to the site, providing guidance and context on the

latest research or trending fitness content. One goal of the new site is to connect readers directly to these experts.

"We're at a point where there is more interest than ever in fitness and health," said Allyn. "But it's also harder than ever for readers to know who to trust. There is a lot of noise in this space. So, one of our main goals is to identify and showcase experts in this field, to help readers navigate their fitness journey with trusted sources."

New Year's Resolutions

Beginning earlier this month, and continuing through January, Men's Fitness will produce a series of feature stories on men who went through health transformations – and will showcase the steps they took throughout the process. The goal is to inspire others to live their healthiest life. "Everyone's health needs are different," said Allyn. "We're excited to kick off the new year by illuminating these stories to aid and inspire men on their health and fitness journey."

[Men's Fitness](#) – which had been a sub brand of [Men's Journal](#) since 2017 – is focused solely on health, fitness and nutrition. It has a robust social following on [Facebook](#) and [X](#) and the team plans to focus on growing its social content and audience in 2025.

About The Arena Group

The Arena Group (NYSE American: AREN) is an innovative technology platform and media company with a proven, cutting-edge playbook that transforms media brands. Arena's unified technology platform empowers creators and publishers with tools to publish and monetize their content, while also leveraging quality journalism of anchor brands like *TheStreet*, *Parade*, *Men's Journal* and *Athlon Sports* to build their businesses. The company aggregates content across a diverse portfolio of brands, reaching over 100 million users monthly. Visit us at thearenagroup.net and discover how we are revolutionizing the world of digital media.

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