



AUSTRALIAN  
**Women's Health**

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**MEDIA KIT**

2018

**Pacific**



Women's Health  
is Australia's

**No. 1**

LIFESTYLE MAGAZINE

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*for reaching women 18+*

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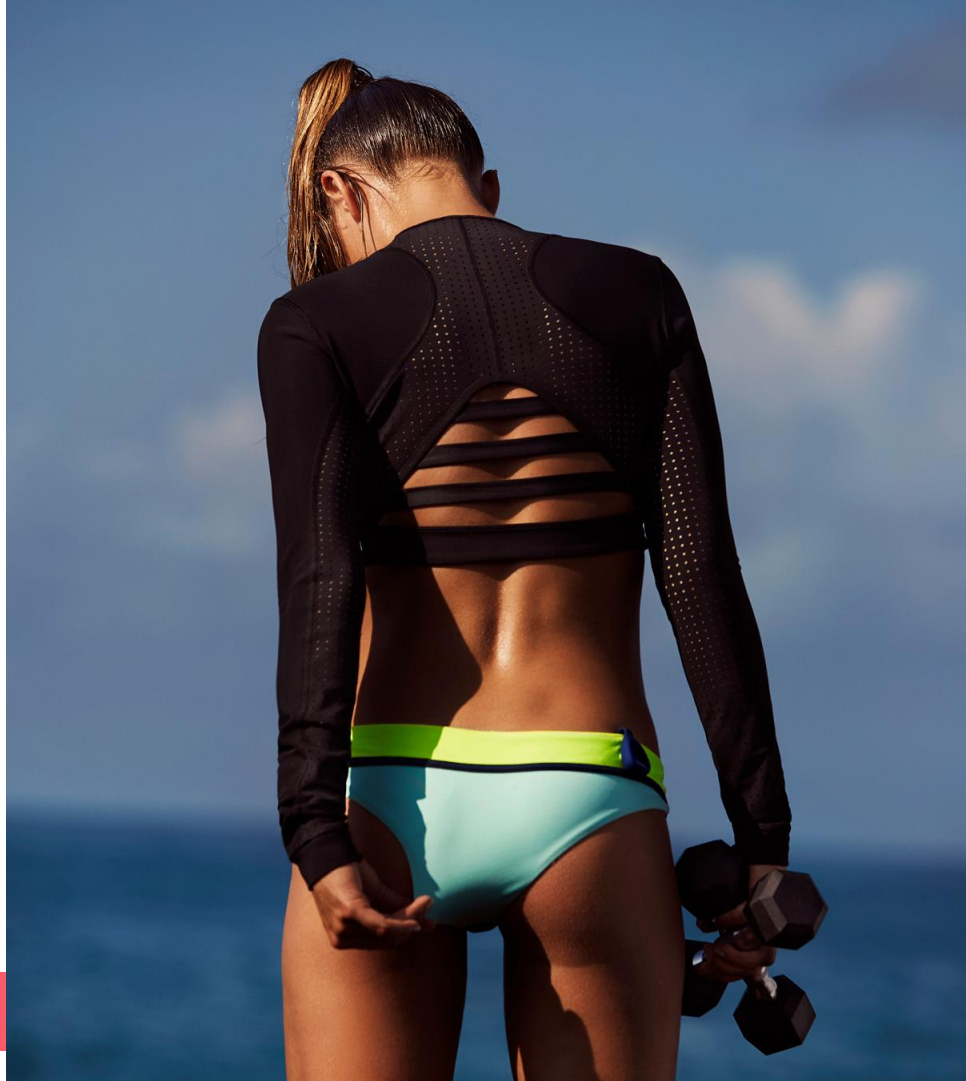
Women's Health is more than a magazine.

It's a global brand. Our mission? *To help Australian women feel happier and healthier* with the ideal mix of health, fitness, nutrition, fashion and wellbeing.

Our readers are smart, switched-on and hungry for science-backed information that enriches their life, fast!

”

Jacqui Mooney  
Editor





Print



Digital



Social

# AUSTRALIAN Women's Health



Brand extensions & sampling



Television



Events



# AUSTRALIAN Women's Health Brand reach

**812,547**  
SOCIAL WEEKLY  
REACH

**611,481**  
AVERAGE MONTHLY  
IMPRESSIONS

**476,026**  
TOTAL SOCIAL  
AUDIENCE

**12,152**  
AVERAGE  
DAILY UBS

**374,000**  
READERSHIP

**20,991**  
EDM

Source: emma Oct 17, Nielsen DRM Oct 17, Market Intelligence Nov 17; Social media stats updated as at 06 Dec 2017

# Our audience

WH has the highest profile of social grade A readers in the women's lifestyle competitive set.

## CONNECTION

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Every year, WH readers spend a massive **\$53 million** on cosmetics.

Every month, WH readers spend over **\$43 million** on clothing – this a higher than the amount spent by readers of any fashion or women's lifestyle magazine.

WH readers are **88%** more likely than the population average to enjoy shopping for cosmetics, and 94% more likely to say makeup is an essential part of their daily routines.



WH readers are **FITNESS ENTHUSIASTS**

On average, WH female readers have a HHI of **\$97k** per annum. This is **6%** higher than the HHI of an average Australian woman.

WH readers are fitness enthusiasts – **72%** more likely than the average Australian to do some form of exercise or do yoga/pilates at least once a week.

Nearly **1 in 5** of WH readers never misses an issue of the magazine

WH reaches more women 25-54 than any fashion and women's lifestyle magazine.

Source: emma Oct 17, Roy Morgan Australia Sep 17

# Content pillars



## Health & Fitness

Includes cutting edge news and advice from the best experts in the industry, as well as training tips for maximum results.



## Beauty & Style

Featuring the best beauty and athleisure products trialled by the WH team, along with expert beauty advice for all things skincare, make-up and hair.



## Food & Nutrition

Women's Health does not believe thin equals sexy. The Food Hub contains healthy seasonal recipes to establish eating habits to reach her goals and stay there.



## Career & lifestyle

A space dedicated to helping readers know their career and long-term goals and how to achieve them.



## Women in Sport

Dedicated to continually supporting women in the sports industry, with a heavier focus around the year's events WinS and ISWIS.



## Sex & Relationships

Advice, stories and information for maintaining the best relationship possible.



## Mindfulness

She wants to get the most out of every part of her life. We help her create the right mindset to balance it all, in a faster and smarter way.

# Calendar

## AUSTRALIA'S HOTTEST MALE TRAINERS

- Eat clean in 2018!
- Your healthiest Summer skin
- Amazing outdoor adventures guide



## HOW TO WIN AT LIFE

- The WH guide to the Winter Olympics
- Double-Duty Beauty



## THE FITFLUENTIAL ISSUE

- FitBride
- The Smart Girls Guide to Hair Colour



## MAX YOUR MID YEAR MOTIVATION

- Running Special
- Next Fitness Star finalists announced



## GLOBAL NAKED ISSUE

- The return of our "Look Better Naked" survey
- Next Fitness Star winner announced
- Sneakers Edit

## WOMEN MAKING WAVES

- Summer body prep
- Mega-swimsuit special
- The Good Smoothie Guide

DEC

JAN

FEB

MAR

APR

MAY

JUN

JULY

AUG

SEP

OCT

NOV

## WOMEN IN SPORT

- Guide to a Happier Christmas
- Xmas Gift Guide
- The Secret Lives of Aussie Sports Stars
- Surf Special



## YOUR EASY 2018 REBOOT

- Get sexier, stronger, fitter, happier.. Now!
- Dating Series
- Kitchen gadgets that will make you healthier



## THE FASHION MEETS FITNESS ISSUE

- Wellness Special
- The WH Guide to the Commonwealth Games
- Best of cross-trainer shoes



## YOUR BEST BODY, IN 18 MINS A DAY

- Women's Health Car Guide
- Beauty products under \$20



## WINTER FOOD SPECIAL

- Hot athleisure essentials
- Snow/Ski special



## BEAUTY BREAKTHROUGH

- Fitness Power Couples
- Spring shape-up
- New breakthrough treatments for better skin





# Print rates

FULL COLOUR	CASUAL	2.5% / 3x	5% / 5x	7.5% / 9x	10% / 15x	12.5% / 23x	15%/33x
DOUBLE PAGE SPREAD	30,080	29,330	28,575	27,825	27,075	26,320	25,570
FULL PAGE	15,040	14,665	14,290	13,915	13,535	13,160	12,785
HALF PAGE	10,530	10,270	10,005	9,740	9,480	9,215	8,950
THIRD PAGE	8,275	8,070	7,860	7,655	7,450	7,240	7,035
INSIDE FRONT COVER SPREAD	39,102	38,130	37,150	36,175	35,195	34,220	33,240
INSIDE BACK COVER	18,050	17,600	17,150	16,695	16,245	15,795	15,345
OUTSIDE BACK COVER	19,555	19,065	18,580	18,090	17,600	17,110	16,625

Rates and deadlines: all rates shown are exclusive of GST. GST will be added upon invoicing. \*Cancellation: deadline is 1 week prior to booking deadline.  
Special inserts: specifications on application. Insert positioned at most relevant section break.

# Print specifications

INSERTIONS	BLEED	TYPE	TRIM
FULL PAGE	285 x 211	245 x 171	275 x 201
HALF PAGE HORIZONTAL	147 x 211	107 x 171	137 x 201
HALF PAGE VERTICAL	285 x 110	245 x 70	275 x 100
THIRD PAGE HORIZONTAL	102 x 211	72 x 171	92 x 201
THIRD PAGE VERTICAL	285 x 77	245 x 47	275 x 67

## DOUBLE PAGE SPREAD MATERIAL

Each page of a double page spread will need to be supplied as two separate single page files (1 x DPS = 2 x Full Pages). If your spread has an image that runs across the spine of the magazine, Pacific Magazines recommends you apply double imaging. Double imaging allowance is 3mm each side of the centre which is to be included in the trim not additional to the trim size.

## FILES

Pacific Magazines will only accept digital ads via Quickcut. Digital files will not be accepted on disk or via email. For more information regarding Quickcut services contact Quickcut on (02) 9467-7599 or visit [www.quickcut.com.au](http://www.quickcut.com.au). It is important to enter an issue date and key number for each ad when sending digital files to Pacific Magazines via Quickcut. These numbers will become part of the file name and will assist Pacific Magazines in tracking your ad.

## PROOFS

Pacific Magazines will only take responsibility for colour reproduction if a digital proof is supplied. Proofs will be held for three months for repeat material instructions. Further proofing information is available on the Pacific Magazines website. While production processes and material may vary, the onus is firmly on the agency or trade house to supply material within specifications.

# Print deadlines

ISSUE NAME	ON SALE	BOOKING	MATERIAL	INSERT
JANUARY	04 DEC 17	03 NOV 18	10 NOV 17	17 NOV 17
FEBRUARY	04 JAN 18	27 NOV 18	04 DEC 17	11 DEC 17
MARCH	05 FEB 18	05 JAN 18	12 JAN 18	19 JAN 18
APRIL	05 MAR 18	02 FEB 18	09 FEB 18	16 FEB 18
MAY	05 APR 18	05 MAR 18	12 MAR 18	19 MAR 18
JUNE	07 MAY 18	06 APR 18	13 APR 18	20 APR 18
JULY	04 JUN 18	04 MAY 18	11 MAY 18	18 MAY 18
AUGUST	02 JUL 18	01 JUN 18	08 JUN 18	15 JUN 18
SEPTEMBER	06 AUG 18	06 JUL 18	13 JUL 18	20 JUL 18
OCTOBER	03 SEP 18	03 AUG 18	10 AUG 18	17 AUG 18
NOVEMBER	01 OCT 18	31 AUG 18	07 SEP 18	14 SEP 18
DECEMBER	05 NOV 18	05 OCT 18	12 OCT 18	19 OCT 18

Please note, cancellation deadline is one week prior to booking deadlines.

# Digital Rates & Deadlines

RATES (EX GST)	DISPLAY MEDIA	VIDEO	SOCIAL & PAID CONTENT
Homepage buyout – Med Rec with Skins (1 week)	\$2,500		
Run of Site – Med Rec	\$50 CPM		
Run of site – Med Rec with Leaderboard Roadblock	\$70 CPM		
Run of Site – Rich Media	From \$70 CPM		
15" In Feed Video		\$60 CPM	
30" In Feed Video		\$70 CPM	
Pac Video Ad – Med Rec		\$60 CPM	
Shoppable Video		\$100 CPM	
Commissioned Content			From \$5,000
Advertorial Content			From \$7,000
Social Integration			From \$1,200
Social Video			From \$1,200

## DEADLINES

- Standard display/simple rich media: 5 business days prior to live date
- Complex rich media: 10 business days prior to live date
- Paid Content: 4-6 weeks prior to live date
- Integration: 4 weeks prior to live date
- For anything outside of the above, contact your Client Services Manager

## AD SPECIFICATIONS

- Please refer to [http://www.pacificmags.com.au/info/information/Pacific\\_Ad\\_Specs.pdf](http://www.pacificmags.com.au/info/information/Pacific_Ad_Specs.pdf) for creative specifications
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.

# Digital Rates & Deadlines

NAME	TITLE	LOCATION	PHONE	EMAIL
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