

# WeightWatchers

inspire | motivate | transform

magazine



*media kit*  
Transforming how  
you look, inspiring  
how you live

*Weight Watchers magazine is the healthy lifestyle guide for real women focused on transforming their lives*

## EDITORIAL PILLARS

Our reader is a real woman. She may have been overweight all her life or she may want to be in the best possible shape for her wedding. She may be trying to lose the baby weight or tackling middle-aged spread. Whatever her situation, we provide her with inspiring features, practical and uplifting stories of success and achievable solutions.

### MOTIVATION

Becoming – and maintaining – a healthy weight starts with a positive outlook. We offer a steady source of extensively researched motivational information.

We take an in-depth look at the many ways that the mind can work to help the body.

### SUCCESS STORIES

Inspiration can come from many sources, but never more so than hearing the stories of real women who have achieved success. We reveal the stories behind these women – how they lost their weight, how they've kept it off, the new habits they've developed and how their lives have changed for good.

### HEALTH AND NUTRITION

Our reader is extremely interested in nutritional health and the health of those around her. We examine the latest health and nutrition research and what it means for our reader and her family.

### FOOD & RECIPE MAKEOVER

Food sits at the heart of *Weight Watchers*. Eating, cooking and following the Weight Watchers plan is about celebration, not deprivation. *Weight Watchers*'s recipes have an enviable reputation for being both delicious and easy to fit into everyday life, whether cooking for one or feeding the family. We provide solutions for healthy weeknight meals, as well as for special occasion feasts.



## EDITORIAL VISION

"Making the decision to lead a healthy life and lose weight is something to be proud of. But it's not always easy, as many women discover.

"Today's woman understands the importance of enjoying great health, not only for herself, but for her family too. And it's not just about her weight; it's also about feeling good on all levels.

"Whether she's got five or 15 kilos to lose, she's looking for practical solutions that work in the real world. She wants to learn everything she can about health and wellbeing.

Our philosophy is to deliver all the tools for a healthy life and successful weight loss in an inspirational way." Jacqueline Mooney, Editor

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**FASHION**

Practical but beautiful, our fashion will help readers make the most of their new shape.

Our reader is undergoing a thrilling transformation, and clothing and accessories are an essential part of this process. We provide stylish fashion ideas, empowering her to present her best self to the world.

**BEAUTY**

We are excited to reveal that we have a brand-new beauty section. This section will deliver beauty solutions and guidance on the latest products for both inner and outer beauty. Regular features will include New Products, Natural Beauty, Three of the Best... plus a special beauty feature full of practical hints, expert research and advice.

**FITNESS**

No matter what their fitness level, we've got a plan to help readers learn to love exercise!

Our reader may be a fitness newbie, a lapsed athlete or somewhere in between. We aim to help her discover new ways of getting active and having fun.

**FOR MEN**

Losing weight can be different for men – we look at weight loss and health from a male point of view.

**ASK THE EXPERTS**

Interaction with our readers is key. This section offers them the opportunity to clear any doubts and rely on our experts to further their learning along the journey.



## WHO ARE OUR READERS?

### FAST FACTS\*:

Weight Watchers magazine is the number one selling title in the women's health category. The latest reader survey showed that 91%\*\* bought every issue and just under half spend more than two hours reading the issue (the average time spent reading a magazine is 47 minutes).

- **68% of *Weight Watchers* readers do not read any other health title!**
- 82% of readers are female and 17% are male
- The average age of readers is 45 years and 28% are in the 35-49 age group.
- Their average household income is \$93,010.
- 81% of readers are main grocery buyers, and 28% are main grocery buyers with children under 16 years old.
- The average amount readers spend at the supermarket per week is \$186.28\*. This is a collective grocery spend of almost \$27.6 million each week.
- 48% of *Weight Watchers* readers are professionals/managers or white-collar workers.

61% of *Weight Watchers* readers enjoy clothes shopping, which is the highest profile across health titles. Readers are also 2.1 times more likely to believe they were 'born to shop' than the average population. Of those who bought clothing, they spent on average \$247.28 on clothing in the last month, which is a collective spend of almost \$31.7 million! They are interested in beauty, collectively spending \$1.5 million on cosmetics and perfume per month.

*The Weight Watchers reader is at a transformative time in her life, actively making changes and looking for solutions and products to support her journey*



**CIRCULATION** 66,444\*\*

– NZ 7,243\*\*

– TOTAL 73,687\*\*

**READERSHIP** 184,000\*

**READERS PER COPY** 2.5

\*\*Source Roy Morgan single source Australia: Jan- Dec 2010

## HOW ARE THEY DIFFERENT?

Our readers are different because they are at a transformative time in their lives. They are actively changing their lives and are looking for solutions and products to support their pursuits. They read the magazine for inspiration and actionable insights. Making changes and taking holistic action for a happier and healthier lifestyle is their mantra. They are on the journey – and we are there with them.

## ADVERTISING SCHEDULE FOR 2011

ISSUE	ADVERTORIAL BOOKING DEADLINE	BRAND AD BOOKING DEADLINE	ARTWORK DEADLINE	ONSALE DATE
June 2011	17 March 2011	1 April 2011	8 April 2011	11 May 2011
July 2011	7 April 2011	29 April 2011	6 May 2011	8 June 2011
August 2011	13 May 2011	3 June 2011	10 June 2011	13 July 2011
September 2011	9 June 2011	1 July 2011	8 July 2011	10 August 2011
October 2011	7 July 2011	29 July 2011	5 August 2011	14 September 2011
November 2011	11 August 2011	2 September 2011	9 September 2011	12 October 2011
December 2011	8 September 2011	30 September 2011	7 October 2011	9 November 2011

Broken space booking deadline is strictly one week prior to booking deadline.

## RATE CARD

	CASUAL	LEVEL 1 3 insertions 2.5% discount	LEVEL 2 5 insertions 5% discount	LEVEL 3 9 insertions 7.5% discount	LEVEL 4 15 insertions 10% discount	LEVEL 5 23 insertions 12.5% discount	LEVEL 6 33 insertions 15% discount	LEVEL 7 45 insertions 17.5% discount	LEVEL 8 59 insertions 20% discount
Full Page	\$9,555	\$9,316	\$9,077	\$8,838	\$8,600	\$8,361	\$8,122	\$7,883	\$7,644
DPS	\$19,110	\$18,632	\$18,155	\$17,677	\$17,199	\$16,721	\$16,721	\$15,766	\$15,288
Half Page	\$6,206	\$6,051	\$5,896	\$5,741	\$5,585	\$5,430	\$5,430	\$5,120	\$4,965
Third Page	\$4,778	\$4,659	\$4,539	\$4,420	\$4,300	\$4,181	\$4,061	\$3,942	\$3,822
IFCS	\$24,843	\$24,222	\$23,601	\$22,980	\$22,359	\$21,738	\$21,117	\$20,495	\$19,874
Early RHP	\$10,988	\$10,713	\$10,439	\$10,164	\$9,889	\$9,615	\$9,340	\$9,065	\$8,790
IBC	\$11,466	\$11,179	\$10,893	\$10,606	\$10,319	\$10,033	\$9,746	\$9,459	\$9,173
OBC	\$12,421	\$12,110	\$11,800	\$11,489	\$11,179	\$10,868	\$10,558	\$10,247	\$9,937

Advertorial costs available on request.

## INSERTS

### LOOSE INSERTS

Minimum stock weight (single leaf)	100gsm
Maximum size	330mm (spine) x 255mm
Minimum size	148mm (spine) x 105mm

### BOUND INSERTS

Minimum stock weight (single leaf)	130gsm
Maximum size	350mm (spine) x 275mm + trims
Minimum size	148mm (spine) x 135mm + trims

Deliver to: Offset Alpine Printing, 42 Boorea St, Lidcombe NSW 2141.

## INSERT RATE CARD

Loose/bound per thousand

2pp	\$150
4pp	\$200
8pp	\$280
12pp	\$350
16pp	\$440

## TIP ON

Mechanical	\$150 per thousand
Manual	\$220-\$330 per thousand
<i>(plus media @2pp insert rate)</i>	

## PAGE SPECIFICATIONS

	TYPE AREA (mm)	BLEED (mm)	TRIMSIZE (mm)
Full Page	245 x 168	285 x 216	275 x 206
½ Page Horizontal	118 x 168	140 x 216	135 x 206
½ Page Vertical	245 x 77	285 x 111	275 x 101
⅓ Page Horizontal	168 x 80	216 x 100	206 x 90
⅓ Page Vertical	245 x 65	285 x 85	275 x 72

Display areas: measurements are depth x width.

## ADVERTISING DELIVERY

Pacific Magazines will only accept advertising material via Quickcut or Websend service providers for electronic delivery of digital files. Digital files will not be accepted via disc or email.

Pacific Plus  
Attn: Production Department  
Media City 8 Central Avenue  
Eveleigh NSW 2015

## TECHNICAL INFORMATION

- Any material that is to appear as a double page spread needs to be supplied as two single page files. The file name should end in \_p1 for a left hand page or \_p2 for a right hand page. This applies for both full page material and broken space spreads.
- Avoid type running across the gutter on a double page spread. Type should clear the gutter by a minimum of 5mm each side. We would suggest double imaging for all spreads running through the gutter.
- Registration and trim marks should appear on all artwork.
- It is recommended that where coloured panels join, the dominant colour be enlarged (reverse choked) to create a slight overlap of the two colours that connect. This will help minimise registration problems.
- All reverse type is to be no less than 10-point type and cannot be made up of more than two colours.
- True Type fonts are not to be used.
- All fonts need to be embedded into the PDF file.
- Files must be saved in CMYK format. RGB or LAB colour formats will be rejected.
- Images need to be a minimum of 300 dpi.
- Solid black panels or backgrounds should carry 40% cyan or magenta stipple to reinforce the black print.

- Total ink density should be between 280–310% with a black limit of 90% (light to medium GCR).
- All four-colour black should use UCR with a total ink weight of 290% with 90% black.

### COLOUR PROOFS

- Colour proofs: 3DAP Colour proofs (at actual size) must accompany all ads.
- Colour laser proofs are a rough guide only and not to be relied on for colour accuracy. Colour proofs are to be delivered to the following address:  
Pacific Plus  
Attn: Production Department  
Media City 8 Central Avenue  
Eveleigh NSW 2015

Pacific Plus will not be held responsible for any colour inaccuracy on final printed artwork if a 3DAP proof is not supplied with artwork.

### TRANSFER MEDIA

Pacific Magazines will only accept advertising material via Quickcut or Websend. PDF files will not be accepted via email or on disc.

For more information regarding Quickcut please contact:

Quickcut: (02) 9467 7500  
Tech Support: (02) 9467 7599  
Web: [www.quickcut.com.au](http://www.quickcut.com.au)  
Websend: (03) 8689 9000  
[www.websend.com.au](http://www.websend.com.au)

### PACIFIC MAGAZINES PRODUCTION CONTACTS

Print Production Manager  
Rosie Dimopoulos, Phone: (02) 9394 2959  
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Advertising Production Coordinator  
Brooke Karam, Phone: (02) 9394 2689  
Email: [brooke.karam@pacificmags.com.au](mailto:brooke.karam@pacificmags.com.au)

### DISCLAIMER

Whilst the internal production process may verify that material is within specification the onus is placed firmly on tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures which could pick up possible problems/errors. Pacific Magazines reserves the right to refuse any material that does not meet the required specifications.