



**WELLNESS
CHANGES
EVERYTHING**

WOMENSHEALTHSA.ZA • WOMEN'S HEALTH MAG • MOBILE • NEWSLETTERS • INSTAGRAM • TWITTER • FACEBOOK • YOUTUBE • EVENTS

Women's Health

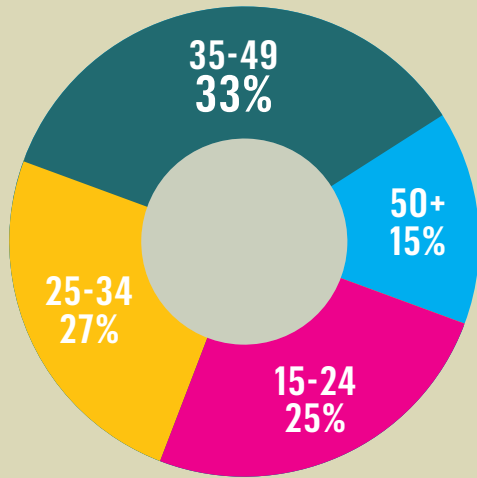
1 million Women's Health readers come to us every day to make **positive, healthy changes in their lives. Whether it's the first step in their wellness journey, or the hundredth, all these tweaks add up to bigger breakthrough moments. Women's Health delivers the **inspiration** and **tools** to actually help **make it happen**.**



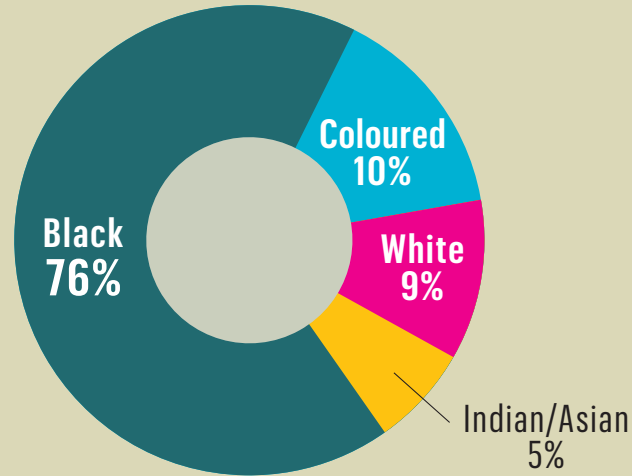
CIRCULATION 2020: 15 170*
READERSHIP 2020: 744 000

PRINT ORDER 2022: 45 000
PROJECTED CIRC. 2022: 30 000

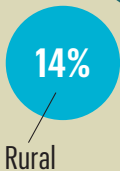
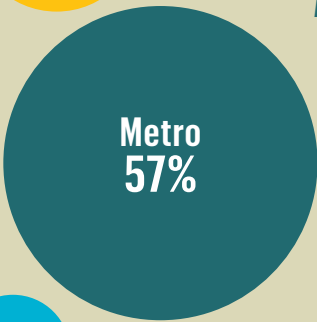
2022 AUDIENCE PROFILE



AVERAGE READER AGE 34



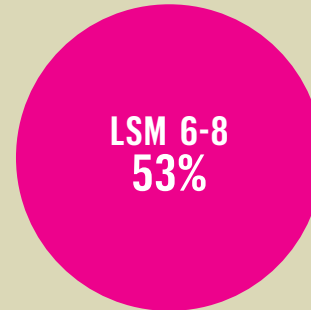
READERSHIP BY RACE



GEOGRAPHICAL BREAKDOWN



GENDER SPLIT



LSM BREAKDOWN

Community 1 249 771

* Source: *ABC Q4 2019 / PAMS 2019

2022

EDITORIAL CALENDAR

Themes and features are subject to change.

JAN/FEB 2022 THE HOT GIRL SUMMER ISSUE

On Sale: 10 Dec 2021

EXTRA:

- 2022 Calendar

FEATURE FOCUS:

- Make Your Comeback

BEAUTY FOCUS:

- What Beauty Looks Like in 2022

FITNESS FOCUS:

- The Ultimate Body Weight Challenge*

FOOD/DRINKS FOCUS:

- Summer Cocktails, Mocktails & Smoothies

CAMPAIGN:

- Launch of Women in Sport (WinS)*

Digital/Social Bonus:

- *30-Day Fitness Challenge
- *30-Day Workout Wardrobe
- *WinS Profiles

MAR/APR 2022 THE POWER ISSUE

On Sale: 11 Feb 2022

FINANCE & CAREER:

- The New Rules of Success

FEATURE FOCUS:

- Nourish Your Body

BEAUTY FOCUS:

- Sensitive Skin Care & Make-Up

FOOD/DRINKS FOCUS:

- WHHealthy Cooking Awards

FITNESS FOCUS:

- Building Strength. What moves work, programme to follow, what to eat etc. + Mental Strength/Fitness Connection

Digital/Social Bonus:

- *#NationalWorkout BuddyDay

MAY/JUN 2022 THE MIND(FUL) ISSUE

On Sale: 8 April 2022

FEATURE FOCUS:

- Mental Health Special
- The Power of Humour Therapy

BEAUTY FOCUS:

- WHBeauty Guide

FOOD/DRINKS FOCUS:

- Winter Food Special*
- The Yoga of Eating: Whole Food Dishes

AUTO-FOCUS:

- SUVs & Staycations

FITNESS FOCUS:

- Running Special*

RELATIONSHIPS:

- The Sexual Wellness Watchlist

Digital/Social Bonus:

- *Trainer Awards
- *Winter Recipes

JUL/AUG 2022 THE GET INFLUENCED ISSUE

On Sale: 10 Jun 2022

BEAUTY FOCUS:

- A to Z of Skincare*

FOOD/DRINKS FOCUS:

- The WH Food Awards (Packaged Foods)

RELATIONSHIPS:

- Self-Love & Sex Toys

FEATURE FOCUS:

- How to be Your Best in Every Decade

STYLE FOCUS:

- The New Sports Lux
- Best Sports Bras

FITNESS FOCUS:

- The Big Ride: Every Kind of Cycling

Digital/Social Bonus:

- *Beauty Influencers' Tips and Tricks

SEPT/OCT 2022 THE RESET ISSUE

On Sale: 12 Aug 2022

FEATURE SPECIAL:

- 15-Minute: Recipes, Workouts, Hair, Make-up, Meditation...
- How to Become a Morning Person*

FOOD/DRINKS FOCUS:

- Summer Foods Special (Vegan Focus)*

BEAUTY FOCUS:

- Beauty Gadgets
- Hair Special*

FITNESS FOCUS:

- WHFitness Awards*

TRAVEL:

- The Rejuvenation Game

Digital/Social Bonus:

- *Hair Special
- *Vegan Recipes
- *Wellness Gurus Share Their Morning Routines

NOV/DEC 2022 THE OWNING IT ISSUE

On Sale: 14 Oct 2022

FEATURE FOCUS:

- WHTech Guide: Gadgets That Will Rock Your World
- A to Z of Sustainable Weight Loss

FOOD/DRINKS FOCUS:

- Food Pharmacy

STYLE FOCUS:

- Swimwear for Every Body

BEAUTY FOCUS:

- Dark Skin & Sun Protection

AUTO-FOCUS:

- 2023 Motoring Special

Digital/Social Bonus:

- *Gift Ideas



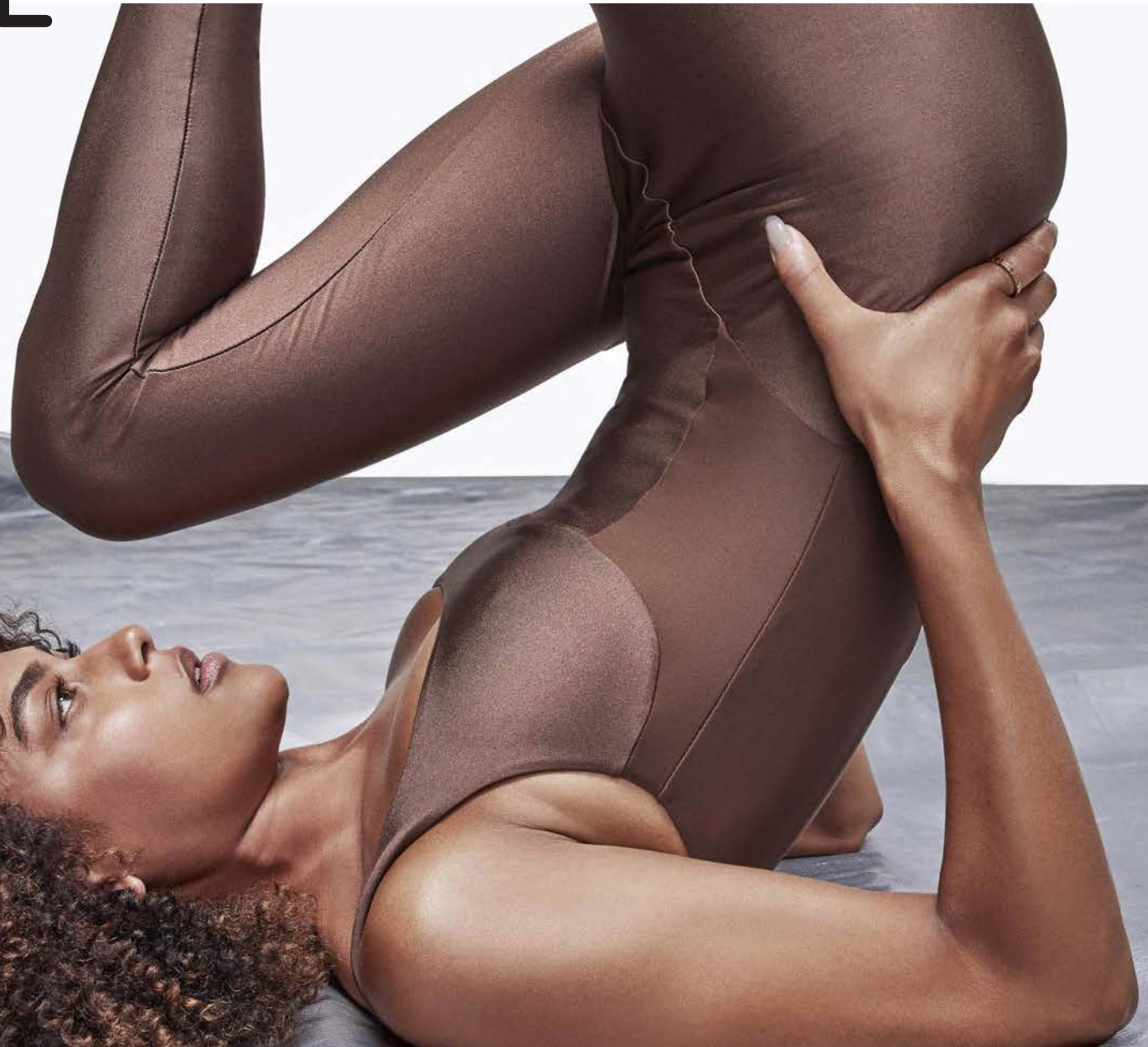
2022

MAGAZINE RATES

DPS	R 70 000
Inside Front Cover DPS	R 80 000
Full Page	R 35 000
Outside Back Cover (OBC)	R 50 000
Inside Back Cover (IBC)	R 40 000
Advertorial	R 44 000
1/2 Page	R 26 250
1/3 Page	R 22 750
1/4 Page Classified Blocks	R 10 000

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

All advertising rates are net and exclude VAT
Advertorial rates include production and photographic costs, excluding model fees



2022

INSERTS RATES

All insert rates are for insertion costs only

SACHETS rate excl vat per '000

To insert in a specific place R1 200

INSERT - Mechanical rate excl vat per '000

Bound-in between sections R525

Gatefold between sections R525

INSERT - Handwork rate excl vat per '000

Placed loose at random

Flysheet R525

1 insert R525

2 inserts R900

3 inserts R1 200

4 inserts R1 500

Inserted loosely in a specific place R1 250

Pre-inserted into a section R1 250

ACTION RATES

Carrying Fee* R 525

Machine/Hand Insertion (random) R 350

Machine/Hand Insertion (specific page) R 465

Bagging (contribution) R 305

Bagging (with hand insertion) R 1 115

* Carrying fee must be added to glueing/bagging costs

COVERMOUNTS rate excl vat per '000

In addition to bagging costs R550

DELIVERY REQUIREMENTS

CTP 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

DELIVERY ADDRESS:

**CTP Printers
Goods Receiving Department
Boompies Street, Parow,
Cape Town, 7500
TEL: +27 (0)21 929 6200**

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 CTP. 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 CTP 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.



2022

ADVERTISING SPECS

DOCUMENT SET-UP

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

- that your document is configured to the trim specified;
- that your document bleed is added during set-up and not after set-up;
- that your document's final size does not exceed the bleed specified;
- 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 this rate card.

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.

GENERAL CONDITIONS

Acceptance of an order shall only occur once Salient Media has duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form, in writing. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order, which has been accepted without stating any reasons. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong "copy", poor positioning or typographical or any other mistake or error. In case of such losses, the Advertiser is not exempt from any contractual obligations. Late receipt of proof or non-receipt thereof by the applicant does not exempt them from contractual obligations.

No advertisement order containing the condition that write-up space will be dedicated to the Advertiser, or any other conditions relating to positioning, will be accepted. The Advertiser will furnish copy for processing before the closing time and date. Salient Media does not guarantee any results in respect of advertisements inserted in any of its magazines and/or supplements. Salient Media reserves the right to increase the rates at any time. The Advertiser will be liable for all damages and costs that might arise from any legal action which might be instituted against Salient Media as a result of the publication of an advertisement. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. In the event of any payment not being made by the Advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable. The Advertiser consents to the jurisdiction of the Magistrate's Court notwithstanding the possibility that any

amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on attorney-client scale, collection charges and tracing fees, in the recovering of all amounts due to Salient Media. The Advertiser undertakes to notify Salient Media in writing within 7 (seven) days of any change of address. The Advertiser undertakes, notwithstanding any sale of business, and/or change of its members, to accept the liability of settling its debt to Salient Media in full. These conditions are binding on the Advertiser's successors in title.

DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 (CPA), in all transactions between us. Among others, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify Salient Media Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.

Ad material should be sent to:
admin@salientmedia.co.za
 and tanya@fivetwelve.co.za

	TRIM (mm)	BLEED (mm)	TYPE (mm)
DPS	276 x 420	282 x 432	240 x 372
Full Page	276 x 210	282 x 216	240 x 186
1/2 Horizontal	138 x 210	144 x 216	120 x 186
1/2 Vertical	276 x 105	282 x 111	240 x 93
1/3 Horizontal	92 x 210	98 x 216	80 x 186
1/3 Vertical	276 x 70	282 x 76	240 x 62



2022

ADVERTISING DEADLINES

	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Jan/Feb	10 Dec 2021	24 Nov 2021	26 Nov 2021
Mar/Apr	11 Feb 2022	26 Jan 2022	28 Jan 2022
May/Jun	8 Apr 2022	18 Mar 2022	25 Mar 2022
Jul/Aug	10 Jun 2022	20 May 2022	27 May 2022
Sep/Oct	12 Aug 2022	22 Jul 2022	27 Jul 2022
Nov/Dec	14 Oct 2022	16 Sep 2022	23 Sep 2022
Jan/Feb '23	10 Dec 2022	23 Nov 2022	25 Nov 2022



2022

DIGITAL AUDIENCE



INSTAGRAM FOLLOWERS
69 200*



FACEBOOK FOLLOWERS
226 163*



TWITTER FOLLOWERS
93 000*



YOUTUBE TOTAL VIEWS
1 599 334*



NEWSLETTER SUBSCRIBERS
24 358*

WOMENSHEALTHSA.CO.ZA
UNIQUE BROWSERS 82 924
PAGE VIEWS 207 520

DIGITAL FOOTPRINT **1 349 771**

2022

DIGITAL RATES

DISPLAY ADVERTISING

			Fixed	CPM	PROGRAMMATIC
WEB BANNERS	Leaderboard	728x90	R15 000/week	R225	POA
	Skyscraper (X2)	160x600	R15 000/week	R300	POA
	Half Page	300x600	R10 000/week	R300	POA
	Medium Rectangle	300x250	R7 500/week	R280	POA
MOBILE WEB BANNERS	Banner	320x50	R7 500/week	R220	—
	Medium Rectangle	300x250	R7 500/week	R280	—
ROADBLOCK	Homepage Takeover (Web & Mobile)	728x90, 160x600, 300x600 (web), 300x50, 320x50, 300x250 (mobile)	R40 000/week	—	—
	Section Takeover	728x90, 160x600 (web), 320x50, 300x250 (mobile)	R25 000/week	—	—

DIGITORIAL

		Fixed	CPM	PROGRAMMATIC
	Plus includes a newsletter banner (1200x500)	R18 000	—	—

VIDEO

			Fixed	CPM	PROGRAMMATIC
Pre- & Post Rolls	536x400, 10"		R15 000	R320	—
	Inread	536x400, 5"	R15 000	R320	—
Bespoke	Up to 2 minute videos made exclusively for client, in their style and tone. To be used across all Men's Health platforms and client's own use.	from	R38 000	—	—
	Videotorial	Up to 2 minute videos shot with basic production value. This can comprise of tutorials, interviews or product reviews.	from	R25 000	—

TIMELINE Minimum of 2-3 weeks depending on the complexity and availability of resources • 1 week to conceptualise the video content • 1 week to shoot & edit videos - excludes client approval. Maximum of 2 changes from client. *Rates are based on a starting price, depending on concept and execution. **All videos must be sold with a digital content marketing package and an additional boosted social media post.** Negotiable if shot as a series or if shot as a series of 3 or more videos. Rates are excl. VAT

CONTENT MARKETING PACKAGES

BRANDED CONTENT PACKAGE #1		
	Editorial	1
	Boosted Facebook Post	1
	Boosted Instagram Post	1
	Sponsored Tweet	1
	Newsletter Sponsored Blurb	1
	Banner adverts - 1 Week (Static or Rich Media)	1
Total Cost		R44 840

BRANDED CONTENT PACKAGE #2		
	Editorial	1
	Boosted Facebook Post	4
	Boosted Instagram Post	4
	Sponsored Tweet	1
	Newsletter Sponsored Blurb	2
	Banner adverts - 1 Week (Static or Rich Media)	1
Total Cost		R65 000

SOCIAL MEDIA

	Fixed
Boosted Facebook Post	R10 000
Boosted Instagram Post	R10 000
Twitter Post	R10 000

EMAIL NEWSLETTER

	Fixed
Display	Display advert on editorial newsletter 1200x500 R15 000
Partnership	Mailer bespoke client newsletter (Max 60 000 mailers) R30 000

All advertising rates excl. VAT

2022

DIGITAL SPECS

DIGITORIAL

HEADLINE Max 7 words

FEATURE IMAGE 600 (w) x 450 (h) pixels

- Max 1 small logo on image – no text or graphics on image
- Other images: as per above size

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

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 (h) pixels

- 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

- 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

HEADING Name of the article

INTRODUCTION Max 20-50 words

(please note editorial discretion will be applied)

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>

NEWSLETTERS

TEXT

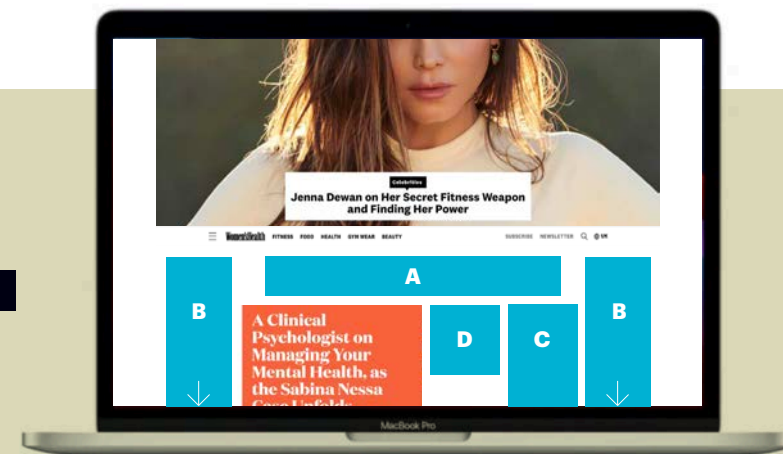
- Max 20 words
- Links to digital or website via button

FEATURE IMAGE

- 600 (w) x 450 pixels (h)
- Will use the main / feature image from the digital or website if applicable or not otherwise arranged
- Max 1 small logo on image. No text on the image itself

INSTAGRAM

- As per editorial discretion



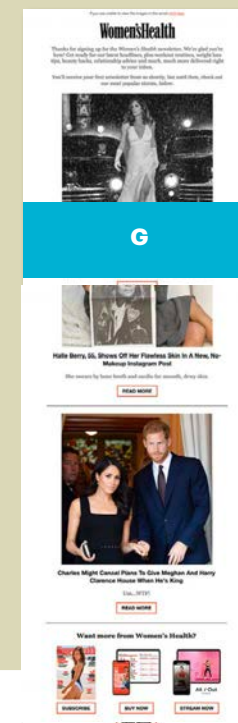
Content Marketing Display Options

- A.** Leaderboard 728x90 (39KB)
- B.** Skyscraper 160x600 (100KB)
- C.** Half Page 300x600 (39KB)
- D.** Medium Rectangle 300x250 (39KB)



E. Mobile Web Banner 320x50 (9KB)

F. Mobile Web Medium Banner 300x250 (9KB)



G. Newsletter Banner 1200x500 (39kb)



Health & Fitness



Beauty



Gear & Tech



Food & Nutrition



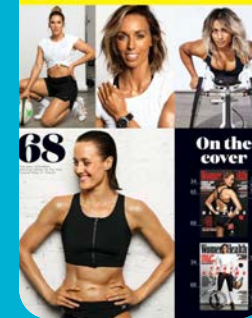
Mind



Style



Drive



Women in Sport

Women'sHealth Men'sHealth

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