

TRUSTED FOR HEALTH

healthy & HEARTWISE

Healthy
supplements

Trusted
for healthy lifestyle
choices for 12 years

General
HEALTH

WEIGHT
management

DEALING
with diabetes

Nutritious Recipes

SHOPPING
TIPS

GREAT
exercise
ideas

Men's
Health

Media Kit 2011

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. This market-leading title is 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.

Editorial

Our focus is on disease prevention and maintaining a healthy lifestyle. We provide 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.

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, Food Standards Australia New Zealand, 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' promotions.

Regular features

Every issue offers these sections:

- Healthy heart
- Dealing with Diabetes
- Healthy diet
- Healthy exercise
- Healthy weight
- Healthy cooking, recipes and shopping
- Healthy supplements

Plus in every issue:

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

Cover: Liz Hayes, 60 Minutes reporter



About our readers

READERSHIP

Healthy & Heartwise will achieve a national readership of 185,000 assuming it achieves the same readership per copy as achieved on average by 'healthy lifestyle' magazines. A large proportion of *Healthy & Heartwise's* circulation is to waiting rooms of medical centres with >3 GPs and pathology clinics. Both are high-traffic areas with the potential for high pass-on readership (50 copies per medical centre are delivered by Australia Post).

DEMOGRAPHICS

- Health-conscious consumers
- Age 40+ years
- 85% female
- Women are acknowledged as the "health gatekeeper" in partnerships and/or families and will retain articles for future use.

Reader survey

Q What do you do with *HHW* when you have finished?

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

Q How much of the advertising in *HHW* do you read?

A Most of it 57%

Q How do you rate the articles in *HHW*?

A Very good 80%

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

A Yes 41%

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

A Walking 71%, exercise at home 31%

Q Do you have a medical risk condition?

A High cholesterol 42%, high blood pressure 35%, considered overweight 43%, visited the doctor within the last 3 months 64%.

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

A Low-fat products 87%, vitamins and supplements 59%, omega-3 73%, low-GI products 57%, high-fibre foods 69%, low-salt foods 87%, fresh fish 82%, Heart Foundation 'tick' products 73%.

Source: Readers Survey – self-completion questionnaire Sep 2010



Special Features 2011

| SECTION | WINTER #50 | SPRING #51 | SUMMER #52 | AUTUMN #53 |
|-------------------------|---|--|--|--|
| Healthy Heart | Heart medication – managing | Lower cholesterol | Lower BP without meds | Emotions/mind and CVD |
| Healthy Weight | Foods that 'burn fat' | Protein powders & meal replacement | Postnatal weight loss | Feeding fussy children |
| Healthy Food | - Eat for immunity - Cooking methods | - Nutrient-dense meals - Green leafy vegetables' | - Summer fruit/drink health benefits - Salads and dressings | - Cancer and diet - Packed lunches |
| Healthy Life | - IBS, bowel/gut health, GORD - Winter bugs and ills | - Dry skin, mouth, eye - Hay fever and allergy | - Asthma, COPD - Summer first-aid | - Mobility and joint pain - Better sleep – apnoea, insomnia |
| Fitness | Exercise for a strong back | - Ideal time to exercise - Accessories for fitness | - Gardening and landscaping - Post CVD exercise | - Sports supplements |
| Healthy Women | Pelvic floor | Looking after small children | Thrush, UTIs/cystitis | Thinning/wrinkling skin |
| Healthy Men | Mental health and depression | Protect the prostate | Low libido/erectile dysfunction | Hair loss/redistribution/ greying |
| Healthy Shopping | Bread: wheat or other grains, fibre-rich, low-GI, seeded etc. | Milks: cow vs other animals, soy/oat, enriched, etc. | Condiments: sauces, dips and stocks | Noodles & pasta: wheat, egg, spelt, soba/ buckwheat |
| Supplements | Heart: coQ10, fish oils, sterols, hawthorn | Joint/mobility: glucosamine, rosehip, MSM, chondroitin etc | Vision: antioxidant vitamins and minerals, lutein etc. | Stress & sleep: B vitamins, herbs |

Deadlines

| Edition | On Sale | Booking Deadline | Material Deadline |
|--------------------|-----------------------|----------------------|----------------------|
| Winter 2011 Vol 50 | Monday 11th July | Monday 20th June | Friday 1st July |
| Spring 2011 Vol 51 | Monday 19th September | Friday 15th July | Friday 22nd July |
| Summer 2011 Vol 52 | Monday 21st November | Friday 7th October | Friday 14th October |
| Autumn 2012 Vol 53 | Monday 19th March | Friday 17th February | Friday 24th February |

Rates & specs

ADVERTISING RATES (EXCLUDING GST)

| Available Ad Sizes | Casual (1X) | Frequency (4X) |
|---------------------------|-------------|----------------|
| Double Page Spread Colour | \$9,720 | \$8,750 |
| Full Page Colour | \$5,200 | \$4,680 |
| Half Page Colour | \$3,520 | \$3,170 |
| Third Page Colour | \$2,590 | \$1,750 |

| Premium Positions | | |
|---|--------------------|---------|
| Inside Front Cover | \$6,240 | \$5,620 |
| Inside Back Cover | \$5,720 | \$5,150 |
| 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' notice prior to publication.

CIRCULATION

| | |
|------------------------------------|---------------|
| Newsagents (nationally) | 10,000 |
| Pathology clinics (nationally) | 11,350 |
| Medical Centres (3+ GPs) | 21,000 |
| Pharmacist Advice Customer Loyalty | 2,150 |
| Subscriptions | 5,500 |
| Circulation Audits Board audited | 50,000 |

MECHANICAL SPECS (MM)

| Full Page | Depth | Width |
|-----------|-------|-------|
| Image | 287 | 200 |
| Trim | 297 | 210 |
| Bleed | 303 | 216 |

| Double Page Spread | Depth | Width |
|--------------------|-------|-------|
| Image | 287 | 410 |
| Trim | 297 | 420 |
| Bleed | 303 | 426 |

| Half Page Horizontal | Depth | Width |
|----------------------|-------|-------|
| Image | 135 | 200 |
| Trim | 145 | 210 |
| Bleed | 155 | 216 |

| Half Page Vertical | Depth | Width |
|--------------------|-------|-------|
| Image | 287 | 92 |
| Trim | 297 | 102 |
| Bleed | 303 | 108 |

| Third Page Vertical | Depth | Width |
|---------------------|-------|-------|
| Image | 287 | 59 |
| Trim | 297 | 69 |
| Bleed | 303 | 75 |

Direct Response Tear-Out Coupon page (light perforated board, copy front and back.)

| | Depth | Width |
|-------|-------|-------|
| Image | 287 | 200 |
| Trim | 297 | 210 |
| Bleed | 303 | 216 |

Contact

For advertising bookings, call (02) 9439 1599

Or for more information, email Michael Sant
msant@healthpublishingaust.com.au

OTHER HEALTH PUBLISHING AUSTRALIA PUBLICATIONS

- Conquest Diabetes Magazine (on behalf of Diabetes Australia)
- Cardiovascular Medicine in General Practice • Diabetes Management Journal Paediatrics & Child Health in General Practice • Geriatric Medicine in General Practice • Pain Management in General Practice

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.