

Women's Health and *Men's Health* are back. Bigger, bolder and fitter than ever before!

Cape Town, South Africa, October 7, 2021 – Salient Media announced today that they have acquired the rights to publish the multi-platform content brands *Women's Health* and *Men's Health*.

Both brands go live Friday October 15 on their respective social media platform and will relaunch digitally at womenshealthsa.co.za and mh.co.za from October 22. The first print issues will be on the shelves December 10.

Desiré du Plessis, MD of Salient Media said: "We are delighted to enter the magazine media space with these two high-value brands. *Women's Health* and *Men's Health* already reach over 3 million South Africans through their various platforms and touchpoints and we are set to recharge, grow and expand our offerings to consumers and clients."

Both brands actively engage and access their audiences through targeted, imaginative, unforgettable content. Editor-in-Chief, Robert Cilliers, is charged with leading the team of innovators and formidable content creators across the ever-diversifying choice of platforms, technologies and experiences. "We already know the *Men's Health* and *Women's Health* brands come with influence, reach and value and are known and loved by consumers in South Africa and the world over". Cilliers added that we live in a time where change has become a constant and therefore information is key: "In times like these, health and wellness are more important than ever. The *Men's Health* and *Women's Health* brands change lives and inspire. They provide a solution for the basic, everyday questions men and women have, helping them become better in every facet of life. We'll give them the tools to rebuild, refocus, restart, and reshape to ultimately realise their true potential."

Hearst, one of the world's largest publishers of magazine media across all platforms awarded Salient Media the rights to publish the brands: "It is with great excitement that we welcome back *Men's Health* and *Women's Health* to South Africa," said Kim St. Clair Bodden, Senior Vice president, Editorial and Brand Director of Hearst Magazines International. "Desiré and Robert have a deep understanding and appreciation for this market and their strong vision, business acumen and wealth of experience will enable us to build on the foundation of these two powerhouse brands."

Some of the key brand extensions will also return in 2022 with more to be announced in the coming months. The iconic *Men's Health* Menswear will headline the editorial calendar and *Women's Health* will be launching their Women in Sport (WinS) Awards to generate invaluable publicity and awareness for South Africa's female athletes.

Salient Media is set to expand their magazine media through new and creative visual partnerships, platforms, events, and virtual immersions. "But that does not mean that our print offering will lag behind. Print remains an integral part of our magazine media offering," said Du Plessis. "We believe the traditional has become the non-traditional and that our print offering is an excellent way for marketers to differentiate and break through the clutter of the digital marketing mix." Salient Media will actively increase print orders and retail listings.

The advertising sales teams are being led by Paul Goddard from Five.Twelve media brokerage. Paul was integral to the *Women's Health* launch in 2009 and the *Men's Health* launch issue in 1997. Paul and his team understand the healthy lifestyle space intimately and have years of experience in helping advertising clients achieve their goals through creative campaigns coupled with great service.

To book your advertising space in the launch issue, contact

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BRAND PLATFORMS: Instagram, Facebook, Twitter, magazines (print and digital), websites, YouTube, newsletters, events.

ABOUT SALIENT MEDIA

Salient Media is a publishing partnership borne out of a shared vision and passion for magazine media. Directors Rob Cilliers and Desiré du Plessis have a history of working together and driving *Men's Health* and *Women's Health* to the pinnacle of success. Intent on growing and leveraging brand audiences across all platforms, they are keenly aware of the potential of magazine media in Mauritius and Africa.