

Women's
health&fitness
Australia
media kit 2013

Australia's
1st women's
health & fitness
magazine
established 1994

Reaching over
270,000
readers per
month via print
and 4 digital
platforms



FITNESS THRU THE YEARS

2004

2005

2006

2008

2009

2009

2011

2012



READER DEMOGRAPHICS

- 39% are aged 25-34 and 28% are aged 35-44.
- 45% have dependant children under 18.

READER INCOME

- 46% work full time and 23% work part time; 77% are employed in paid work (including self employed).
- 33% have an annual household income of \$61-\$100K.

EXERCISE & DIET HABITS

- 30% describe their diet as 'weight loss', while 22% would like to improve their health by 'losing weight/toning up'.
- 42% exercise 3-4 times a week and 28% exercise 5-7 times a week; 70% exercise at least twice a week.
- 33% prefer to exercise at the gym.
- 51% exercise to 'look and feel good'.
- 69% 'eat pretty well but enjoy the occasional treat'.



READER SURVEY*

79%
have bought or considered buying an item advertised in Women's Health & Fitness;

36% bought workout clothing or shoes.

22%
Were lured by Special Offers

68% will have their copy read by at least 3-4 people

29%
Purchase on Quality

31%
Purchase products on Price

69%
will definitely recommend the magazine to friends



*Source: Women's Health & Fitness Reader Survey

OUR PARTNERS



Evelyn Faye Nutrition (www.completehealth.com.au) has been a regular advertiser in Women's Health and Fitness Magazine for over 10 years.

We have found that this is the right demographic for our business, and the increasing range of advertisers has proven to have added benefits. The quality of the magazine is A1 and the range of articles attracts a wide group of readers.

Ian Collins
 Director - Evelyn Faye Nutrition
www.completehealth.com.au

Women's Health & Fitness has been paramount in the long term success of our online personal training business.

With the help of Blitz Publications over a number of years, our business continues to flourish in what is now a very competitive market. The magazine itself has grown and developed over the years into a quality publication that appeals to a broad audience, and the staff are always keen to look after us by providing added value and incentive. Women's Health & Fitness has been an integral part of our past and future marketing strategy and we look forward to continuing our long and successful association.

Sue Heintze
 Managing Director - Ideal Bodies Online
www.idealbodiesonline.com



READER PROFILE

The *Women's Health & Fitness* reader is in her early thirties and works in a professional job with an annual household income of \$61-\$100K.

She exercises to look and feel good, and eats well but enjoys the occasional treat. She exercises two to four times a week, mostly at the local gym or by going for a run, but sometimes can't devote as much time to her fitness as she would like.

Losing weight, toning up and increasing her fitness are her primary exercise goals, and she also wants to improve her diet. She wants to read more about healthy eating, general health, working out and weight loss.

She may share her copy of *Women's Health & Fitness* with a friend and would definitely recommend it to others.

INTERNATIONAL DISTRIBUTION

Singapore, Indonesia, Hong Kong, Mauritius, Taiwan, Canada, USA, Turkey

THE MAGAZINE

Women's Health & Fitness caters for women who value the benefits of a healthy and active life. Supported by a panel of industry experts, including dietitians, nutritionists, exercise scientists, psychologists and personal trainers, *Women's Health & Fitness* thrives on its ability to provide real advice for real women.

The combined skills and insights of these experts is enhanced by an in-house team who are committed to producing engaging, informative and innovative content across health, nutrition, exercise, fashion and beauty within the health and fitness industry.

DISTRIBUTION & READERSHIP

- Distribution: 57,000
- Frequency: 12 issues per year
- Readership: 148,000 (Source: Roy Morgan)
- Circulation: 100% - all unsold copies are included with future issues (double bagging)

SUPERMARKET DISTRIBUTION

Sold in selected Coles and Woolworths stores nationally



DELIVERING TOTAL READER ENGAGEMENT

PRINT

>> 12 Issues per year



- Gate folds
- Split Covers
- Onsets/Inserts/Tip-ons

WEB / ONLINE

>> Magazine Website and
>> 1 Corporate Portal



- Banners/ Leader boards
- Box Ads
- Video / TVC's
- EDM's
- Newsletters
- Surveys

SOCIAL MEDIA



Join the WH&F facebook community



Subscribe to the latest twitter feeds

- Client Promotions
- Product Releases
- Competitions
- Surveys

iPAD / ANDROID TABLETS

>> 8 APPS



- Advertising
- Web Links
- Video / TVCs
- Social Media Links
- Hot Buttons and Pop Ups
- Audio
- Online Purchases
- Multiple Slide Ads
- App and Store Finder

iPHONE / IPOD TOUCH / SMART PHONE



- Home Page Sponsorship
- Page & Banner Sponsorships
- Push Notices
- SMS Notices
- Surveys
- App and Store Finder



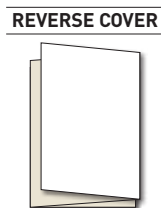
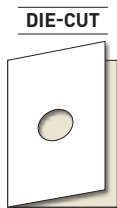
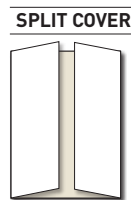
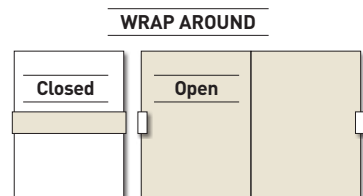
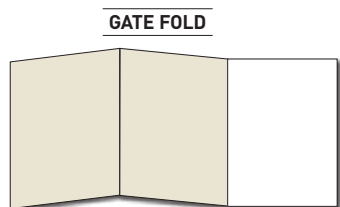
PRINT DETAILS

PRINT EDITION SCHEDULE 2013

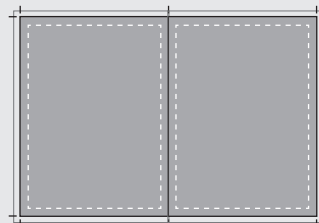
MONTH	ISSUE	BOOKING	ARTWORK	ON SALE
January	19#1	7th November	10th November	17th December
February	19#2	5th December	8th December	16th January
March	19#3	11th January	13th January	15th February
April	19#4	9th February	13th February	15th March
May	19#5	12th March	16th March	15th April
June	19#6	13th April	16th April	13th May
July	19#7	11th May	14th May	14th June
August	19#8	15th June	18th June	15th July
September	19#9	13th July	16th July	14th August
October	19#10	10th August	13th August	16th September
November	19#11	10th September	13th September	16th October
December	19#12	8th October	11th October	15th November
January 2014	20#1	7th November	10th November	13th December
February 2014	20#2	5th December	8th December	15th January

PLEASE NOTE: Dates are correct at time of printing and are subject to change.

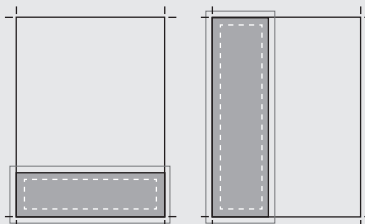
SPECIALITY OPPORTUNITIES



PRINT SPECIFICATIONS

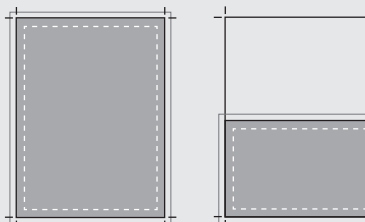


DPS
Trim: 420 x 275
Bleed: 430 x 285
Type Area: 190 x 255 (x2)



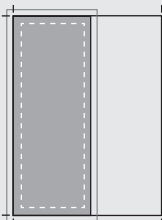
Banner
Trim: 210 x 35
Bleed: 228 x 45
Type Area: 184 x 25

TPV
Trim: 67 x 275
Bleed: 77 x 285
Type Area: 47 x 255



FP
Trim: 210 x 275
Bleed: 220 x 285
Type Area: 190 x 255

1/2 H
Trim: 210 x 135
Bleed: 220 x 145
Type Area: 190 x 111



1/2 V
Trim: 104 x 275
Bleed: 114 x 285
Type Area: 84 x 251

Templates

You may request an advertisement template in Illustrator or InDesign format by contacting Blitz Publications or by downloading from the Sportblitz site www.sportzblitz.net/advertising/rate-card.php. Please ensure all type is within the set guides or risk being cut off when the magazine is trimmed.

Please Note: If designing for an inside front or back cover double page spread, please allow for a loss of approximately 3mm down the centre spine on each page, due to binding. Please displace images and text accordingly.

We will not accept advertisements outside of these specifications. Please supply artwork with a colour printout as reference.

Material Requirements

Screen Ruling – 150lpi / 300dpi
Total Sum Density – 280-310%

Solid Black – Where large areas of 100% black appear we recommended the black also contain 80% Cyan to provide additional density.

Format

Supplied electronically via:

- CD
- DVD
- Email
- Quickcut
www.quickcut.com.au
- You Send It
www.yousendit.com

Graphic Programs

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6
- Adobe Acrobat PDF CS (v7.0)
- All files - Macintosh format
- All files - must be in CMYK mode (NOT RGB or Spot)
- Images are to be high resolution (300dpi) TIFF or if sending via email, JPG. Please use the lowest compression to achieve the highest quality image.
- All fonts are to be supplied or all text to be converted to outlines in Illustrator & InDesign files.
- PDF files must be 300dpi and fonts to be embedded.

ONLINE, MOBILE & TVC DETAILS

ONLINE RATES

Home Page Takeover
- Blanket

Home Page Takeover
- Background Skinning

Section Takeover
- Blanket

Section Takeover
- Background Skinning

Leaderboard Banner

Masthead Banner

Rectangle Banner

Medium Rectangle Banner

Video/TVC - Auto play

ONLINE SPECIFICATIONS

Name	Width / px	Height / px
Leaderboard Banner	728	90
Masthead banner	468	60
Rectangle	300	100
Medium Rectangle Banner	300	250
Skyscraper Banner	120	600
Embedded Video	315	235
Poster	655	440
Skimming	105	800

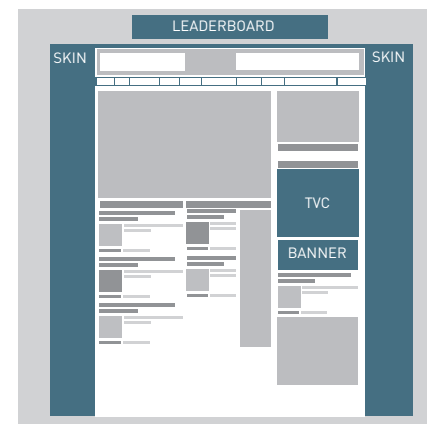
ONLINE BANNER POSITIONS AND SIZE COMPARISONS



HOME PAGE/SECTION TAKE OVER: Blanket



HOME PAGE/SECTION TAKE OVER: Background Skinning



MOBILE BANNER SPECIFICATIONS

Banner Size: 320 x 50 pixels

File Formats: JPG, GIF or PNG Format

VIDEO SPECIFICATIONS

- MP4 container
- H.264 video codec
- AAC Audio codec
- Video bitrate: 1500kbps
- Audio bitrate: 192kbps
- Audio Sample Frequency 44.1Khz
- Framerate 29.97 or 30
- Keyframe every 90 frames

Duration:

15 seconds or 30 seconds

File Submissions

- All submitted files should be pre-cut to desired run time. Slates, Countdown clocks and color bars must be removed prior to submission.
- Auto-play video must utilize a polite download and must not exceed 30 seconds.
- Video files must include "Play", "Pause", and "Mute" functions at minimum.
- Audio must be user-initiated only on click.

Additional Details

BPMM Group reserves right of final approval on video submissions.

Allow five (5) business days for production, testing, and review.

iPAD, EDM AND SOCIAL MEDIA DETAILS

TABLET EDITION

Advertisements iPad & Android

1. Full page ad as appears in the Print Mag
2. Tablet (iPad and Android) exclusive ad - Same as print edition

Rich Media Options:

- A Embedded TVC
- B Website Link
- C Facebook Links
- D Twitter Link

E Hot Spots*

- 1 Page x Pop Up / Hot Spot
- 2 Page x Pop Up / Hot Spot
- 3 Page x Pop Up / Hot Spot
- 4 Page x Pop Up / Hot Spot
- 5 Page x Pop Up / Hot Spot

F Audio Message

- Embedded
- Max 2 minutes

iPAD SPECIFICATIONS

IMAGE SETTINGS

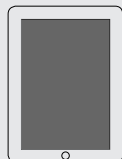
JPEG - 1024x768 @ 72 px/inch - save for web at maximum quality.
The iPad app can be viewed in either a Portrait or Landscape format)

VIDEO SETTINGS*

mp4 H.264 or .mov file format. Total playing time max = 3mins (file size should be roughly 45MB total).

AUDIO SETTINGS*

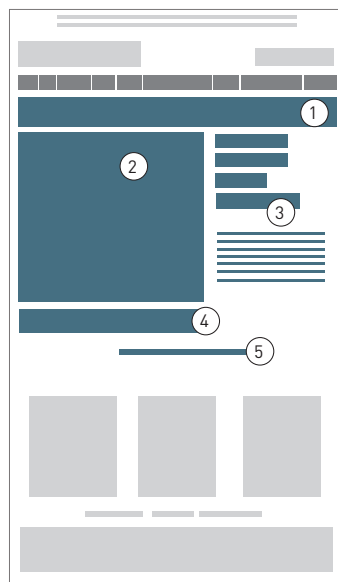
M4a file (AAC audio file) or mp3.



SOCIAL MEDIA

Facebook Post • Twitter Tweet

EMAIL SOLUS ELEMENTS



	Element
1	Headline
2	Image
3	Copy
4	Call to Action
5	Terms & Conditions

Please contact us for a more detailed brief

NEWSLETTER SPECS

Banner Type	Width / px	Height / px
Leaderboard Banner	588	105
Mid Tier Banner	588	105
Bottom Tier Banner	588	105
Medium Rectangle (side bar)	198	170
Small Banner	390	90

NEWSLETTER BANNERS



Women's health & fitness

magazine profile

Published: 12 issues per year

Distribution: 57,000

International Distribution: Singapore, Indonesia, HongKong, Mauritius, Taiwan, Canada, USA, Turkey

Readership: 176,700

Australian owned and produced.

Contact

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BLITZ PUBLICATIONS
& MULTI-MEDIA GROUP PTY. LTD.