

AUSTRALIAN

# Men's Health

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## MEDIA KIT

2020



Pacific



Men's Health  
is Australia's

No. 1

MEN'S LIFESTYLE  
MAGAZINE

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Men's Health is the brand for active, successful, professional men who want to exert greater control over their physical, mental and emotional lives. We are a rapidly evolving media platform seeking to connect with men at all stages of their health and fitness journey. Our brand gives them expert advice, practical tips and hard-won insights on how to make their lives better. Whether it's a recipe for a tastier burger, training for a greater rig, or guidance on how to nail the second date, Men's Health has always got your back. We seek to be the first place they read their health news, the brand of fitness gear they put on in the morning, the podcast they listen to on their way to work, and the host of the post-work seminar they'll attend in the interests of their continual evolution.

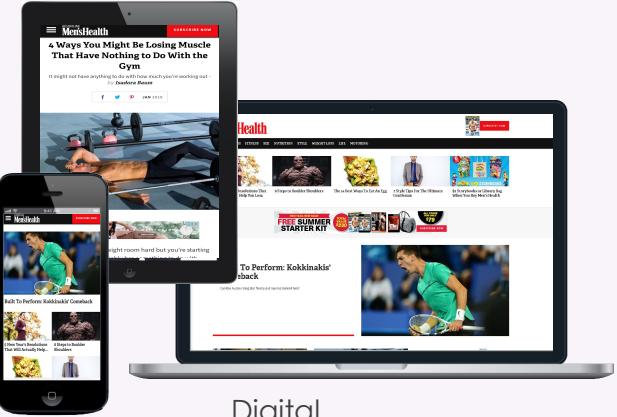
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Scott Henderson  
Editor





Print



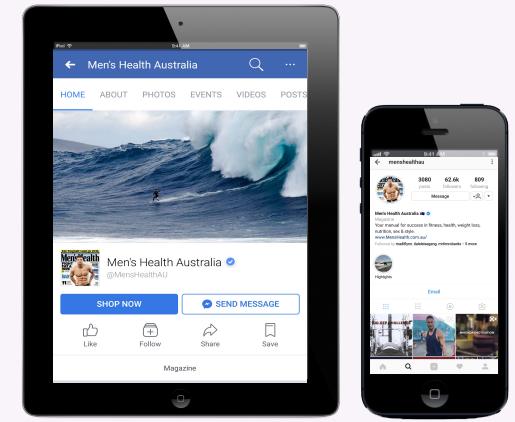
Digital



Style Guides



Television



Social



Events

A photograph of Chris Hemsworth standing against a light-colored corrugated metal wall. He is wearing a dark grey long-sleeved t-shirt and dark blue jeans, with his hands in his pockets. He has a beard and is looking slightly to the right.

# AUSTRALIAN Men's Health Brand reach

**2.02m**  
TOTAL AUDIENCE  
TOUCHPOINTS

**516,087**  
AVERAGE MONTHLY  
IMPRESSIONS

**1.44** MILLION  
TOTAL SOCIAL  
AUDIENCE

**10,950**  
AVERAGE  
DAILY UBS

**341,000**  
READERSHIP

**17,490**  
EDM

Source: emma CMV Nov'19; Nielsen DCR Jan'20; Nielsen Market Intelligence Jan'20; Nielsen NDP Dec' 19;  
Social media stats (FB, IG, Twitter, Pinterest) updated as at Dec'19

# Our audience

MH delivers more readers than any other men's interest, men's lifestyle or business title

## CONNECTION

**1 in 5** buy men's grooming products at least every 6 months.

On average, the MH men earn a personal income of **\$80K** per annum, with average household income averaging **\$121K**.

MH reaches more AB readers than any other men's magazine and business mag in Australia



MH readers are **ACTIVE, SUCCESSFUL PERFORMANCE-DRIVEN**

MH readers spend a yearly average of over **\$251 million** on toiletries and grooming products.

MH men are more than **twice** as likely than an average Australian to play sports at least once a week.

Every month, MH readers spend an average of \$110 million on clothing & footwear

Source: emma CMV Nov'19

# Content pillars



## Sport

An abundance of latest sports news, sports star interviews and advice.



## Health & Fitness

Dedicated to our reader's interests in leading a fit and healthy lifestyle. It's all about nailing the correct technique and exploring new ways to keep fit.



## Nutrition

We really do believe that six packs are created in the kitchen. That's why we inspire readers to create easy & delicious, but healthy meals to get them closer to their goals.



## Style & Grooming

Our readers are more image-focused than the average man. Our style and grooming section provides an abundance of inspiration and advice to keep them ahead of the game.



## Mind & Balance

Mental wellbeing is just as important as physical health in our eyes, which is why we dedicate pages each month to help improve mind and balance.



## Relationships

Advice, stories and information to help improve and maintain your relationship.



## Motoring

A hub that caters to our readers interests in the latest car news and reviews.



# Fast Facts

Men's Health is the most read magazine in it's category, with over 341,000 readers each month. The second most read magazine in it's category has a readership of only 203,000 (Men's Fitness).

- Across print, social and digital, MH delivers a footprint of over 2 million readers
- MH delivers more readers than any other men's interest, men's lifestyle or business title in Australia
- MH reaches more managers/professionals than any business publication in Australia
- The MH men are more than twice as likely than the average Australian to play sports at least once a week
- The MH men are 87% more likely than the average Australian to take care in their appearance at all times

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Source: emma CMV Nov'19

# Editorial Calendar



# Print rates

FULL COLOUR	CASUAL	4x (2.5%)	8x (5%)	12x (7.5%)	16x (10%)	24x (12.5%)
DOUBLE PAGE SPREAD	\$26,456	\$25,796	\$25,136	\$24,476	\$23,816	\$23,144
FULL PAGE	\$13,228	\$12,898	\$12,568	\$12,476	\$11,908	\$11,572
HALF PAGE	\$7,937	\$7,739	\$7,541	\$7,343	\$7,145	\$6,943
THIRD PAGE	\$5,291	\$5,159	\$5,027	\$4,895	\$4,763	\$4,629
INSIDE FRONT COVER SPREAD	\$34,393	\$33,535	\$32,677	\$31,819	\$30,961	\$30,087
INSIDE BACK COVER	\$15,874	\$15,478	\$15,082	\$14,686	\$14,290	\$13,886
OUTSIDE BACK COVER	\$17,196	\$16,767	\$16,338	\$15,909	\$14,290	\$13,886

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 Deadlines <http://www.pacificmags.com.au/wp-content/uploads/2020/01/2020-Brand-Deadlines.pdf>

Print Specifications <http://www.pacificmags.com.au/wp-content/uploads/2020/02/Print-Specs.pdf>

Digital Specifications <https://adspecs.sevenwestmedia.com.au/>

# Contact Details

NAMES	TITLE	LOCATION	PHONE	EMAIL
Annie Mulders	Client Partnerships	NSW	(02) 9394 2289	Ann-Maree.Mulders@pacificmags.com.au
Allan Webster	Print Operations Manager	NSW	(02) 9394 2292	allan.webster@pacificmags.com.au
Courtenay McDermott	Marketing Manager	NSW	(02) 9394 2247	courtenay.mcdermott@pacificmags.com.au