HMMR Media

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...
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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 Science 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.
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 PoleVaultPower.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.

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.