



media information

Women's
health&fitness
Australia

READER DEMOGRAPHICS

- 39% are aged 25-34 and 28% are aged 35-44.
- 43% 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 and 32% have an annual household income of \$21-\$60K.

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 2-4 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'.

BUYING HABITS

- 79% have bought or considered buying an item advertised in Women's Health & Fitness; 24% bought workout clothing or shoes.
- Price, quality and special offers (31%, 29% and 22% respectively) affect buying decisions on advertised products.
- 55% will have their copy read by 1-2 people.
- 69% will definitely recommend the magazine to friends.

*Source: 2010 Women's Health & Fitness Reader Survey

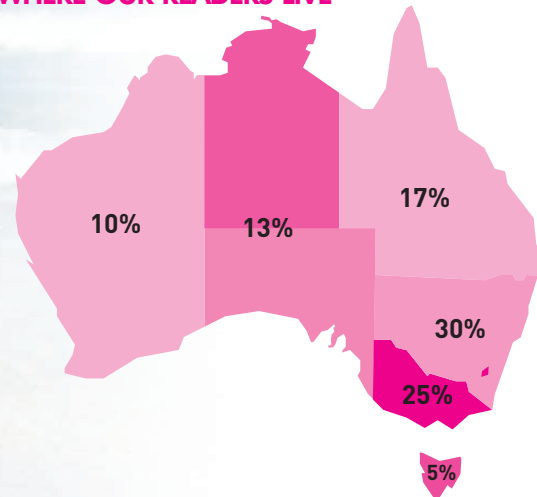
DID YOU KNOW?

Blitz Publications publishes over 3 million magazines a year, including the following titles:

- Golf Magazine
- Soccer International
- Australian Natural Health
- Inside MMA
- Triathlon & Multi Sport Magazine
- Australian Iron Man



WHERE OUR READERS LIVE*



WH&F SPECIAL ISSUES

SUMMER SHAPE UP



NEW YOU



HEALTHY & LOW FAT



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.

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.

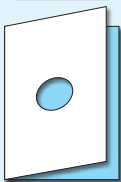
The combined skills and insights of these experts is enhanced by an in-house team who are committed to producing engaging, informative and innovative content across health, nutrition, exercise, fashion and beauty within the health and fitness industry.

DISTRIBUTION & READERSHIP

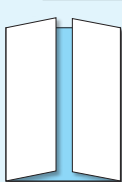
- Distribution: 57,000
- Frequency: 12 issues per year
- Readership: 148,000 (Source: Roy Morgan)
- Circulation: 100% - all unsold copies are included with future issues (double bagging)

SPECIALITY OPPORTUNITIES

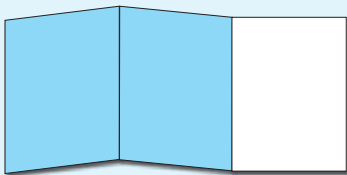
DIE-CUT



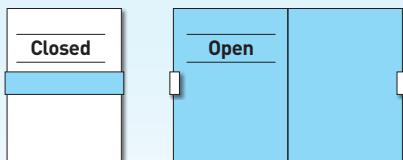
SPLIT COVER



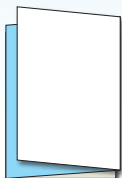
GATE FOLD



WRAP AROUND



REVERSE COVER



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



2011 SCHEDULE

Month	Issue	Booking	Artwork	On Sale
January	17#1	6th November	9th November	14th December
February	17#2	4th December	8th December	15th January
March	17#3	11th January	13th January	15th February
April	17#4	9th February	11th February	15th March
May	17#5	12th March	16th March	16th April
June	17#6	13th April	15th April	14th May
July	17#7	11th May	13th May	16th June
August	17#8	15th June	17th June	16th July
September	17#9	13th July	15th July	13th August
October	17#10	12th August	16th August	17th September
November	17#11	9th September	13th September	15th October
December	17#12	7th October	11th October	15th November

ADVERTISEMENT SPECIFICATIONS

Size	DPS	Full Page	1/2 H	1/2 V	Banner
Trim (mm)	420 x 275	210 x 275	210 x 135	104 x 275	210 x 35
Bleed (mm)	430 x 285	220 x 285	220 x 145	114 x 285	228 x 45
Type Area (mm)	190 x 255 (x2)	190 x 255	190 x 111	84 x 251	184 x 25

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 CS3
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- 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.

Templates

You may request an advertisement template in Illustrator or InDesign format by contacting Blitz Publications or by downloading from the Sportblitz site www.sportblitz.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.

WOMEN'S HEALTH & FITNESS PARTNERS SINCE 2009



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