

Health, Beauty & Fashion SECRETS



PUBLISHED WITH Women's Health

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

Health, Beauty and Fashion Secrets is a full-colour, A4-sized, double-page spread of advertorial content published in *Women's Health Magazine*.

Women's Health is a trusted source of information for everything related to women's wellbeing. Packed full of inspiration for those who are interested in quality products and services, **Health, Beauty and Fashion Secrets** serves as an essential guide for readers who are seeking new and exciting ways to spend. Furthermore, with an audience of 60% ABC1 readers, *Women's Health's* affluent readership are interested in high-quality, trusted brands to ensure they take care of their bodies, appearance and keep up with all of the latest trends.

Health, Beauty and Fashion Secrets showcases a high-quality selection of products and services to suit all tastes and ages, including over-the-counter remedies, weight loss and fitness solutions, specialist clinics, cosmetic treatments, makeup products, food supplements, the latest luxury looks, accessories and more.

Health, Beauty and Fashion Secrets is the perfect shop window for brands and organisations looking to benefit from an impressionable audience accustomed to expert commentary from award-winning journalists. Featuring in *Women's Health Magazine* presents an amazing opportunity to directly target a new and actively engaged reader.

PARTICULARLY CONSIDERING

- 60% of *Women's Health* readers are ABC1
- *Women's Health* boasts 1.7 million social followers across all channels
- 63% of *Women's Health* readers are over the age of 35

Health, Beauty & Fashion SECRETS

Looking and feeling your best are forever fashionable. Whether you're interested in leading lifestyle solutions, the latest beauty trends, or the latest in fashion, we've got you covered.

Give the gift of glam

The Christmas season is the perfect time to give your loved ones the gift of glam. With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

REVOLUTION

Revolution products are available online at www.revolutionbeauty.co.uk

Steaming life into fashion

777111

To get a fashion fix, choose the clothing at the heart of a fashion brand and the best way to get it is to buy it from the brand itself.

A game-changing beauty box

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

It's time for a fresh start – and that includes your hair!

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

Turn your resolutions into results

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

When blisters strike, carry on with Compeed

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

Compeed

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

Clothes that look good on everybody

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

Remember just how good a little self care feels

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

Start a new life with one of the UK's fastest-growing wellbeing franchises

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

Dress to impress (for less!)

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

Start the new year with a new career

With a selection of the latest beauty products, you can ensure they're looking and feeling their best this festive season.

NIROHE RUSSELL

Take your hair to the next level and have amazing looks with NIROHE products.

428k

print readership
of *Women's Health*

60%

of readers are ABC1

80k

circulation of *Women's Health*

63%

of readers are over the age of 35

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 80,000 copies of *Women's Health* are published 10 times yearly
- 428,000 average readership
- Distributed UK wide

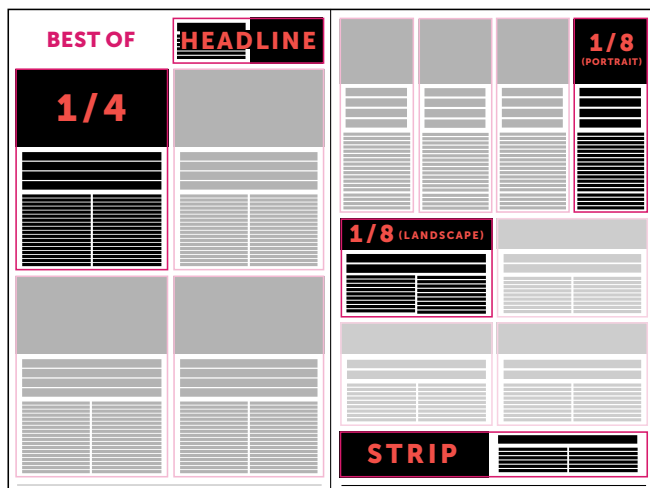
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,000
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 94 x 106 mm

Total word count	130-150 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

EIGHTH PAGE

Landscape: 94 x 56 mm
Portrait: 45 x 106 mm

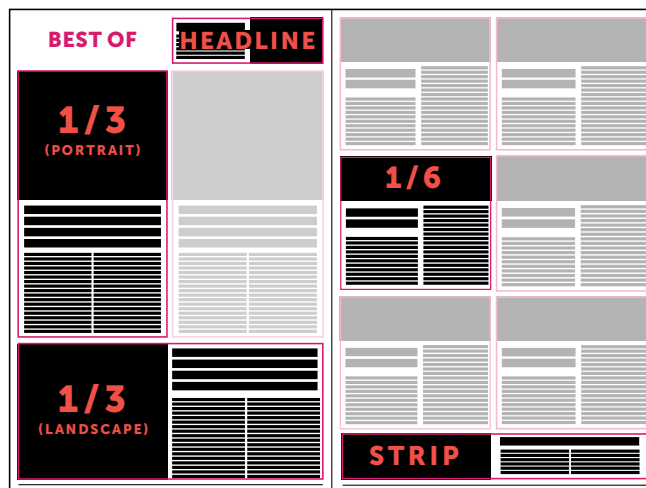
Total word count	50-70 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142 mm

Total word count	160-200 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo

SIXTH PAGE

Landscape: 95 x 106 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 image + logo

HEADLINE Landscape: 94 x 32 mm

Total word count	30 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Health, Beauty and Fashion Secrets is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Women's Health*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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