



better**health**

media kit 2008

MAGAZINE PROFILE

READERSHIP PROFILE

WHY ADVERTISE?

FAST FACTS

ADVERTISING RATES



MAGAZINE

profile

Better Health magazine covers all elements of health – from conventional medicine and the latest in medical and cosmetic procedures to alternative therapies and natural remedies. If a topic is related to health, we bring it to our readers.

Better Health doesn't discriminate against any of the health options. We provide the reader with all the information so they can choose what is best for them in their quest for better health. The content is aimed at the socially aware reader who wants to know all the facts, not just the gloss. From the single woman to the mother to the grandmother, all readers benefit from Better Health.

Kris Abbey, Publishing Editor

we provide the reader with all the information so they can choose what is best for them in their quest for better health

READERSHIP

20-30 years	21%
30-40 years	35%
40-50 years	31%
50-60 years	11%
Other	2%

profile

READERSHIP

The Readers are:

- Grocery-buying females
- Majority are aged 25 to 55 years
- Predominantly well-educated
- Concerned about the health of themselves and their families
- Strive for 'something better'
- Over 52% have school-age children
- 19% have pre-school age children
- Over 80% work full-time or part-time
- Time-poor and juggling family and work
- Conscientious consumers
- Seek quality
- Concerned about the health of the environment
- Tend to be socially proactive
- 89% of readers are interested in alternative medicine
- 74% of readers take health supplements
- 87% of readers would consider changing brands of skincare

* Independent research conducted by SEED 2007



majority of our readers
are the primary grocery buyers for
their household and interested
in alternative medicine



EDITORIAL

profile

Better Health magazine is presented in an easy-to-read format with up-to-the-minute information. Most articles are written by health care professionals, which gives Better Health its credible edge.

Each issue covers:

- Nutritional information
- Medical breakthroughs
- Exercise and fitness
- Beauty information and advice
- Alternative health and natural therapies
- Children's health
- Food ideas and recipes
- Chronic, acute, seasonal and topical diseases
- New product and medical information
- Mental health and relaxation
- Celebrity profile
- Human interest stories
- Healthy travel and lifestyle



- Directly targets women interested in health and wellbeing
- Covers the prevention of illness, as well as the treatment of symptoms, not just one or the other
- Open-minded to all elements of health
- Credible and trusted magazine with articles written by health care professionals
- High level of interactivity
- Beautifully presented magazines
- Ability to offer editorial support
- Continues to break new ground, such as introduction of healthy travel

WHY advertise?



fast facts

BETTER HEALTH & BALANCE

Combined Circulation	22,979*
Readership	135,916
Better Health Cover Price	\$5.95
Target Audience	Women 25-55
Distribution	Newsagents, Borders, Supermarkets & sixwise.com in US
Editor	Kris Abbey
Advertising Enquiries	02 9905 0137 0412 625 260
Content	Health and Fitness, Food and Nutrition, Beauty & Lifestyle

*CAB Audit



FULL COLOUR	CASUAL	3X	6X	12X
	\$	\$	\$	\$
Full Page	3,500	3,325	3,076	2,768
Double Page Spread	6,500	6,175	5,712	5,141
Half Page	2,000	1,900	1,758	1,582
Third Page	1,800	2,052	1,944	1,836
Quarter Page	1,500	1,425	1,318	1,186

COVERS

Inside Front Cover DPS	8,000	7,600	7,030	6,327
Outside Back Cover	4,500	3,800	3,515	3,164
Inside Back Cover	4,500	4,275	3,954	3,559

INSERTS

Inserts/onserts/samples	Price on application			
Loose inserts	Single Sheet	\$ 120 per 1,000		
	Four Page	\$ 150 per 1,000		

Special Positions To guarantee special positions such as a right-hand page or front half of the magazine, an additional 10% applies.

NOTE: GST of 10% will be added to above rates when invoiced.

ADVERTISING **rates**



material specifications

- Digital files are preferred with same-size laser proof.
- All files to be supplied in PDF format using Adobe Illustrator and In Design.
- Include a bureau sheet with any special instructions and hard copy printout from the disk.
- Ensure all fonts are included.

ADVERTISING

deadlines

ISSUE	EDITORIAL	BOOKING	MATERIAL	ON SALE
Jul/Aug	12th May	22nd May	26th May	26th Jun 2008
Sep/Oct	14th Jul	21st Jul	24th Jul	28th Aug 2008
Nov/Dec	8th Sep	20th Sep	23rd Sep	23rd Oct 2008
Jan/Feb	10th Nov	21st Nov	25th Nov	18th Dec 2008
Mar/Apr	12th Jan	19th Jan	23rd Jan	26th Feb 2009

CANCELLATION DEADLINES

30 days prior to booking deadline. If advertising is cancelled after this time, full fee applies.

TEHNICAL

specifications

	Trim (mm)		Type (mm)	
	HEIGHT	X WIDTH	HEIGHT	X WIDTH
Double Page Spread	297	x 420	273	x 394
Full Page	297	x 210	273	x 177
Half Page – Vertical	297	x 98	273	x 86
Half Page – Horizontal	148	x 210	128	x 177
Quarter Page	148	x 98	138	x 86
Third Page – Vertical	297	x 67	273	x 55
Third Page – Horizontal	99	x 210	85	x 177

Bleed: add 5mm to the trim

BETTER HEALTH AND BALANCE ARE INDEPENDENTLY PUBLISHED. WE GREATLY APPRECIATE YOUR SUPPORT.