

Healthy & heartWise

YOUR GUIDE TO WELLBEING

TRUSTED

for healthy lifestyle
choices for 12 years

**GENERAL
HEALTH**

WEIGHT
management

DIABETES

Fight Back

Nutritious Recipes

INTEGRITY

written by health
professionals

DIETTIPS

GREAT

exercise
ideas

HEART

Health

Australia's
Largest Circulation
Health Magazine from
15th March 2010
100,000 quarterly

Media Kit 2010



Editorial

Our editorial focus is on disease prevention and maintaining a healthy lifestyle. Our editorial provides readers with the knowledge to make well informed healthy lifestyle choices.

Our high quality editorial content is written by health experts: dietitians, nutritionists, exercise physiologists, podiatrists, general practitioners and medical specialists. We also have our team of journalists with a specialty in health and food.

All our articles are peer reviewed by our editorial board comprising of a nutritionist, an exercise physiologist and health specialist, so the information is accurate and reliable.

Over our 12 year history we have developed strong networks with health organisations including: The Heart Foundation, Diabetes Australia, The Dietitians' Association of Australia, Department of Health and Ageing, Active Australia, ANZ Food Standards Authority, Nutrition Australia and heart research institutes.

Published quarterly

Autumn (March), Winter (June), Spring (September), Summer (November). This shelf life allows the readers to fully read and digest articles and advertisers information.

Overview

Trusted

First published in 1997 *Healthy&heartWise* is a national publication with the heritage of being Australia's first consumer magazine dedicated to healthy heart choices and now embraces all facets of a healthy lifestyle. Filled with credible and practical advice that is useful and inspirational.

Integrity

Our articles are sourced and written by health professionals ensuring *Healthy&heartWise* is kept as a permanent "in home" reference guide to good health.

Cover: Liz Hayes, 60 Minutes reporter

Regular features

Every issue offers these sections:

- Healthy heart
- Diabetes fightback
- Healthy diet
- Healthy exercise
- Healthy weight
- Healthy cooking, recipes & produce
- Healthy people

Plus in every issue:

- Men's health
- Interviews with chefs, sportsmen & women & leading entertainers or media personalities.



About

About our readers

READERSHIP

Healthy&heartWise will achieve a national readership of 330,000 assuming it achieves the same readership per copy as achieved on average by 'healthy lifestyle' magazines. The majority of *Healthy&heartWise* circulation will be circulated to 3+ GP medical centres reading areas and pathology clinic waiting rooms. High traffic areas which provide the potential for high pass on readership (50 copies per medical centre delivered by Australia Post)

DEMOGRAPHICS

Health conscious consumers

Age 40+

80% Female

Women are acknowledged as the "health gatekeeper" in partnerships and/or families and will retain articles for future use.

Healthy&heartWise 2010

special features

VOL 45 AUTUMN (MARCH 2010)

- The truth about wholegrains & cereals
- Cooking oils
- Bone health
- Asian stirfry cooking
- Gluten free diet
- Seafood

VOL 46 WINTER (JUNE 2010)

- Give your immune system a boost
- Arthritis
- Winter foods
- Home glucose monitoring

VOL 47 SPRING (SEPTEMBER 2010)

- Beating Spring-time allergies
- Getting into shape for spring
- Diabetes foot care feature
- The taste of Italy cooking feature
- Antioxidants
- Hearing health

VOL 48 SUMMER (NOVEMBER 2010)

- Eating well, looking good, being stress-free
- Reducing your risk of heart attack
- Health benefits of nuts
- Organics
- Heart healthy omega 3s
- Living well with herbs and spices

NB: These features may be subject to change

Reader survey

Q How much of H&H do you read?

A All of it 79%

Q What do you do with H&H when you have finished?

A Keep it for reference or hand on to a friend 99%

Q How much of the advertising in H&H do you read?

A All of it 77%

Q How do you rate the articles in H&H?

A Very good 80%

Q Have you been on a diet in the last 12 months?

A Yes 49%

Q Have you purchased recently (last 4 weeks) products advertised in H&H?

A Yes 60%

Q Which of the following activities have you done in last 4 weeks?

A Walking 79%, exercise at home 46%

Q Do you have a medical risk condition?

A High cholesterol 33%, high blood pressure 25%, considered overweight 47%, visited the doctor within the last 3 months 64%.

Q What products have you purchased in the last 4 weeks?

A Low fat dairy products 91%, vitamins & supplements 60%, fish oil 36%, avocados 76%, low GI products 48%, health bars 30%, olive oil 66%, canned salmon or tuna 68%, crisp bread 62%.

Source Readers Survey – self completion questionnaire Nov 08

Deadlines

Edition	On Sale	Booking Deadline	Material Deadline
Summer 2009 Vol 44	Monday 23 November	Tuesday 29 September	Tuesday 6 October
Autumn 2010 Vol 45	Monday 15 March	Tuesday 12 January	Tuesday 19 January
Winter 2010 Vol 46	Monday 14 June	Tuesday 6 April	Tuesday 13 April
Spring 2010 Vol 47	Monday 14 September	Tuesday 13 July	Tuesday 20 July
Summer 2010 Vol 48	Monday 22 November	Tuesday 21 September	Tuesday 28 September

Rates & specs

ADVERTISING RATES (EXCLUDING GST)

	Casual (1X)	Frequency (4X)
Number of insertions		
Double Page Spread Colour	\$9,800	\$8,800
Full Page Colour	\$5,500	\$4,900
Half Page Colour	\$3,300	\$3,000
Third Page Colour	\$2,300	\$2,100

Premium Positions

Inside Front Cover	\$6,500	\$5,900
Inside Back Cover	\$6,000	\$5,400
Outside Back Cover	\$7,100	\$6,400
Direct Response Tear-Out Cards (eg. 3DL x Full Colour Coupons. Light, perforated board, copy/image front and back)	\$10,000	\$9,000
Special Position Page Loading	10%	
Loose Inserts	\$125 per thousand	
Product Sample glued to page	\$125 per thousand	

Client to supply colour proof with material

CANCELLATION POLICY

Two months cancellation prior to publication.

CIRCULATION

Newsagents (nationally)	10,000
Pathology clinics (nationally)	12,000
Medical Centres (3+ GP's)	68,750
Pharmacist Advice	2,250
Subscriptions	7,000
CAB Audit Pending	100,000

MECHANICAL SPECS (MM)

Full Page	Depth x Width	Half Page Vertical
Image	287 x 200	Image 287 x 92
Trim	297 x 210	Trim 297 x 102
Bleed	303 x 216	Bleed 303 x 108
Double Page Spread		Third Page Vertical
Image	287 x 410	Image 287 x 59
Trim	297 x 420	Trim 297 x 69
Bleed	303 x 426	Bleed 303 x 75
Half Page Horizontal		Direct Response Tear-Out Coupon page (light perforated board, copy front and back.)
Image	135 x 200	Image 287 x 200
Trim	145 x 210	Trim 297 x 210
Bleed	155 x 216	Bleed 303 x 216

Contact

For advertising bookings, call (02) 9439 1599

Or for more information

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TERMS AND CONDITIONS Confirmation by the advertiser or agent of the 'booking form' outlining the advertising schedule is considered the contract. ADVERTISING STANDARDS Advertisements submitted to Healthy&heartWise magazine Management are subject to approval by Good Health Publications. Advertisers are responsible for ensuring that advertisements comply with Commonwealth and State laws. ACCEPTANCE The publisher reserves the right to reject any advertisement or copy considered offensive or outside advertising industry standards and regulations. The word 'advertisement' will be placed above or below copy in which in the publisher's opinion resembles editorial. CANCELLATION A 12 month sponsorship is non cancellable. INDEMNITY It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1974 as amended and the Therapeutic Goods Act 1989 as amended. All advertisers are accepted for publication on condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and/or damages resulting from anything published on behalf of the advertiser. This document is accurate at the time of publication and any subsequent variation will be advised to relevant parties.