

A high-speed photograph of water splashing, creating numerous bubbles and droplets. The water is clear and bright blue, set against a lighter blue background. The splash is dynamic, with water moving from the top right towards the bottom left.

pulse

Overview

March 2013 data

Pulse

Overview

Pulse takes a look at health, well-being and science - with a smart twist.

Pulse looks at the things we love, and the things that scare us. How does a doctor ask a family if they'd like to donate their dying son's organs? How young is too young for your teenager to be sexually active?

Pulse is a celebration of health knowledge and good science, showcasing the best of Fairfax's health and science writing, whilst also offering a wealth of things that we know you love – fitness, pets, gardening and good recipes.

Why Advertise*

- Our readers are **75% more likely** to have gone online to research health or medical information in the last 4 weeks[#]
- **374,000** or **1-in-2** readers have purchased vitamins, minerals or supplements in the last 6 months
- Our readers are **66% more likely** to have purchased cosmetics in the last 4 weeks and 2 times more likely to have spent \$50+.
- Our readers are **33% more likely** to regularly participate in athletics activities (excl walking)[#]
- Our readers are **47% more likely** to have paid for personal fitness training within the last 4 weeks[#]

Key Stats

Readership: 719,000*



Published Thursday SMH and Monday AGE

THE AGE

The Sydney Morning Herald

Profile



Advertising Contact Information

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Deadlines

The Age Bookings: 12pm, Tuesday prior

SMH Bookings: 12pm, Friday prior

*Source: Roy Morgan Research, Mar 2013. Base: NSW/VIC. Based on SMH/AGE (M-F) readership – usually read about eating/drinking/dining or health/wellbeing or fashion /beauty. #When compared to the average NSW/VIC population. ` Degree or Diploma. ** Main grocery buyer. Ix refers to index

Our Editorial Team

We want to kick start conversations in offices, on social media, at homes and in schools in our two biggest cities. Let the chatter begin.



Jane Richards

Jane is the new editor of *Pulse*, having previously edited the *Sydney Morning Herald's* Health & Science pages for five years. Prior to this, Jane played many important roles within SMH as Locum Editor, Letters Editor and Opinion Page editor and Deputy Chief Sub Editor.



Amy Corderoy

Amy is the health editor of *The Sydney Morning Herald* and now writes for *Pulse*. She is an award-winning health journalist, with a particular interest in mental health, public health, medication use, infectious diseases and obesity. Prior she worked for a number of publications for specialist doctors and GPs.



Nicky Phillips

Nicky is a highly regarded science reporter for SMH and now pen's a weekly myth busting column for *Pulse*. Nicky writes about complex research fields including gene sequencing, climate change and cloning for a general audience. Nicky has previously produced radio programs for BBC and has university science qualifications.

Our Editorial Team



Elly Taylor

Elly's passion is promoting the importance of emotionally healthy and connected relationships. Elly has a psychology background spending much of her career in relationship counselling. She recently wrote *Becoming Us*, *Loving, Learning*, and she now writes columns across the Fairfax stable.



Lissa Christopher

Lissa is an award-winning journalist who joined *Fairfax* more than 15 years ago, working across *Financial Review Magazine*, *Sydney Morning Herald's* Health & Science liftout and now on topics ranging from dud diets to canine knee replacement in *Pulse's* pet column.



Natasha Hughes

Still bright-eyed after 25 years of journalism, Natasha doesn't claim to be a beauty expert but she does know how to find out and write about things, including anything to do with beauty. Her Fairfax blog *Beauty Beat* has long cast an intelligent eye on the gloriously superficial and now she brings her passion to *Pulse Beauty*.

What's Inside



THE BUZZ

A short sharp collection of some of the most interesting news from the diverse world of health, wellbeing and science.



FITNESS

Fitness expert Charmaine Yabsley takes an in-depth look each week at an exercise with all the facts on its benefits and drawbacks. How much is enough exercise? Is there any weight loss?



BEAUTY

Natasha Hughes answers reader's questions on beauty and health advice, along with a rating on 'Three of the Best' beauty products. Sage advice.



SCIENCE

What is it with the teenage brain? Does cranberry juice really help prevent urinary infections? Why do sole survivors of disasters tend to be female? From Australia's radio telescope to a bionic eye update, *Pulse* has science covered. It's bright, intelligent and never dull.



MEDICINE

Each week we will also highlight a condition/illness with all-you-need to know advice on how to treat it .. including conventional and alternative treatments.

What's Inside



RETAIL THERAPY
Nifty fitness gadgets, youth potions, sportswear ... a broad-ranging selection of products to make the lives of those concerned with health and wellbeing, and surely that's most of us, that little bit sweeter.



HEALTH
Pulse covers the latest in health news and medical treatments and counsellor Elly Taylor will help with down-to-earth advice on contemporary dilemmas in families and relationships.



WELLBEING
How do we live better? Become more fulfilled? How do we enhance our relationships and tap into our aspirations and dreams? *Pulse's* Wellbeing stories are designed for those who want more out of life.



PET CARE
Lissa Christopher looks at contemporary pet ownership and health care issues in an entertaining and irreverent way without skimping on information. Useful and funny.