

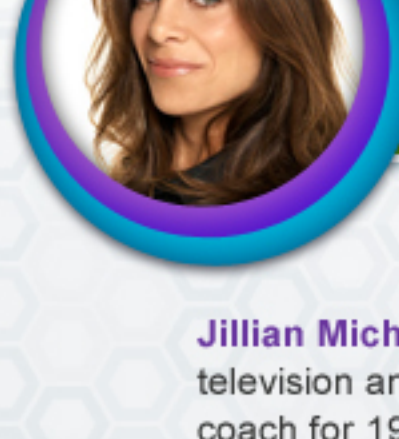
# TOP 10 ONLINE INFLUENCERS

## Making a difference in the world of FITNESS

From elementary school kids to sports players to the First Lady of the United States, Americans are spreading the word about fitness. And for good reason: Childhood obesity has more than tripled in the past 30 years, and only about 20 percent of adults 18 and older meet the Physical Activity Guidelines for both aerobic and muscle-strengthening exercise. "SharecareNow 10: Fitness" introduces some of the incredible individuals who are helping to drive the online fitness and exercise conversation, with the goal of creating a healthier nation.

Source: Gallup-Healthways Well-Being Index

Select content provided by



### #1 Jillian Michaels, Everyday Health - Jillian

<http://www.everydayhealth.com/jillian>

**Jillian Michaels** is one of the leading health and wellness experts in the country, inspiring people through her roles as television and podcast personality, trainer, wellness expert, life coach and author. She has been a fitness expert and wellness coach for 19 years and holds certificates from the National Exercise & Sports Trainers Association, the Aerobics and Fitness Association of America and American Fitness Professionals & Associates. Michaels is also a *New York Times* best-selling author of four books, including *Unlimited: How to Build an Exceptional Life*.

[@JillianMichaels](#) [JillianMichaels](#) [Daily Dose with Jillian Michaels](#) [Jillian Michaels](#) [jillianmichaels](#)



### #2 Cassey Ho, Blogilates

<http://blogilates.com>

**Cassey Ho** is a Pilates and fitness instructor, creator of POP Pilates and founder and writer of Blogilates.com. Ho has been honored as one of YouTube's Next Trainers, and videos across her two YouTube channels have received more than 13 million views. She holds certifications from the National Exercise & Sports Trainers Association and Balanced Body, and has been featured in *Cosmopolitan*.

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### #3 Sarah Klein, The Huffington Post – Healthy Living

<http://www.huffingtonpost.com/healthy-living>

**Sarah Klein** serves as associate editor at "HuffPost Healthy Living," having previously served as assistant editor for Health.com. A graduate of New York University's College of Arts and Science, Klein writes about fitness, exercise and nutrition, including the "Fix Your Form" series of blog posts aimed at correcting common errors people make in routine exercises.

[@sarklei](#) [@Thats\\_Fit](#) [Sarah Klein](#)



### #4 Karla Walsh, Fitness Magazine

<http://www.fitnessmagazine.com>

**Karla Walsh** is an editorial assistant at Fitness magazine writing for "The Fit Stop," a blog series on health and wellness news. A graduate of Iowa State University's Greenlee School of Journalism and Communication, Walsh covers everything from celebrity fitness and exercise to nutrition and motivation.

[@FITNESSkarla](#) [Karla Walsh](#) [karlawalsh](#)

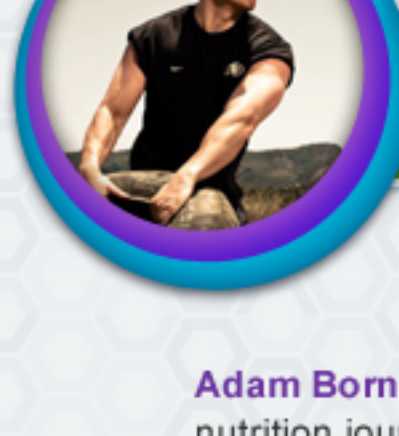


### #5 Paige Waehner, About.com – Exercise

<http://exercise.about.com>

**Paige Waehner** is the Exercise Guide for About.com, as well as a certified personal trainer through the American Council on Exercise. As a journalist, she has written for numerous publications, including *Runner's World* and *Pregnancy Magazine*. In addition, Waehner authored *The About.com Guide to Getting in Shape* and the *FabJob Guide to Become a Personal Trainer*, and co-authored *The Buzz on Exercise & Fitness*.

[@AboutExercise](#) [About.com Exercise](#) [Paige Waehner](#)



### #6 Adam Bornstein, Livestrong.com

<http://www.livestrong.com>

**Adam Bornstein** is the editorial director of Livestrong.com and writer of "The Born Reality" blog series. As a fitness and nutrition journalist, he combines the latest in science with techniques practiced in the trenches to provide information that anyone can use to improve their health. Formerly the fitness editor at *Men's Health* magazine, Bornstein is the author of four fitness books and has appeared on *Good Morning America*, *The Early Show* and *E! News*.

[@BornFitness](#) [Born-Fitness](#) [BornFitness](#) [Adam Bornstein](#)



### #7 Jessica Smith, Shape.com

<http://www.shape.com>

**Jessica Smith** is a certified coach and fitness lifestyle expert, helping clients, health professionals and wellness-related companies to "find the fitness within." The star of several exercise DVDs, including *Shape* magazine's *Pink Power: Flat Abs 5 Ways*, Smith is a featured trainer for Exercise TV and *Shape* magazine, and author of *The Thin in 10 Weight-Loss Plan*. She also created the *10 Pounds Down* DVD series and has written for Shape.com, *Self*, *Fitness* and *The Wall Street Journal*.

[Jessica Smith](#) [@Jessica SmithTV](#) [jessicasmithtv](#) [jessicasmithtv](#) [jessicasmithtv](#)



### #8 Gina Harney, The Fitnessista

<http://fitnessista.com>

**Gina Harney** (a.k.a. The Fitnessista) is a military wife, Zumba instructor, certified personal trainer, group fitness instructor and nutritional adviser. In her *Fitnessista* blog, Harney writes about fitness, exercise and nutrition, focusing on how to "take the best possible care of yourself, no matter the circumstances."

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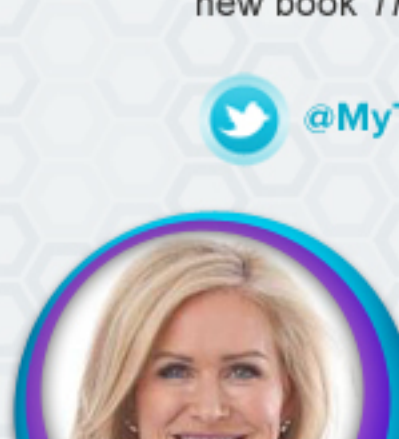


### #9 Bob Harper, MyTrainerBob.com

<http://www.mytrainerbob.com>

Fitness expert, television star and author **Bob Harper** is one of the most successful health and lifestyle experts in the world. Harper has been featured in multiple publications, including *Men's Fitness* and *O, The Oprah Magazine*. The popularity of his fitness methods on *The Biggest Loser* inspired the launch of multiple DVD series, including *Bob Harper: Inside Out Method*. He is also the author of *Are You Ready?: Take Charge, Lose Weight, Get in Shape, and Change Your Life Forever*, and the new book *The Skinny Rules: The Simple, Nonnegotiable Principles for Getting to Thin*.

[@MyTrainerBob](#) [mytrainerbob](#) [My Trainer Bob](#) [Bob Harper](#)



### #10 Chris Freytag, ChrisFreytag.com

<http://chrisfreytag.com>

**Chris Freytag** is a nationally recognized health and wellness expert with more than 20 years of experience in the industry. Freytag is a certified group fitness instructor, personal trainer, weight management coach and published author and speaker; she also serves as chairman of the board for the American Council on Exercise. She is a contributing fitness editor to *Prevention* magazine and the author of *2-Week Total Body Turnaround*, *Move to Lose: Look and Feel Better in Just 10 Minutes a Day*, *Prevention's Shortcuts to Big Weight Loss* and *Choose This!* Chris has also created dozens of fitness DVDs, including *10-Pound Slimdown*.

[@chrisfreytag](#) [chrisfreytagpage](#) [chrisfreytag](#) [chrisfreytag](#)

#### REGULAR EXERCISE

- ✓ Cuts your risk of **HEART DISEASE, DIABETES and CANCER**
- ✓ Strengthens **BONES**
- ✓ Boosts your **MOOD**
- ✓ Keeps your **MIND SHARP**
- ✓ Improves **SLEEP**
- ✓ PREVENTS **DISABILITY AS YOU AGE**
- ✓ HELPS YOU **LIVE LONGER**

Sources:  
Centers for Disease Control and Prevention  
Harvard School of Public Health

High school students who meet the recommended **60 MINUTES** of daily exercise:

**38.3% BOYS**  
**18.5% GIRLS**



Source: Centers for Disease Control and Prevention

**Three 10-MINUTE** mini-workouts in a day have the **SAME BENEFITS** as

**one 30-MINUTE** session.

Source: Centers for Disease Control and Prevention

**1 minute of VIGOROUS EXERCISE** (jogging, swimming, singles tennis) = **2 minutes of MODERATE EXERCISE** (walking, water aerobics, doubles tennis)

Source: Centers for Disease Control and Prevention

**1 in 3** NUMBER OF KIDS WHO ARE **OVERWEIGHT OR OBESE**

Source: Centers for Disease Control and Prevention

**3 HOURS** Average time **9-YEAR-OLDS** spend exercising each day

**<1 HOUR** Average time **15-YEAR-OLDS** spend exercising each day

Source: National Institute of Child Health and Human Development Study of Early Child Care and Youth Development

**WALKING BRISKLY** for just **15 to 20 minutes** a day **DECREASES** the risk of:



Source: Harvard School of Public Health

**34** Average number of **HOURS Americans spend WATCHING TV each WEEK**

Source: AC Nielsen Company

**2** Average number of **HOURS Americans spend EXERCISING each WEEK**

Source: U.S. Census Bureau

**35.8%** Obesity rate for **U.S. WOMEN** ages 20+

Source: Centers for Disease Control and Prevention

**35.5%** Obesity rate for **U.S. MEN** ages 20+

Source: Centers for Disease Control and Prevention

## Methodology: How is influence measured?

Influencers included in "SharecareNow 10: Fitness" have demonstrated influence within fitness conversations online. Influence is calculated through a proprietary algorithm based on more than 40 individual metrics, including disease-area relevance and online syndication, presence and reach. All metrics are based on content produced over the past year (from the list's publish date) across multiple online channels, including Twitter, blogs, forums, mainstream news and video.

## About sharecare | now powered by WCG

Sharecare Now, powered by WCG, is the healthcare industry's first and only digital platform offering real-time analytics on patient healthcare trends, conversations and influential authors. The service offers clients access to a suite of tools, research and social media analytics to identify the channels, conversations, authors, article sources, themes and terms most relevant to healthcare brands and organizations online and in real time.