

HMMR Media

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Website: HMMR Media

URL: <http://www.hmmrmedia.com/>

What started as a personal blog on hammer throwing and other strength-based disciplines, HMMR Media, also known as Hammer Media, has evolved to a multi-author, multi-discipline content site that is definitely a “go to” resource for throwers. It covers all four disciplines (hammer, discus, shot put and javelin), as well as team field sports that demand strength and power such as Rugby, American Football and Football/Soccer. The audience also includes professionals in the strength and conditioning industry.

Although the current website was launched in 2013 by Martin Bingisser, a hammer thrower and Swiss national coach, its roots go back to at least 2007 when he created a blog to share his experiences and ideas gained from his own coach Anatoliy Bondarchuk.

Bingisser remains the primary contributor but other regulars include British Olympian turned speed coach Craig Pickering and US conditioning guru Vern Gambetta. There are also a number of guest writers who are former and active throwers, such as Olympic

The screenshot shows the HMMR Media homepage with a dark red header. The navigation menu includes Topics, Podcasts, Classroom, Store, and Login. A yellow banner promotes membership for exclusive access to videos, articles, podcasts, and more, with a 'Join Now' button. The main content area is divided into several sections:

- FEATURED CONTENT:** HMMR Podcast Episode 119: Conscious Career Planning (with Brett Bartholomew). September 11, 2017 / by Martin Bingisser. Text: "This year Brett Bartholomew wrote a great book about conscious coaching and building buy-in. Communication is just one area coaches need to be conscious about. Another area is..."
- LATEST ARTICLES:**
 - SEPTEMBER 8, 2017: New resources for throwers
 - SEPTEMBER 6, 2017: Genetics, recovery, and individualization
 - AUGUST 30, 2017: 3 Reasons the Hammer Throw is Unique
- NEW PODCASTS:**
 - SEPTEMBER 11, 2017: HMMR Podcast Episode 119: Conscious Career Planning (with Brett Bartholomew)
 - SEPTEMBER 3, 2017: GAINcast Episode 81: Changing Practice
 - SEPTEMBER 4, 2017: HMMR Podcast Episode 118: Running a Club (with Benn Haradine)
- FEATURED VIDEO:** A video thumbnail showing a hammer thrower in action.
- POPULAR TOPICS:**
 - Periodization & Planning: Organize training to get the most when it matters.

Figure 1: HMMR Media homepage

and World hammer champion Sergey Litvinov and Commonwealth Games discus champion Benn Harradine.

The contents of HMMR Media include in-depth written articles on sport science and periodisation as well as different podcasts themes. Most is exclusive with the exception or that from Gambetta, who maintains his own blog and podcasts (GAINcast) and has his content syndicated on this site.

The name HMMR Media is may be hard to remember, but it's easy when you think of the word "hammer" without the vowels. Even in podcasts, they refer to the site as "Hammer Media"

HMMR Media has a two-tier membership based pay-wall. The basic membership costs \$5.00 US per month for all article access, and \$15.00 US for all articles, webinars, Sport Sci-

ence monthly and other premium digital items. There are no ads. The site also has a store for hard to find books and some training gear for throwers.

The podcasts are great. There are over 116 for the HMMR Podcasts and 78 for the GAINcast at the time of this writing. But they are only available for free for a limited period of time. Afterwards, you have to be a paid member to access the locked-down articles. I do like how the podcasts are indexed and summarised emulating a Table of Contents, so you can glance at the topics, and fast-forward or jump to the section of interest, just like in paper media. The Further Reading section is also a plus for information thirsty readers and listeners.

HINT: if you get to a locked-down article for a podcast while searching for a specific topic on the website, you can always retrieve it via iTunes or Stitcher

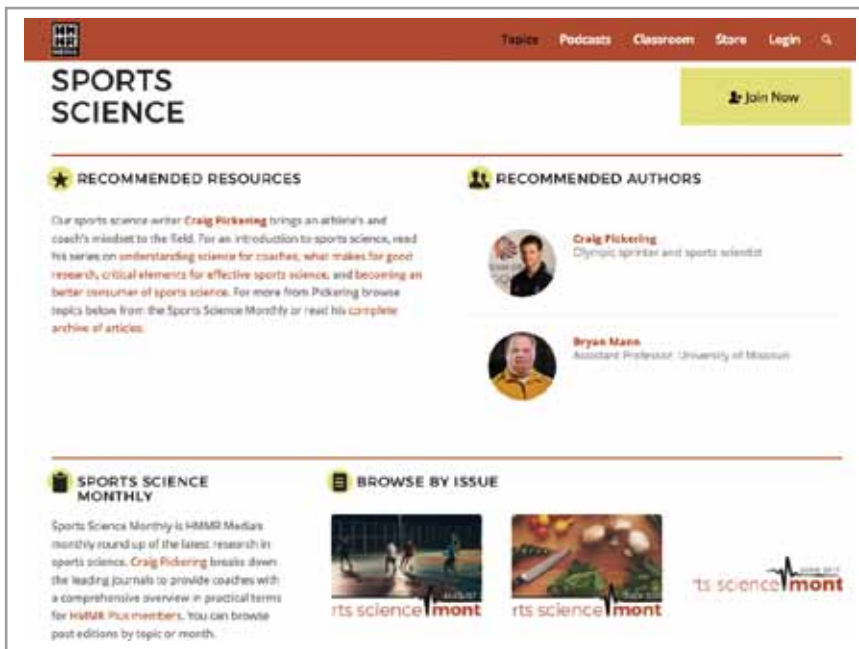


Figure 2: HMMR Media sport science page

The screenshot shows the HMMR Media website's 'THROWING EVENTS' page. At the top, there is a navigation bar with links for 'Topics', 'Podcasts', 'Classroom', 'Store', and 'Login'. A 'Join Now' button is located in the top right corner. The main heading is 'THROWING EVENTS'. Below this, there is a 'TOP RESOURCES' section with social media icons for Facebook, Twitter, YouTube, and RSS. The page is divided into four columns, each representing a different throwing event: HAMMER, SHOT PUT, DISCUS, and JAVELIN. Each column contains a list of resources, including interviews, training methods, and video content. For example, the HAMMER section includes an interview with former world record holder Jiri Tamm and key training methods for the hammer. The SHOT PUT section features interviews with shot putters and coaches, including Jean-Pierre Egger and Ben Babitt. The DISCUS section includes input from the top of the podium, such as Coach Václav Hofstejnsson and former Olympic champion Max Williams. The JAVELIN section provides training ideas and methods for javelin, including specific strength exercises and tips for all throwers.

Figure 3: HMMR Media throws page

Like most blogs and websites, HMMR Media is mobile responsive, and can be viewed via a computer, laptop, a tablet, or a mobile phone. Topics are labelled by categories (e.g. sport science, periodisation, throwing events) and there is a generic search bar to find keywords that appear in articles. It is difficult to search for a specific podcast in the archives, so it's easier to view all the podcasts on iTunes or Stitcher.

It's fair to say that any athlete or coach in any throwing event will benefit greatly from this website, as will parents of young throwers.

Finally, as the operator of my own site, SpeedEndurance.com focusing on the sprints from 60 to 400 metres, I am happy to see the operators of HMMR and other niche providers like LetsRun.com for distance running and Pol-eVaultPower.com, share their passion for specialised aspects of our sport.

Reviewed by Jimson Lee

Jimson Lee is the founder of SpeedEndurance.com, a coaching blog covering track & field with a focus on sprints, jumps, and hurdles. He is an Athletics coach and Masters sprinter based in London, UK.