



AUSTRALIAN
Women's Health

MEDIA KIT

2019

Pacific



Women's Health
is Australia's

No. 1

LIFESTYLE MAGAZINE

for reaching women 18+

“

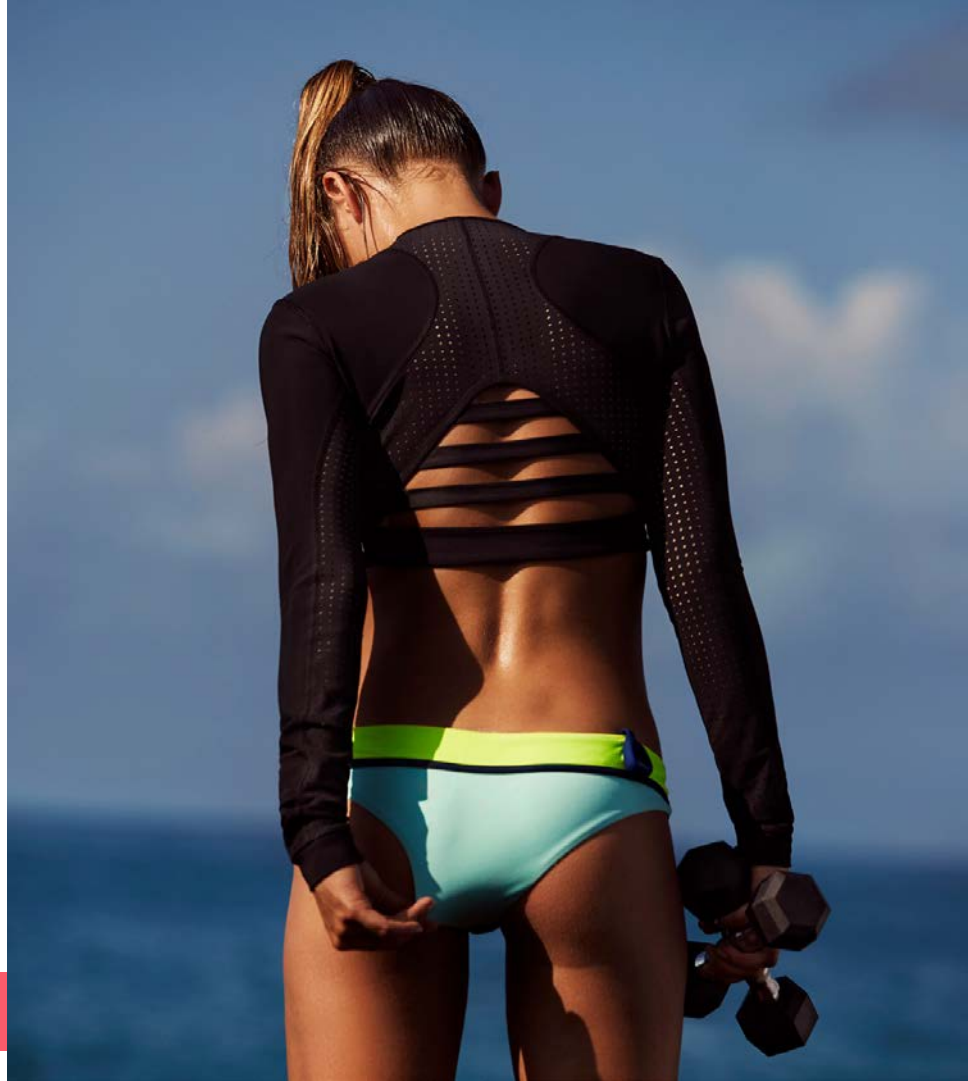
Women's Health is more than a magazine.

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



Women'sHealth Brand reach

1.03m

TOTAL AUDIENCE
TOUCHPOINTS

386,881

AVERAGE MONTHLY
IMPRESSIONS

570,911

TOTAL SOCIAL
AUDIENCE

8,130

AVERAGE
DAILY UBS

292,000

READERSHIP

13,197

EDM

Source: emma CMV Jun'19; Nielsen DCR Aug'19; Nielsen Market Intelligence Aug'19; Nielsen NDP Jul' 19;
Social media stats (FB, IG, Twitter, Pinterest) updated as at Aug'19

Our audience

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

CONNECTION

Every year, WH readers spend a massive **\$64 million** on cosmetics.

Every month, WH readers spend over **\$39 million** on clothing – this is 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 **\$104k** 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.

76% of WH readers prioritise keeping themselves and their family healthy at all times

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

Source: emma Sep 18, Roy Morgan Australia Mar 18

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 TRAINERS

- WinS Wrap Up
- Christmas Gift Guide
- Australia's Hottest Trainers

REBOOT YOUR CAREER

- Career Reboot Issue
- Natural Beauty



THE FITFLUENTIAL ISSUE

- FitBride
- The Smart Girls Guide to Hair Colour



MAX YOUR MID YEAR MOTIVATION

- Running Special



SPRING REBOOT ISSUE

WOMEN MAKING WAVES

- Summer body prep
- The Good Smoothie Guide



Swimwear Special

- Swimsuit Issue
- Wellness Travel
- Summer Eyewear



YOUR EASY 2019 REBOOT

- Your healthiest, hottest, fittest 2019
- Skin/Hair Special

MINDFULNESS

- Fitness & Fashion
- Wellness Special



YOUR BEST BODY, IN 18 MINS A DAY

- Beauty products under \$20



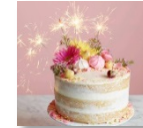
WINTER FOOD SPECIAL

- Hot athleisure essentials
- Snow/Ski special



BEAUTY BREAKTHROUGH

- 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 10 WEEKS PRIOR TO ON SALE DATE.**

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 AdSend (formerly known as Quickcut) or Digital Ads. Digital files will **not** be accepted on disk or via email. For more information regarding digital delivery services contact Adsend on (03) 8689 9000 www.adstream.com.au or Digital Ads on (02) 9818 1965 www.digitalads.com.au/send. It is important to include the booking numbers for each ad when sending digital files to Pacific Magazines. These numbers will become part of the file name and will assist Pacific Magazines in tracking your ad. For our Technical Specifications [click here](#)

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	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
January	03-Dec-2018	29-Oct-2018	05-Nov-2018
February	03-Jan-2019	26-Nov-2018	03-Dec-2018
March	04-Feb-2019	08-Jan-2019	11-Jan-2019
April	04-Mar-2019	01-Feb-2019	08-Feb-2019
May	04-Apr-2019	04-Mar-2019	11-Mar-2019
June	06-May-2019	29-Mar-2019	05-Apr-2019
July	03-Jun-2019	03-May-2019	10-May-2019
August	01-Jul-2019	31-May-2019	07-Jun-2019
September	05-Aug-2019	05-Jul-2019	12-Jul-2019
October	02-Sep-2019	02-Aug-2019	09-Aug-2019
November	30-Sep-2019	30-Aug-2019	06-Sep-2019
December	04-Nov-2019	04-Oct-2019	11-Oct-2019

Digital Rates & Deadlines

RATES (EX GST)	DISPLAY MEDIA	VIDEO
Homepage buyout	\$3,500	
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		POA
30" In Feed Video		POA
Pac Video Ad – Med Rec		\$60 CPM
Shoppable Video		From \$70 CPM

Printed on 11/15/2023 11:05:00 AM

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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

- [Click here](#) for our creative specifications
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.

Contacts

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