

THE **#1**  
SOURCE OF  
INFORMATION  
FOR AND  
ABOUT MEN

A photograph of actor Chris Pratt in a blue tank top, holding a green beer bottle in his right hand and a blue spatula in his left. He is looking directly at the camera with a serious expression. The background shows a red building with windows and some greenery.

# Men's Health <sup>2023</sup>

Men's Health is a lifestyle **manual for modern men** who drive to succeed in every area of their lives. From functional fitness to mental wellbeing, science to style, nutrition to technology, it provides the tools men need to become stronger, faster and better.

# KEY NUMBERS

# Men'sHealth

PRINT	<b>PRINT ORDER</b>	<b>25 000</b>
	Total Audience Contribution	
	Newsstand Sales	9 912
	Secondary Sales*	10 624
	Bonus Audience**	450

DIGITAL	<b>TOTAL DIGITAL AUDIENCE***</b>		<b>903 188</b>
	MH.CO.ZA	Page Views	82 127
		Users	26 105
		Interactions	243 901
	SOCIAL	Instagram Followers	51 000
		Facebook Followers	557 349
		Twitter Followers	75 724
	Newsletter Subscribers	69 416	



Print order may vary from issue to issue. Sales and numbers average Jan - Dec 2022. ABC figures June 2022: Back copies 8 561, Total 19 478. \*Secondary audience: indirectly receives ad communication (doctor's offices, hospitals, clinics, gyms, hairdressers). \*\*Bonus audience, receives ad communication directly (Goody bags, events, promotion etc). \*\*\*Total digital audience also includes *Men's Health* YouTube followers.



# Men's Health

# PRINT



**Average Reader Age: 34**  
15-24 (25%) • 25-34 (26%) • 35-45 (33%)

**Readership by Race**  
Black (72%) • Other (28%)

**LSM Breakdown**  
LSM 9-10 (26%) • LSM 6-8 (60%)

## Jan/Feb

### *The Big Change Start Now!*

Get back in shape  
Healthy(ish) festive feasting guide  
MH **TECH AWARDS**  
A financial blueprint for the new year  
Cars of 2023

## Mar/Apr

### *The Strength Issue*

Focus on men and **MENTAL HEALTH**  
10-second hacks to treat anxiety  
Tools for a better nights rest  
Best bakkies

## May/Jun

### *Design Your Body Issue*

MH Winter Guide to Style  
All you need to know running your PB  
**WINTER FOOD SPECIAL**

## Jul/Aug

### *The Fit At Any Age Issue*

Live happier longer and richer  
Healthy skin at every age  
MH Wedding Guide including watches &  
**MH FITNESS AWARDS**

## Sep/Oct

### *The Transformation Issue*

MH Belly-Off Special  
Adventure Guide  
Healthy Braai Special  
**MH GROOMING AWARDS**

## Nov/Dec

### *Last-Minute Beach Muscle*

Summer **GUIDE TO STYLE**  
Summer Food Special  
Movember  
Cover guy search winner



# ADVERTISING DEADLINES

# Men'sHealth



ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	TO PRINT	DISTRIBUTE	ON SALE DATE
Jan/Feb '23	23 Nov 2022	25 Nov 2022	29 Nov 2022	6 Dec 2022	9 Dec 2022
Mar/Apr '23	08 Feb 2023	10 Feb 2023	14 Feb 2023	21 Feb 2023	24 Feb 2023
May/Jun '23	12 Apr 2023	14 Apr 2023	18 Apr 2023	25 Apr 2023	28 Apr 2023
Jul/Aug '23	13 Jun 2023	15 Jun 2023	20 Jun 2023	27 Jun 2023	30 Jun 2023
Sep/Oct '23	09 Aug 2023	11 Aug 2023	15 Aug 2023	22 Aug 2023	25 Aug 2023
Nov/Dec '23	11 Oct 2023	13 Oct 2023	17 Oct 2023	24 Oct 2023	27 Oct 2023
Jan/Feb '24	29 Nov 2023	01 Dec 2023	5 Dec 2023	12 Dec 2023	15 Dec 2023

# MAGAZINE RATES & SPECS

All advertising rates are net and excl. VAT

# Men'sHealth

DPS	<b>R70 000</b>
Inside Front Cover DPS	<b>R90 000</b>
Full Page	<b>R40 000</b>
Outside Back Cover (OBC)	<b>R50 000</b>
Advertorial*	<b>R45 000</b>
1/2 Page	<b>R25 000</b>
1/3 Page	<b>R20 000</b>
1/4 Page Classified Blocks	<b>R10 000</b>

**CANCELLATION POLICY:** Cancellations after the ad booking deadline are subject to a 100% cancellation fee.

\*Advertorial rates include production excl photographic costs and model fees

## Advertising Specs (mm) height x width

	TRIM	BLEED	TYPE
<b>DPS</b>	276x420	282x432	240x372
<b>Full Page</b>	276x210	282x216	240x186
<b>1/2 Horizontal</b>	138x210	144x216	120x186
<b>1/2 Vertical</b>	276x105	282x111	240x93
<b>1/3 Horizontal</b>	92x210	98x216	80x186
<b>1/3 Vertical</b>	276x70	282x76	240x62
<b>1/4 Page</b>	90x120	98x216	80x186

## Document Set-Up

In order to supply the correctly sized advert material, adhere to the following:

- all material supplied in CMYK;
- that your document is configured to the trim specified;
- that your document bleed is added during set-up and not after set-up;
- when preparing the advert, ensure the type parameters are respected.

It is important that both the PDF document and the advert contained within the PDF document should meet the requirements stipulated in here.

The following will NOT be accepted: files provided on disk (CD/DVD); low-resolution images (less than 300 dpi), files containing RGB and/or transparency elements.

Full technical requirements available on request. Salient Media will not be held responsible for complete material supplied by the advertiser that is not in accordance with our specifications.

Ad material should be sent to: [tanya@fivetwelve.co.za](mailto:tanya@fivetwelve.co.za)



# INSERT RATES

All insert rates are for insertion costs only; All advertising rates are net and excl. VAT

# Health

## BELLYBAND (supplied) rate excl vat per '000

### Around a section inside the magazine **R2 500\***

Horizontal (Max height 50mm x length 620mm)  
Vertical (Max width 50mm x length 476mm)

### Around outside the magazine **R2 300\***

Horizontal (Max height 50mm x length 500mm)  
Vertical (Max width 50mm x length 636mm)

\*Bagging cost to be added

## COVERMOUNTS rate excl vat per '000

### Including bagging costs **R2 500**

(Boxed fragrance samples need to be boxed at an additional fee)

### Boxing **R7 000**

## SACHETS rate excl vat per '000

### To insert in a specific place **R2 000**

## INSERTS rate excl vat per '000

### Loose insert **R520**

## SELF-ADHESIVE LABELS rate excl vat per '000

### Supplied by client on reels **R400**

To adhere to the outside of clear plastic bag\*

\*Bagging cost to be added

## Delivery Requirements

Novus Print is only able to accept delivery of inserts/promotional material at the following times and under the following conditions:

**Monday to Thursday: 08h00 to 15h00**  
**Friday: 08h00 to 12h00**

All inserts to be delivered to:

**For attention: Quinton Williams**  
**Novus Print Insert Store**  
**10 Freedom Way**  
**Marconi Beam**  
**Milnerton 7441**  
**Tel: (021) 550 2506**

### PLEASE NOTE:

- No deliveries can be accepted outside these hours or at weekends unless special arrangements have been made and confirmed in writing.
- Inserts must be delivered 10 days prior to the dispatch/distribution date
- Inserts cannot be accepted earlier than 14 days prior to the dispatch/distribution date

### PACKING DETAILS

- All inserts must be packed in boxes and on pallets for automated offloading
  - No mixed inserts on pallets can be accepted
  - All boxes and pallets must be clearly marked with the following information:
    1. Quantity and weight of each box and pallet
    2. A full description of the insert
    3. Details of the publication and issue date which carries the insert
- Inserts must be packed in a manner that can be easily counted and handled by Novus Print. Inserts will only be

accepted on pallets for automated offloading i.e. no hand labour.

- Individual stacks should be uniformly packed (Height per bundle: 8 cm – 10 cm, counter-stacked once only). The heights per bundle must be identical.
- In the event of Novus Print not being able to handle an insert due to incorrect specifications or poor packing, no liability shall be accepted for losses arising from the omission of the insert.
- 5% shrinkage should be factored into all quantities for value added items. 3% shrinkage for printed inserts.
- All overs must be collected within 14 days after dispatching. Any overs not collected will be disposed of.





**Men'sHealth**

**DIGITAL**

**Core Age Group: 25 - 54**

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## JANUARY

**Fitness:** Fitness goals for the year; fitness trends to look out for; getting back into shape  
**Health:** What does being healthy mean in 2023; men don't talk enough about mental health  
**Nutrition:** Food trends; meal prepping  
**Style & Grooming:** You look good, you feel good; how to upgrade your style and grooming  
**Sex & Love:** How to spice up your sex life  
**Gear & Tech:** The best gear for the year ahead

## FEBRUARY

**Fitness:** Couple workouts; keep your summer body  
**Health:** Your healthiest year ever; science-based fitness trends  
**Nutrition:** Valentine's Day-themed cocktails  
**Style & Grooming:** Valentine's Day date style guide  
**Sex & Love:** How to Eskom-proof your Valentine's Day  
**Gear & Tech:** Stay connected during load shedding  
**DIGITAL SPECIAL:** *The ultimate Valentine's Day gift guide; get cycling fit*

## MARCH

**Fitness:** HICT: the only type of cardio that can make you stronger; short or long sessions—what's best according to science?  
**Health:** Looking after your mental health  
**Nutrition:** Protein powders that ramp up your weight loss  
**Style & Grooming:** What to wear for winter training  
**Sex & Love:** How to bring romance back to the bedroom  
**Gear & Tech:** Fitness apps that actually work

## APRIL

**Fitness:** A simple workout routine for travellers  
**Health:** The importance of getting enough rest  
**EASTER (9 APR)**  
**Nutrition:** Power foods; wine and food pairings for Easter—with recipes  
**Style & Grooming:** Getting ready for the colder months  
**Sex & Love:** Road tripping these Easter holidays with your partner  
**Gear & Tech:** 6 ways to delete yourself from the internet

## MAY

**Fitness:** Set a new running PB  
**Health:** **WORLD NO-TOBACCO DAY** Why you need to stop smoking; how autumn/winter season can hurt your mental health  
**Nutrition:** Winter food special  
**Style & Grooming:** Black-owned fashion and grooming brands to buy, celebrate and support  
**Sex & Love:** Cuffing season do's and don'ts  
**Gear & Tech:** Gadget trend report  
**DIGITAL SPECIAL:** *The Ultimate Mother's Day Gift Guide; get a Cover Guy body*

## JUNE

**INTL. YOGA DAY (21 JUN)**  
**Fitness:** Yoga flow workout  
**GLOBAL RUNNING DAY (7 JUN)**  
**Health:** Why you should start running  
**Nutrition:** Best winter soups  
**Style & Grooming:** Fragrances to gift your dad this Father's Day  
**Sex & Love:** Sexual positions to feel more pleasure  
**Gear & Tech:** The best gadgets and gifts for Father's Day  
**DIGITAL SPECIAL:** *The Ultimate Father's Day Gift Guide; MH Youth Month Special*

## JULY

**Fitness:** Get fit at any age  
**Health:** Seven principles of mindfulness  
**Nutrition:** Mindful eating habits  
**Style & Grooming:** The best winter skincare routine; the MH wedding guide; the MH guide to watches  
**Sex & Love:** Winter sex tips  
**Gear & Tech:** The mid-year tech round-up

## AUGUST

**Fitness:** Fat burning exercises  
**Health:** Forest therapy—experience the great outdoors, inside  
**Nutrition:** Prepare for summer  
**Style & Grooming:** Healthy skin at every age  
**Sex & Love:** Sex in the digital age  
**Gear & Tech:** The Apple announcement highlights  
**DIGITAL SPECIAL:** *The MH Fitness Awards; Celebrating inspiring women in fitness*  
**NATIONAL WOMEN'S DAY (9 AUG)**

## SEPTEMBER

**Fitness:** Killer stretching routine to start your day  
**Health:** How changing your attitude towards ageing can help you live longer  
**HERITAGE DAY (24 SEP)**  
**Nutrition:** Healthy Braai Special  
**Style & Grooming:** MH grooming awards  
**Sex & Love:** The mindful masturbation self-care trend  
**Gear & Tech:** How Silicon Valley has changed the world

## OCTOBER

**Fitness:** Combine strength and flexibility exercises  
**Health:** Mental health 101: practical ways to set boundaries  
**Nutrition:** The best low-calorie, high-flavour cocktail recipes  
**Style & Grooming:** The 2023 Spring style guide  
**Sex & Love:** Why you and your partner need couples therapy  
**Gear & Tech:** The ultimate MH sneaker guide

## NOVEMBER

**Fitness:** Squat variations to build strong, defined legs  
**Health:** Ways to set boundaries with social media (if it's hurting your mental health)  
**Nutrition:** Diet check after setting your 2023 goals  
**Style & Grooming:** MH Menswear showcase; Movember  
**Sex & Love:** How to restore if you've got relationship fatigue  
**Gear & Tech:** The total Black Friday guide; fitness tech awards

## DECEMBER

**Fitness:** 2024 fitness trends  
**Health:** Can online therapy boost mental health?  
**Nutrition:** Resisting unhealthy festive season temptations  
**Style & Grooming:** MH Summer Guide to Style  
**Sex & Love:** Christmas and your new relationship  
**Gear & Tech:** 2024 tech products you need right now  
**DIGITAL SPECIAL:** *The MH Festive Gift Guide*

# DIGITAL RATES

All advertising rates are net and excl. VAT

# Men'sHealth

## DIGITORIAL CONTENT PACKAGES

<b>#1</b>	Digitorial	1
	Sponsored Facebook or IG Post	1
	Newsletter Sponsored Blurb	1
<b>Total Cost</b>		<b>R25 000</b>

<b>#2</b>	Digitorial	1
	Sponsored Facebook Post	1
	Sponsored IG Post	1
	Sponsored Tweet	1
	Newsletter Sponsored Blurb	1
<b>Total Cost</b>		<b>R45 000</b>

<b>#3</b>	Digitorial	2
	Sponsored Facebook Post	2
	Sponsored IG Post	2
	Sponsored Tweet	2
	Newsletter Sponsored Blurb	2
<b>Total Cost</b>		<b>R65 000</b>

## NEWSLETTER PACKAGES

<b>Newsletter Banner</b>	<b>R15 000</b>
Display advert on editorial newsletter (1200x500)	
<b>Bespoke Newsletter</b>	<b>R35 000</b>
Promo client newsletter (visual plus max 300 words)	

## DISPLAY BILLBOARDS (per week)

### WEB BANNERS

Leaderboard (728x90)	<b>R15 000</b>
Half Page (300x600)	<b>R10 000</b>
Medium Rectangle (300x250)	<b>R7 500</b>

### SOCIAL MEDIA

Sponsored Facebook Post	<b>R12 000</b>
Sponsored Instagram Post	<b>R12 000</b>
Twitter Post	<b>R12 000</b>

### VIDEO

**Bespoke** from **R38 000**  
Up to 2 minute videos made exclusively for client, in their style and tone. To be used across all *Women's Health* platforms and client's own use.

**Videotorial** from **R25 000**  
Up to 2 minute videos shot with basic production value. This can comprise of tutorials, interviews or product reviews.



# DIGITAL SPECS

## DIGITORIAL

**HEADLINE** About 7 words

- FEATURE IMAGE** 1920 (w) x 1080 (h) pixels
- Max 1 small logo on image. No text on the image itself
- OTHER IMAGES** 620 x 400 pixels; logo; pay-off line

**INTRODUCTION** Max 30 words

**BODY TEXT** Max 200-500 words

- If product-related provide clear specifications
- Please include video embed links to any YouTube pages / channels and to client's website (correct links)
- Copy supplied will be rewritten in our tone

## FACEBOOK

**HEADING** Name of the article

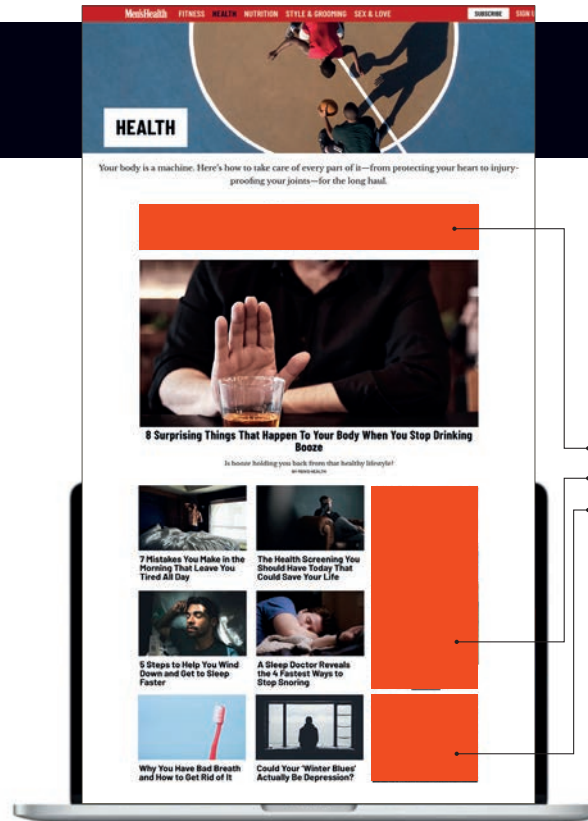
**INTRODUCTION** Max 20-50 words (editorial discretion applied)

**FACEBOOK BLURB** Max 30 words

- Custom call to action motivating readers to click on the link
- Please provide us with the Facebook handle we should tag, along with the correct and relevant hashtag

**FEATURE IMAGE** 1200 (w) x 627 pixels (h); 1080 x 1080; 1920 x 1080; 1080 x 1920

- Max 1 small logo on image – no text on image
- If it is a boosted post please make sure that the text on the image is no more than 20%. Please use the following link to test this:  
[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)
- Please make sure that the copy is in line with Facebook's advertising guidelines. To review their guidelines click here:  
<https://www.facebook.com/policies/ads/>
- Link to the client's Facebook page

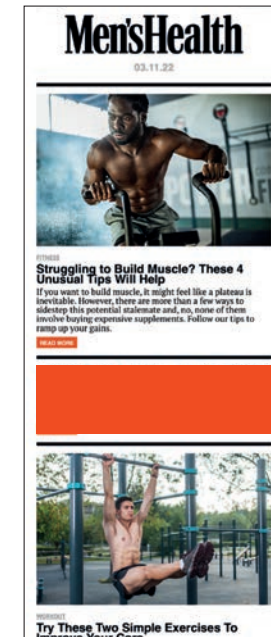


## Content Marketing Display Options

- ◀ [mhsa.co.za](http://mhsa.co.za)
- Leaderboard 728 x 90
- Half Page 300 x 600
- Med. Rectangle 300 x 250

**MH Newsletter** ▶  
Banner 1200 x 500

# Men's Health



## TWITTER

**TWITTER BLURB**

- Tweet, max 12 words (140 characters)
- Links to digital or website via a shortened link
- Tag client's Twitter handle and relevant hashtag (please supply)

**FEATURE IMAGE**

- Will use the main / feature image from Facebook
- Max 1 small logo on image. No text on the image itself
- Please make sure that the copy is in line with Twitter's advertising guidelines
- To review their guidelines click here:  
<https://support.twitter.com/articles/20169693>

## INSTAGRAM

**FEATURE IMAGE** 1080 x 1080; 1920 x 1080; 1080 x 1920

- As per editorial discretion

## NEWSLETTERS

- Max 20 words
- Links to digital or website via button

**FEATURE IMAGE** 1920 (w) x 1080 (h) pixels

- Will use the main / feature image from the digital if applicable or not otherwise arranged
- Max 1 small logo on image. No text on the image itself



**Men'sHealth**

**BRAND EXTENTIONS**

Men's Health

# MENSWEAR

## THE STYLE EXPERIENCE

EVENT



Event: **Men's Health MENSWEAR**

Location: **Johannesburg** or **Cape Town**

Date: **Early November 2023**

Capacity: **650 people**

The only independent menswear fashion show in South Africa, *MEN'S HEALTH MENSWEAR* IS BACK!

We celebrate the launch of the *Men's Health* Spring/Summer '23 Guide to Style, this VIP event will showcase the best in menswear South Africa has to offer. Celebrities, VIP guests and readers will gather under one roof for an über-stylish cocktail party to witness 15 of SA's leading brands in fashion hit the runway. But Menswear 2023 is more than just an event and fashion show, it will be an entire style experience! This year we are incorporating show boxes, activation areas, experiential pods, newsletter-driven reader testing panels, celeb interviews, glambot cameras, awards for best dressed, a bigger reader audience (live and virtual) PLUS shop the runway look.

Events will be supported with in-book and digital training programmes leading up to the events. More detailed proposals, rates and sponsorship packages are available on request.

## READER CAMPAIGNS

# Men'sHealth



Campaign: **Men's Health COVER SEARCH**  
Timing: **May 2023 - December 2023**  
Platforms: **Social media, mh.co.za, print**

Our 10th annual nationwide reader search for the ultimate *Men's Health* Cover Guy. We're looking for a fit, inspirational role model—the kind of man you'd expect to see on the cover of *Men's Health*. Readers enter by posting pics and/or videos with a description of themselves and a motivation on social media (Instagram & Facebook). After a voting and selection process, the winner is featured on the cover of the November/December issue of our magazine.

The Cover Guy search causes a major spike in traffic (across all our platforms). This generates tremendous exposure opportunities for our brand and our sponsors.



Campaign: **BEASTMODE**  
Timing: **July 2023 - Feb 2024**  
Platforms: **Mainly Social media**

Finding unreal feats of fitness on Instagram. Social media is packed with fitness and workout videos of inspirational women and men who perform at their peak and push themselves to their limits. *Men's Health* and *Women's Health* want to find the best local athletes and put the spotlight on their fitness videos on Instagram. Our goal? Challenge them to push themselves even further in their chosen discipline—whether it's in gymnastics, Olympic weightlifting, parkour, calisthenics, night runs or bodyweight training—we just want to be inspired. Bottom line: it's time to feed the beast!

# BOOKAZINES

# Men'sHealth



Title: Men's Health **NO GYM REQUIRED**  
 On shelves: **End May 2023 - Sept 2023**  
 Cover Price: **R140**  
 Page Count: **100**

No gym? No problem. Bodyweight workouts are all about going back to the form of exercise. No equipment needed. Using only your weight to get fit can shape your best body and boost your confidence— making you look and feel better than ever.

- The benefits of using your bodyweight
- Build a solid foundation
- Increase your functional strength
- Build your body anytime, anywhere
- Set your goals: slim down, shape up; smash stress, forge muscle; train smarter not harder; and 30-Minute workouts
- Supercharge your cardio: rev up your runs; ride the cycling boom; swim yourself stronger; and challenge yourself with a triathlon



Title: Men's Health **FIT OVER FORTY**  
 On shelves: **End Sept 2023 - Jan 2024**  
 Cover Price: **R140**  
 Page Count: **100**

Good health at any age means forging a strong connection between both mental and physical. You can do that by building a solid foundation that's personalised for your unique body and current fitness level. The advice given on these pages helps you do just that—and gives you loads of better-body benefits along the way.

- Your best body at 40+
- Create a smart training routine
- The secrets to staying strong and pain-free
- Mobility, strength and stretching
- The best way to lose fat
- Multitasking muscle builder plan
- Total-body ab blaster workouts for a strong core



FITNESS



STYLE



GROOMING



FOOD & DRINKS



AUTO



GEAR & TECH



WATCHES



HEALTH & MIND

# Women's Health Men's Health

## Advertising Sales Contacts

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