WellBeing

MEDIA KIT

Australia’s most respected natural health and lifestyle medium

NOW REACHING 182,000 AVERAGE ISSUE READERSHIP
WellBeing is Australia’s leading natural health and living brand, offering resources for inspired living.

Living naturally is a choice based on information. WellBeing magazine and its website, e-newsletter and books exist to offer credible information and inspiration to people wishing to live a life that is balanced and in harmony with nature.

For businesses, WellBeing delivers an audience that is “pre-qualified”: a group of people who are already convinced of the need to live more naturally and are ready to hear from businesses that offer natural solutions.

The WellBeing audience is not only committed to natural health and living, they know and appreciate the value of products and services designed to help.

Editorial Profile

WellBeing has remained Australia’s most successful natural health magazine for 30 years and continues to grow alongside the increasing popularity of topics such as sustainability, organic produce and natural therapies. WellBeing is an inspiring read for people already passionate about natural health and therapies as well as for those who have just begun to take an interest in the subject. WellBeing maintains its credibility by only publishing articles that are comprehensively researched and written by industry experts. All articles inspire, educate and enlighten.

Why is WellBeing unique?

- **85%** of readers enquire about products or services advertised in WellBeing
- **80%** of readers keep their copy of WellBeing for future reference
- **72%** of readers find the advertising in WellBeing helpful when making purchases
- **3.5** each copy of WellBeing is read, on average, by 3.5 people.

*Source: WellBeing Readership Survey 2015*

Editorial Pillars

WellBeing is an experience of mind, body and soul. Delivering a refreshing sense of inspired living with its feet planted firmly on the ground in the real life world of managing work, life, family and community.
Fact file

- Readership: 182,000 (EMMA average issue readership, January 2016) 93,000 (Roy Morgan, July 2016)
- Frequency: Bi-monthly
- Cover price: $12.00
- Target demographic: Primary: Women 25–65, ABC1
- National distribution: Distributed through newsagents, supermarkets, Big W, K-Mart and Target, healthfood stores, book stores and extensively by direct mail.

Who is the WellBeing reader?

- Sex: 81% are female
- Age: 92% are aged 30+
- Household income: median $137K
- Home ownership: Grocery buyers, 95% buy for the household
- Home composition: 51% of readers have more than three people in their household
- Travel: 67% have travelled within Australia in the past three years; 63% are planning a health retreat holiday in the next 12 months
- Responsive: Six times more likely to purchase health books by mail/telephone
- Health products: 74% use vitamins or food supplements; 58% use alternative remedies; 71% have private health insurance
- Fitness: 53% exercise 3–5 times a week
ADVERTISING RATES: PRINT

Display Advertising

<table>
<thead>
<tr>
<th>Standard Options</th>
<th>X 1</th>
<th>X 3</th>
<th>X 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$6550</td>
<td>$5560</td>
<td>$4910</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5050</td>
<td>$4292</td>
<td>$3785</td>
</tr>
<tr>
<td>Half Page (Horizontal or Portrait)</td>
<td>$2830</td>
<td>$2550</td>
<td>$2125</td>
</tr>
<tr>
<td>Quarter Page (Horizontal or Portrait)</td>
<td>$1700</td>
<td>$1450</td>
<td>$1275</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>X 1</th>
<th>X 3</th>
<th>X 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread Before Contents</td>
<td>$7550</td>
<td>$6500</td>
<td>$5660</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$6940</td>
<td>$5900</td>
<td>$5230</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$6385</td>
<td>$5400</td>
<td>$4800</td>
</tr>
<tr>
<td>Inside Front Cover Single Page</td>
<td>$6665</td>
<td>$5650</td>
<td>$4995</td>
</tr>
<tr>
<td>First Right Hand Page (Page 5)</td>
<td>$6110</td>
<td>$5170</td>
<td>$4580</td>
</tr>
</tbody>
</table>

NB: Digital editions are included with print purchase

Community Resource Guide Advertising

<table>
<thead>
<tr>
<th>Option</th>
<th>X 3</th>
<th>X 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page (Horizontal or Portrait)</td>
<td>$1820</td>
<td>$1250</td>
</tr>
<tr>
<td>Third Page (Box or Portrait)</td>
<td>$970</td>
<td>$720</td>
</tr>
<tr>
<td>Quarter Page (Horizontal)</td>
<td>$810</td>
<td>$620</td>
</tr>
<tr>
<td>Sixth Page (Horizontal or Portrait)</td>
<td>$560</td>
<td>$420</td>
</tr>
</tbody>
</table>

NB: Digital editions are included with print purchase

Supplement Advertising

The 32-page WellBeing Comprehensive Course Guide supplement addresses a key topic for the WellBeing reader: education. Published annually in spring, it’s a proven favourite with this audience.

<table>
<thead>
<tr>
<th>Option</th>
<th>X 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread with editorial inclusion</td>
<td>$4000</td>
</tr>
<tr>
<td>Full Page with editorial inclusion</td>
<td>$2500</td>
</tr>
<tr>
<td>Half Page (Horizontal or Portrait) with editorial inclusion</td>
<td>$1820</td>
</tr>
<tr>
<td>Third Page (Box or Portrait) with editorial inclusion</td>
<td>$970</td>
</tr>
<tr>
<td>Quarter Page (Portrait) with editorial inclusion</td>
<td>$700</td>
</tr>
</tbody>
</table>

Direct Marketing Options

WellBeing readers are highly engaged participants in direct marketing purchases. Accordingly, the below options are available on a strictly limited basis (subject to weight restrictions).

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail Subscription Pack</td>
<td>Includes flysheet and insert to subscribers</td>
<td>$640/1000 for 6000 run</td>
</tr>
<tr>
<td>Direct Mail Flysheet</td>
<td>Image on flysheet</td>
<td>$180/1000 for 6000 run</td>
</tr>
<tr>
<td>General Inserts</td>
<td>Inserts to whole of run</td>
<td>$180/1000 for 38,000 run</td>
</tr>
</tbody>
</table>
Standard Online Advertising

<table>
<thead>
<tr>
<th>Option</th>
<th>Size</th>
<th>1 Month Rate</th>
<th>3 Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard – 1 available (3-way)</td>
<td>622 x 90 px</td>
<td>$900/month</td>
<td>$500/month</td>
</tr>
<tr>
<td>MRec – 1 available (3-way)</td>
<td>278 x 250 px</td>
<td>$600/month</td>
<td>$450/month</td>
</tr>
</tbody>
</table>

Premium online advertising options
The WellBeing Premium Listing has been created for customers with a genuine story to tell.

<table>
<thead>
<tr>
<th>Option</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Listing</td>
<td>$1500/year</td>
</tr>
</tbody>
</table>

Social media advertising options
WellBeing social media and blogs are designed for customers with a genuinely newsworthy story to tell.

<table>
<thead>
<tr>
<th>Option</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WellBeing Product Finder Facebook Post – 1/week maximum</td>
<td>$450/post</td>
</tr>
<tr>
<td>WellBeing Product Finder Blog Post</td>
<td>$150/post</td>
</tr>
</tbody>
</table>

eNews & eDM Advertising Options
WellBeing publishes a weekly e-newsletter every Wednesday, WellBeing Yoga publishes a monthly e-newsletter, distributed to a database of 14,000 recipients.

<table>
<thead>
<tr>
<th>eNews Insertions</th>
<th>Size</th>
<th>Rate</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>637 x 90 px</td>
<td>$399</td>
<td>1 available</td>
</tr>
<tr>
<td>eDM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solus eDM</td>
<td>Custom</td>
<td>$180/1000 ($2700)</td>
<td>1 available/month</td>
</tr>
<tr>
<td>Mrec</td>
<td>300 x 250 px</td>
<td>$450</td>
<td>2 available</td>
</tr>
</tbody>
</table>
WellBeing.com.au has a beautiful, crisp new look which is responsive for mobile browsers and offers targeted advertising for an enhanced response.

Clients advertising on WellBeing.com.au receive the most targeted traffic possible via:
- **Subsection-specific MRecs/Leaderboards:** designed for high-performance general exposure within a relevant vertical
- **Sponsored products:** show readers your product offerings; products receive up to 6 relevant tags (eg terms related to lifestyle, condition, active ingredients) to provide maximum exposure to users who’re reading related content
- **Business listings:** tell readers about you and your business; tagged with up to 6 relevant tags to provide maximum exposure to browsers of related content

**Available subsections:**

<table>
<thead>
<tr>
<th>Body</th>
<th>Mind &amp; Spirit</th>
<th>At Home</th>
<th>Escape</th>
<th>Kinship</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty</td>
<td>Mind</td>
<td>Home</td>
<td>Spa &amp; Retreats</td>
<td>Parenting</td>
<td>Holistic Q &amp; A</td>
</tr>
<tr>
<td>Health</td>
<td>Spirituality</td>
<td>Garden</td>
<td>Travel</td>
<td>Relationships</td>
<td>Thinkers &amp; Doers</td>
</tr>
<tr>
<td>Yoga</td>
<td>Astrology</td>
<td>Planet</td>
<td></td>
<td></td>
<td>Education</td>
</tr>
<tr>
<td>Fitness</td>
<td></td>
<td>Pets</td>
<td></td>
<td></td>
<td>Competitions</td>
</tr>
<tr>
<td>Recipes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Business Insights</td>
</tr>
<tr>
<td>Nutrition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Shop</td>
</tr>
</tbody>
</table>
ADVERTISING RATES: DIGITAL

12-Month Premium Listing — $1,500/Year

What is it? 1 MRec + up to 10 Sponsored Products + 1 Business Insights
• A package including banner ads PLUS content marketing to deliver the best of both worlds

Advantages:
• Use your display ad to communicate a brand message and get high views
• Use your content to get your product in front of browsers who are searching relevant content but are unaware of your brand
• This is a full-service product: our online team will monitor response

Leaderboard — $900/subsection/month

What is it? 1 leaderboard carried throughout all articles on each subsection

MRec — $600/subsection/month

What is it? 1 MRec with a 3-way share available in each subsection; carries across all articles in that subsection

Sponsored Product — available only as part of Premium Listing/Packages

What is it? Product image and 40-word blurb served via tagging relevance to browsers
• An opportunity to showcase your product offerings and deliver traffic to your site
• Client supplies product shots, blurbs and product-specific URLs
• Tagged with up to 6 relevant tags to provide maximum exposure

Business Insights — $200/listing/year or as part of Premium Listing

What is it?
• Direct users to your holistic business
• Client supplies 100 words, logo and company contact details
• Tagged with up to 6 relevant tags to provide maximum exposure

Blogging Opportunity — available for selected clients

What is it?
• A client-owned blog written by a client’s in-house writer. Available only at editorial discretion.

Super Premium package
Buy Out Pack - $4,750
Available for 2 month periods for brand clients. Buy out Leader Board and Mrec by the Section (containing many Sub-sections)

Product Guru Pack - $10,000
Available for 12 month periods for one client at a time. Premium Listing
Up to 12 M-Recs
Up to 82 Sponsored Products
**WellBeing magazine**
Bimonthly
Roy Morgan: 93,000 (July 2016)
Readership: 182,000
(EMMA January 2016)

**WellBeing digital editions**
Bimonthly via iTunes, Zinio, Nook, Google Play + more
4,000 + purchasers/month
(Aggregated Digital Sales June 2014)

**WellBeing.com.au website**
55,000+ Visitor sessions/month (Google Analytics February 2017)

**WellBeing e-News, WellBeing Yoga e-News & EDM**
Weekly reach: 14,000+ people/week

**Social media**

- Facebook: 20,000+ fans
- Twitter: 11,000+ followers
- Instagram: 7500+ followers
- Pinterest: 1500+ followers
- Community blog:
  500+ average reach/post/day
  100% organic acquisition

A WellBeing Media Group annual program will hit a target market of highly committed spenders 2.8 million times, making WellBeing the leading single-solution marketing partner in this market.
**Display Advertising**

**FULL PAGE**

- **Bleed size**: 310mm deep, 230mm wide
- **Trim size**: 300mm deep, 220mm wide
- **Type area**: 270mm deep, 190mm wide

**DOUBLE PAGE SPREAD**

- **Bleed size**: 310mm deep, 450mm wide
- **Trim size**: 300mm deep, 440mm wide
- **Type area**: 270mm deep, 420mm wide

**1/2 PAGE HORIZONTAL**

- **Type area**: 130mm deep, 188mm wide

**1/2 PAGE VERTICAL**

- **Type area**: 263mm deep, 92mm wide

**1/4 PAGE HORIZONTAL**

- **Type area**: 65mm deep, 188mm wide

**1/4 PAGE VERTICAL**

- **Type area**: 130mm deep, 92mm wide

**1/6 PAGE VERTICAL**

- **Type Area**: 129mm deep 60mm wide

**1/6 PAGE HORIZONTAL**

- **Type Area**: 63mm deep 124mm wide

**Resource Guide**

**FULL PAGE**

- **Trim size**: 270mm deep, 190mm wide

*For ad sizes smaller than a Full Page, please refer to the above.

**Supplement**

**FULL PAGE**

- **Bleed size**: 307mm deep, 220mm wide
- **Trim size**: 297mm deep, 210mm wide
- **Type area**: 270mm deep, 180mm wide

*For ad sizes smaller than a Full Page, please refer to the above.
Mechanical Specifications

UNIVERSAL MAGAZINES USES
CTP TECHNOLOGY IN PRODUCTION OF THIS
MAGAZINE.

COMPLETE MATERIAL IS TO BE SUPPLIED
AS A HIGH-RESOLUTION
PDF ONLY

Note: It is essential to send a colour proof regardless of whether your advertisement is sent via email or CD/DVD.

PDF files will be accepted by:

• WEBSEND
To use Websend visit www.websend.com.au
and register or for assistance call Websend Support on 03 8689 9000 or toll free (Aus) on 1300 79 89 49

• QUICKCUT
For more information regarding Quickcut services please contact Technical Support 1300 768 988, www.quickcut.com.au

DIGITAL SPECS:
• All images MUST be 300 dpi at 100%
• Images and graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the RGB OR SPOT
COLOUR MODE ARE NOT ACCEPTABLE
PLEASE CHECK ALL FILES CAREFULLY AS RGB AND SPOT COLOURS WILL NOT PRINT ACCURATELY

Note: We do not accept Powerpoint, Word, Excel, QuarkXpress and Publisher files. Also please take care when setting up your files to ensure that no overprints have been unintentionally used. We will not take responsibility for files set up with an overprint, which can cause a file to print incorrectly.

PROOFS:
Please include a colour proof with all material. If a commercial 3DAP proof is not supplied, we cannot be held responsible for the colour of your printed advertisement.

Universal Magazines will only take responsibility for accurate colour reproduction of a digital ad if a digital proof is supplied in accordance with 3DAP guidelines. Website - www.3dap.com.au For more information or to obtain a 3DAP proof you can contact WEBSEND (03 8689 9000)

Note: Colour matching cannot be done unless a colour/commercial 3DAP printer proof is supplied. If a proof is not supplied we will not accept responsibility for exact colour reproduction. Laser proofs are not considered a commercial printer proof.

METHODS OF SUPPLYING MATERIAL
FOR THE DESIGNING OF YOUR AD TO
UNIVERSAL’S DESIGN STUDIO

• FTP (ftp.unimags.com.au)
For more information regarding our FTP site and your username and password please contact your Advertising Production Coordinator [listed at the bottom]

• Email files must not exceed 10MB and please check that they are to our specifications before sending

<table>
<thead>
<tr>
<th>Title Issue</th>
<th>Issue</th>
<th>Booking</th>
<th>Material</th>
<th>On sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>WellBeing</td>
<td>167</td>
<td>20 Oct</td>
<td>17 Nov</td>
<td>9 Feb 2017</td>
</tr>
<tr>
<td>WellBeing</td>
<td>168</td>
<td>23 Dec</td>
<td>20 Jan</td>
<td>13 Apr 2017</td>
</tr>
<tr>
<td>WellBeing</td>
<td>169</td>
<td>17 Feb</td>
<td>17 Mar</td>
<td>8 Jun 2017</td>
</tr>
<tr>
<td>WellBeing Spa &amp; Retreat</td>
<td>2</td>
<td>17 Feb</td>
<td>17 Mar</td>
<td>8 Jun 2017</td>
</tr>
<tr>
<td>WellBeing</td>
<td>170</td>
<td>21 Apr</td>
<td>19 May</td>
<td>10 Aug 2017</td>
</tr>
<tr>
<td>WellBeing Astrology</td>
<td>14</td>
<td>19 May</td>
<td>19 May</td>
<td>17 Aug 2017</td>
</tr>
<tr>
<td>WellBeing</td>
<td>172</td>
<td>25 Aug</td>
<td>22 Sep</td>
<td>14 Dec 2017</td>
</tr>
</tbody>
</table>

* Please note that publish dates are subject to change.
Universal Magazines is a privately owned print and electronic media company with more than 100 magazine titles in its stable. For more than 27 years, the company has built a strong presence in health, home and lifestyle publications. Universal is also an active online publisher with 12 niche websites in operation, including the market leading completehome.com.au.

The publications within the Universal stable are managed as small businesses and are enjoying rapid growth, with numerous brand extensions, books and events. Universal is also an active exporter, selling publications in 18 countries around the world.

Contact

Nia Llewelyn
National Business Development Sales Manager
P: (02) 9887 0369
M: 0488 267 371
E: nllewelyn@universalmagazines.com.au

Tracey Dwyer
Victorian Advertising Manager
P: (03) 9694 6403
M: 0404 991 547
E: tdwyer@universalmagazines.com.au

Chris Middleton
Advertising Sales Consultant
P: (02) 9887 0629
E: cmiddleton@universalmagazines.com.au

Sandy Shaw
Advertising Sales Manager SA & WA
M: 0418 806 696
E: sandyshaw@internode.net.au

Amy Frank
Queensland Advertising Manager
M: 0488 424 232
E: afrank@universalmagazines.com.au