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For **ADVERTISING** bookings
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VOLUME 41 – March 2009

SPECIAL FEATURES

Arthritis

- Types of Arthritis
- When you should visit your doctor
- How your health professionals can help you
- Diet tips for those with Arthritis
- Arthritis, a common condition with a big impact on daily lives
- Benefits of fish oil for rheumatoid arthritis

Seafood for Health Features

- Seafood lovers enjoy better heart health
- Amazing facts about seafood and health
- Delicious, healthy and easy to cook!

In Brief

Healthy & HeartWise provides an excellent opportunity to raise brand awareness and reach a motivated health conscious consumer group who regularly purchase products to improve their health and lifestyle.

Circulation 50,000

Readership 185,000

Target Demographic

- 35+ years
- 84% of readers have purchased a product advertised in HeartWise
- 94% look for product information

Rates

Full Page colour \$5,200 casual

Full page colour \$4,680 (4x)

Half page colour \$3,520 casual

Half page colour \$3,170 (4x)

Deadlines

Booking 22nd January 2009

Material 2nd February 2009

Articles

General Articles

- Case study: Australians losing sight
- Top tips for health
- How you can save more water
- A healthy lifestyle for 40 +
- The anti-Alzheimer's prescription extract
- Do older people have sex?
- Steps to living your full potential
- Taking the pain out of choosing the right pain relief
- Living gluten free
- Women's waterworks exercise and heart health
- Do you have a food intolerance

Weight Management

- The real reason you're gaining weight
- Expert tips on how to lose weight

Diabetes

- Latest developments on diabetes
- Artificial sweeteners
- Sexual problems
- How to travel safely with diabetes

Exercise

- The effect of exercise on the middle-aged man and woman
- 10,000 steps – how they can change your life
- Resistance training: the new way to keep your bones in check
- Benefits of a personal fitness trainer
- Fit to succeed

Nutrition

- How much should you be eating for optimum health?
- Does eating 3 meals a day assist you in losing weight?
- Oils: Everything you need to know.
- Is it healthy to survive on a vegetarian diet?
- The new food mantra: nutrient rich eating

Heart Health

- Stress – an important risk factor for heart disease
- Lowering your cholesterol levels made simple
- Calcium intake linked to a lower risk of developing high blood pressure
- Heart attack survivor's story

Men's health

- Why men should and don't seek help with weight problems?

Regular topics

Health Alert
Book reviews
Men's health: By Dr Brian Morton
Enjoy better health By Dr Vivienne Miller
Nutrition News
Delicious low fat recipes
Letters to the editor
Health Calendar
Health on a shelf
Q & A: Ask a dietician
Q & A: Ask a cardiologist