



2023

Women's Health

Women's Health is South Africa's number one authority on health and wellness. We lead the charge in championing smarter, fitter and happier lifestyles. *Women's Health* delivers this inspiration to a growing audience of intelligent, affluent and successful women — while also empowering them with the necessary tools to achieve their lifestyle goals.

KEY NUMBERS

PRINT	PRINT ORDER		30 000
	Total Audience Contribution		
	Newsstand Sales		10 480
	Secondary Sales*		18 017
	Bonus Audience**		450
DIGITAL	TOTAL DIGITAL AUDIENCE***		398 930
	womenshealth sa.co.za	Page Views	27 497
		Users	15 383
		Interactions	146 056
	Social	Instagram Followers	70 468
		Facebook Followers	224 639
		Twitter Followers	93 153
	Newsletter Subscribers	68 684	



Print order may vary from issue to issue. Sales and numbers average Jan - Dec 2022. ABC Q2 2022: 29 927. *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 Women's Health YouTube, Pinterest and TikTok followers.



Women's Health

PRINT



Average Reader Age: 34
15-24 (25%) • 25-34 (27%) • 35-49 (33%)

Readership by Race
Black (76%) • Other (24%)

LSM Breakdown
LSM 9-10 (26%) • LSM 6-8 (53%)

EDITORIAL CALENDAR 2023

Women's Health

Jan/Feb

The Feel Good Issue

The Future Of Wellness for 2023
Best Compact SUVs
Sport Profile: SA Cricket Captain
Wine Guide: Which To Keep, Which To Drink Now?



Mar/Apr

Reach Your Goals Issue

Your Ultimate Collection: Sports Bra & An Update On Athleisure Wear
Fitness Motivation To Help Reach Your Goals
Power Foods For A Healthier You
Hair Texture Talk



May/Jun

Get Stuff Done

Healthy Kitchen Awards
WH WINTER FOODS SPECIAL
The Power Of Protein: How Much Do You Truly Need
Running Is For Every Body

Jul/Aug

The Mindful Issue

Fit At Any Age
Yoga Flow Workout
Watch/Lux Special
Beauty Trend: Scent Therapy
A Closer Look At Fertility Struggles



Sep/Oct

The Weight Loss Issue

Sleep Focus
WH BEAUTY SPECIAL
Traditional Foods
Surviving Cancer

Nov/Dec

Hello Summer Issue

WH SUMMER FOOD SPECIAL
Fitness Tech Awards
Ultimate Girls' Trips
Health Apps: WH Investigates Cyber Security
Cover Star Winner



ADVERTISING DEADLINES

Women'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

Women'sHealth

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

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
DPS	276x420	282x432	240x372
Full Page	276x210	282x216	240x186
1/2 Horizontal	138x210	144x216	120x186
1/2 Vertical	276x105	282x111	240x93
1/3 Horizontal	92x210	98x216	80x186
1/3 Vertical	276x70	282x76	240x62
1/4 Page	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

INSERT RATES

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

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 of 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.





Women's Health

DIGITAL

Core Age Group: 25 - 45

DIGITAL CALENDAR 2023

Women's Health

JANUARY

Health: Digital detox; here's how to disconnect
Fitness: Your year in fitness
Food & Nutrition: Classic recipes with a twist
SKIN CANCER AWARENESS MONTH
Style & Beauty: SPF, sunnies & skincare
Sex & Love: How to rekindle love
Sport: Cricket terms we bet you didn't know about; Cricket Captain feature
Other: The 12-3-30 Workout, is it worth the hype?

FEBRUARY

REPRODUCTIVE HEALTH MONTH
Health: 10 Questions you need to ask your gynae
VALENTINE'S DAY (14 Feb)
Fitness: Opposites attract; Couple Workout
NTL. PANCAKE DAY (21 Feb)
Food & Nutrition: Protein pancakes, you need to try!
Style & Beauty: 2023's beauty trends
Sex & Love: Naughty or Nice, what's your Valentine's style?
Sport: Proteas: T20 World Cup build-up

MARCH

WORLD WATER DAY
Health: 10 Foods to up your H2O intake
Fitness: 30-minute spinning workout
Food & Nutrition: Cycling energy bites
Style & Beauty: Sportsbras – find your fit
Sex & Love: Erotic novels
Sport: Shredding with cross-country cyclist Candice Lill

APRIL

HEALTH AWARENESS MONTH
Health: A healthy day timeline #WorldHealthDay
Fitness: No gym required
Food & Nutrition: Race day food
Style & Beauty: Winter training/running/cycling gear
EASTER
Sex & Love: What is a Yoni egg and what does it do?
Sport: Just tri with pro triathlete & dietician Mariella Sawyer

MAY

WORLD NO-TOBACCO DAY
Health: Tips on how to stop smoking
MOTHER'S DAY (14 MAY)
Fitness: Running with a baby bump. Focus on our FitMama section
Food & Nutrition: 5 Post-Run Snacks and Healthy Kitchen Awards
Style & Beauty: Last-minute Mother's day gift ideas
Sex & Love: Best sex toy storage tools for 2023
Sport: Running is for every body

JUNE

GLOBAL RUNNING DAY (7 JUNE)
Health: 10 Health benefits of running
INTL. YOGA DAY (21 JUNE)
Fitness: A complete guide to Yoga
Food & Nutrition: Food every runner should stock up on
Style & Beauty: How to choose a pair of running shoes
Sex & Love: Sensual Yoga
YOUTH MONTH
Sport: Focus on 4 young women in sport + Comrades athletes



WH DIGI GUIDE: THE MONTH OF LOVE • 28 Days of self-love tips • Fall in love with budgeting and planning • Love your body (self-care)

JULY

FIFA WOMEN'S WORLD CUP
Health: Goal check-in for 2023
Fitness: Fit at any age
Food & Nutrition: 5 Healthy winter recipes, that's not soup
Style & Beauty: Look out for these winter hair colours
Sex & Love: Sexting ideas, creative emoji combos
Sport: Get to know the Banyana Banyana team

AUGUST

WOMEN'S MONTH
Health & Fitness: Women's Health Club (#WHClub)
Food & Nutrition: Superfoods you need in your pantry
Style & Beauty: Healthy skin at every age
Sex & Love: Why self-love is so important
Sport: WH Sport Awards; Celebrate women in sport

SEPTEMBER

HEART AWARENESS MONTH
Health: Heart disease is the #1 cause of death for women
Fitness: Fit over forty
HERITAGE DAY (24 SEPT)
Food & Nutrition: Braai recipes
Style & Beauty: Sweat-proof summer make-up routine
Sex & Love: Spring cleaning; getting rid of toxic people
Sport: Road to Olympics

OCTOBER

BREAST CANCER AWARENESS MONTH
Health: Examine your breasts
Fitness: Menstrual cycle friendly workouts
MENTAL HEALTH AWARENESS MONTH & WORLD FOOD DAY
Food & Nutrition: Foods that reduce anxiety
Style & Beauty: Your clothes determine your mood
Sex & Love: Hottest positions
Sport: Yoga featured athlete

NOVEMBER

WORLD VEGAN DAY (1 NOV)
Health: Why people are switching to veganism
Fitness: Take a hike
Food & Nutrition: Summer Food Special & protein vegan snacks
Style & Beauty: Cover girl ready make-up secrets
Sex & Love: Flirt with confidence
Sport: Marathon Feature (Sowetan Marathon in Nov)

DECEMBER

Health: Beat the year-end slump
Fitness: Staying fit while travelling, here's how
Food & Nutrition: Summer Food Special
Style & Beauty: Fitness Tech Awards
Sex & Love: 30 Gifts ideas for Santa's naughty list
Sport: Ready to try something new in 2024?



WH DIGI GUIDE: I'M STILL STANDING • Breast Cancer & Mental Health Awareness Month • I Love Boobies • The Pink Drive • Break the stigma



WH DIGI GUIDE: SUMMERTIME • Guide to hiking/Mtb trails in South Africa • Beachwear • Skincare, SPFs & hydration • Christmas recipes

DIGITAL RATES

All advertising rates are net and excl. VAT

Women's Health

DIGITORIAL CONTENT PACKAGES

#1	Digitorial	1
	Sponsored Facebook or IG Post	1
	Newsletter Sponsored Blurb	1
Total Cost		R25 000

#2	Digitorial	1
	Sponsored Facebook Post	1
	Sponsored IG Post	1
	Sponsored Tweet	1
	Newsletter Sponsored Blurb	1
Total Cost		R45 000

#3	Digitorial	2
	Sponsored Facebook Post	2
	Sponsored IG Post	2
	Sponsored Tweet	2
	Newsletter Sponsored Blurb	2
Total Cost		R65 000

NEWSLETTER PACKAGES

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

DISPLAY BILLBOARDS (per week)

WEB BANNERS

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

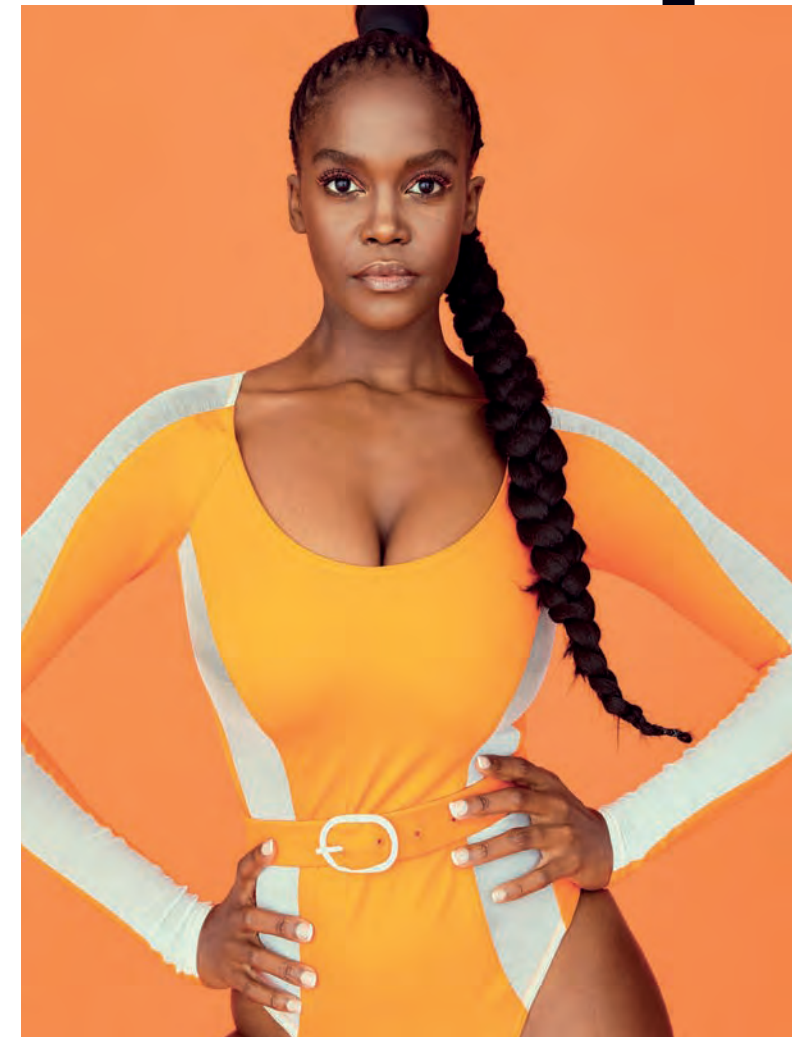
SOCIAL MEDIA

Sponsored Facebook Post	R12 000
Sponsored Instagram Post	R12 000
Twitter Post	R12 000

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

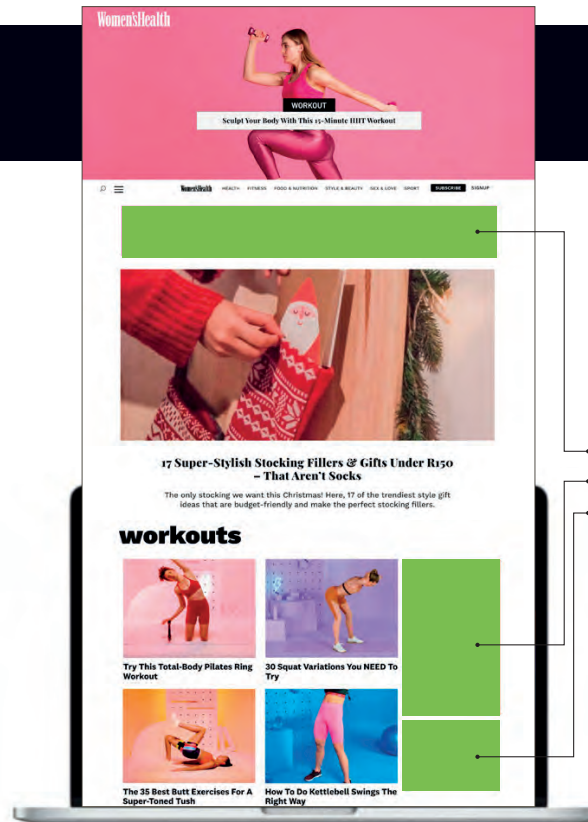
INTRODUCTION Max 20-50 words (editorial discretion applied)

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
- 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



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>

Content Marketing Display Options

◀ womenshealthsa.co.za

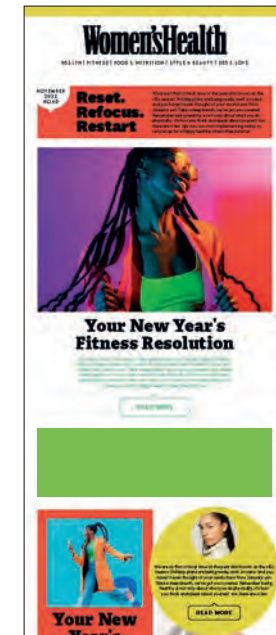
• Leaderboard 728 x 90

• Half Page 300 x 600

• Med. Rectangle 300 x 250

▶ **WH Newsletter**

• Banner 1200 x 500



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

A young Black woman with long, light-colored braids is in a plank position on a rooftop. She is smiling broadly and looking towards the camera. She is wearing a black tank top and a necklace. In the background, another person is also in a plank position, and a city skyline is visible under a clear blue sky.

Women's Health

BRAND EXTENSIONS



Women's Health **FIT NIGHT OUT**

Event: **Women's Health FIT NIGHT OUT (FNO)**

Location: **Johannesburg**

Date: **Aug/Sept 2023**

Capacity: **3 000+ people**

Location: **Cape Town**

Date: **Oct/Nov 2023**

Capacity: **1 500+ people**

The country's biggest all-women workout party *Women's Health Fit Night Out* is back!

Expect hours of back-to-back fitness classes from the hottest trainers, all set to lights and rocking tunes. WH fitness fans get the chance not just to train with the country's best fitness trainers, but also get to be inspired by all-new workout trends and dance routines. Apart from the main series of workouts, there will be side activation areas, activity centres, shopping hubs etc.

READER CAMPAIGNS

Women'sHealth



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

Introducing *Women's Health's* first ever nationwide reader search for the ultimate Cover Star. We're looking for a healthy, fit, inspirational role model. The kind of woman who has the combined energy and inner strength to be an inspiration for others. Readers enter by posting pics and/or videos with a description of themselves with 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 the magazine.



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. *Women's Health* and *Men'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

Women'sHealth



No gym? No problem. Body-weight 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 body weight
- Build a solid foundation
- Amp up your routine
- Train anytime, anywhere
- Total cardio plan

Title: **Women's Health NO GYM REQUIRED**

On shelves: **End May 2023 - Sept 2023**

Cover Price: **R140**

Page Count: **100**



Good health at any age means connecting the physical, mental and emotional parts of you. 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 do just that – and gives you loads of better-body benefits along the way.

- Your best body at 40+
- Simple ways to reignite your routine
- Your perfect running plan
- Back to basics smart strength training
- Easy injury prevention
- Build your body and your brain

Title: **Women's Health FIT OVER FORTY**

On shelves: **End Sept 2023 - Jan 2024**

Cover Price: **R140**

Page Count: **100**



HEALTH & FITNESS



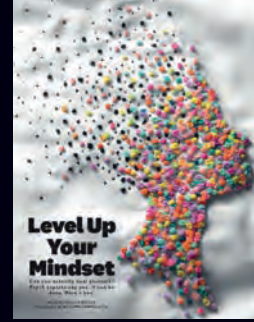
BEAUTY



GEAR & TECH



FOOD & NUTRITION



MIND



STYLE



DRIVE



SPORT

Women'sHealth Men'sHealth

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