

# MEDIA KIT 2016

body+soul  
bodyandsoul.com.au





WE ARE AUSTRALIA'S  
**No.1**  
DESTINATION FOR A REASON

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- + We excel at delivering practical, research-backed advice.
- + We have a team of experts who are leaders in their field and readers know they can turn to us for up-to-date, reliable and easy-to-understand information.
- + We inspire, motivate and encourage each Australian to be the best version of themselves.
- + We are champions of wellbeing, and of living life to the full.

**BODY+SOUL IS**  
**HEALTH AND**  
**HAPPINESS**

# BODY+SOUL REACHES 2.01m READERS EVERY WEEK

BODY+SOUL PROVIDES A HOLISTIC BRAND EXPERIENCE TO 2,015,000 MILLION READERS EVERY WEEK\*. DELIVERING MASS REACH AND ENGAGEMENT, THE COMBINED BODY+SOUL PLATFORMS OF PRINT, DIGITAL, SOCIAL AND EXPERIENTIAL CREATE A RANGE OF OPPORTUNITIES TO REACH AN ENGAGED HEALTH AND WELLBEING AUDIENCE.

SOURCE emmaTM conducted by Ipsos MediaCT, 12 months ending May 2016. Nielsen Digital Ratings Monthly (Surfing) Total May 2016



## PRINT

Each week 2,015,000 million readers each week read body+soul

## ONLINE

1.58 million page views per month



## EVENTS

Delivering co-branded experientials and activations to support print and digital sponsorships

## SOCIAL

Over 126,000 followers and growing





# BODY+SOUL CONTENT

# 360°

## APPROACH TO HEALTH AND WELLBEING

### HEALTH

Live your best and healthiest life with the help of our expert health tips. We're here to offer trusted advice on everything from the best ways to get to sleep to how to make the most of your next doctor's visit. We're all about making health accessible, straightforward and easy.



#### HEALTH & AGEING

General health and ageing well is an increasing concern for many Australians and readers want quick, useful tips that can keep them looking and feeling younger. We provide just that, so readers can have the time of their lives in the prime of their lives.



#### NATURAL HEALTH

Many Australians prefer to try a natural solution before opting for a chemical-based one, and we excel in providing remedies, tips, and advice that still has a scientific backing.



#### FINANCIAL HEALTH

Financial worry is one of the biggest causes of poor mental health and one of the top four causes of relationship stress. We provide practical, easy ways to implement change so readers can get back to enjoying what's important.



#### HOME HEALTH

A healthy home is crucial to overall wellbeing - it's where we spend the majority of our time but there are many potential germ traps that can wreak havoc. We know where they are - and how to eradicate them with simple, mostly natural methods.

# BODY+SOUL CONTENT

# 360°

## APPROACH TO HEALTH AND WELLBEING



### PARENTING

Happy kids equal happy parents, but research on what's best for your children changes almost weekly. We waded through it all, to empower readers to be effective and happy parents, carers and grandparents.



### RELATIONSHIPS

Core to everyone, and consistently our most popular online topic. Poor relationships lead to lower life satisfaction and our effective strategies encourage strong communication and better relationships.



### HAPPY HEADSPACES

We take a positive psychology approach to mental health by offering strategies that are uplifting, easy and scientifically proven. Mental health issues are rising rapidly in Australia, and physical and mental health are inextricably linked, so we approach all of our stories with that in mind.

# BODY+SOUL CONTENT

# 360°

## APPROACH TO HEALTH AND WELLBEING



### FITNESS

Being fit and strong gives your body the best chance to age well and stay healthy. Working out should be fun and engaging and our weekly exercise routines provide well-rounded options that cater to all levels.



### FOOD & NUTRITION

We believe in the mantra: Let food be thy medicine, and medicine be thy food. Good nutrition is an absolute must to maximise wellbeing and we show our readers how to achieve it week in and week out by covering off the latest research and presenting new ideas.



### BEAUTY

Beauty is the icing on the cake: it starts from within, but a killer lipply will boost your confidence and we know that. Our specialty is tips and tricks from the best in the business, so readers can look and feel at the top of their game.



# OUR TALENT



+ **GEMMA SUTHERLAND**

The editorial team is led by Gemma Sutherland who is both adventurous and passionate about health, wellbeing and travel. Gemma has worked as a news journalist both in Australia and around the world.

+ **COMMANDO STEVE**

Ex-Counter Terrorism Team Commander, Steve Willis is one of Australia's favourite trainers, living and training by the simple motto 'there are no excuses'.

+ **DR GABRIELLE MORRISSEY**

Associate professor and book author with over 20 years experience who teaches love, sex, and relationships at Bond University.

+ **KATE KENDALL**

Kate completed her yoga training in India and has been teaching for nine years. She's the co-founder of a fitness and yoga studio, and joined body+soul as our yoga expert in 2012.

+ **YASMIN BOLAND**

Yasmin's weekly cosmic astrology column is one of the most popular features in body+soul and has a dedicated readership. She is a journalist turned astrologer, who is read by millions of people each week.

+ **KELLY BAKER, BEAUTY EDITOR**

A journalist for over 20 years, Kelly Baker has written about pretty much everything, but beauty and health are her two main passions. Her partner is tired of finding nail polish in the fridge and her two sons aren't the slightest bit interested in being test models. She's been searching for the perfect red lipstick for all of her adult life and is fully confident that one day it will turn up.

+ **EMMA MARKEZIC, COLUMNIST**

An award-winning, writer, columnist and comedian, Emma has penned columns for some of the country's biggest magazines and newspapers, and has performed stand-up comedy in Melbourne, Adelaide Festival and more. She's also a regular commentator on 60 Minutes and The Today Show.

+ **REBECCA WARREN, NATUROPATH EXPERT**

Rebecca is a naturopath, lecturer and researcher who believes that being healthy shouldn't be complicated. Specialising in the management of digestive conditions, fatigue, 'busy life syndrome' and nutritional medicine, Rebecca combines her training in naturopathy, public health and research to convert the latest evidence and science into practical, achievable and 'real life' solutions.

+ **MICHELLE BRIDGES, COLUMNIST**

"My mission is to offer an alternative perspective to wellbeing. One that comes from a place of love and minus the highly emotive feelings which tend to get in the way of taking action and getting real results. This is a chance to not only have a mature, thoughtful and factual conversation about the health of our nation but also an exciting opportunity to break through the barriers which are holding us back. I'm thrilled and delighted that the Body and Soul Team have entrusted us to bring about this bold and very considered conversation about where we are and where we are headed as a nation around our health and wellbeing. I'd like to think we are ready and excited by what potential we can untap both at an individual level and at a community level. It's time Australia to unleash your full potential!"

+ **KATE DI PRIMA, COLUMNIST**

Kate Di Prima is an Accredited Practising Dietitian in Brisbane with more than 23 years' experience. She runs two private practice clinics and provides corporate consulting services to many companies both in Australia and internationally. She has been a Spokesperson for the Dietitians Association of Australia for over 16 years. The author of two cookbooks, lunchbox cards and co-author of two self-help books, including More Peas Please solutions for feeding fussy Eaters, she is passionate about the health and nutrition of families.

# MEET OUR READERS

Our readers are passionate about their health and wellbeing. They are seeking ways to improve their life, reduce their stress, eat well, stay motivated and achieve goals in a balanced and practical way. They are actively seeking a holistic approach to health for themselves and their family.

**4.25**  
**MILLION**  
per month\*

We reach the largest health and wellbeing audience in Australia.



## REAWAKENED

Those having a health renaissance. Keen to delay ageing and stay active and healthy for as long as they can. Mostly over 50s enjoying retirement with money to invest in their wellbeing.



## MIDDLE OF THE ROADERS

Those who are hungry for better health and health knowledge, but are time-poor and dealing with stress. Likely to implement quick and simple strategies and feel healthier just for having taken the time to read body+soul. Very open to the “me and mine” philosophy, introducing our tips into the lives of their loved ones and sharing new knowledge with friends.



## SUPER HEALTHY

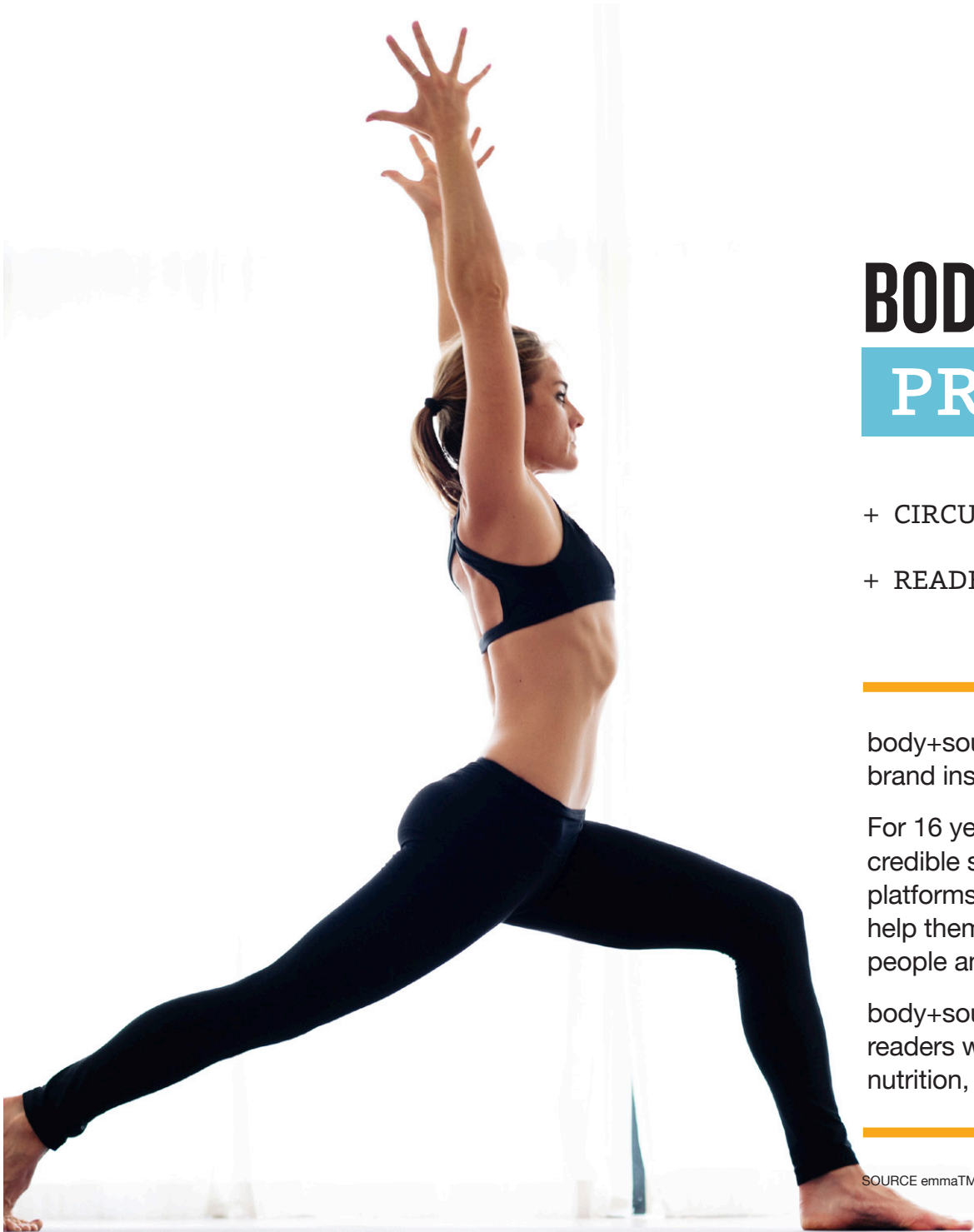
Those on the green smoothie, CrossFit bandwagon who spend a lot of time working out and are likely to read body+soul on a Sunday morning after having completed a gym session and ocean swim, while eating a balanced meal with lots of protein. Will devour any new tip we deliver and primary focus in life is supercharged health.



## CONTRADICTED

Those who are inspired by us, but will always be starting their diet tomorrow, and joining the gym next week. They are likely to take our advice on board and give it a go, but needs the most encouragement to stick with it.





# BODY+SOUL PRINT



+ CIRCULATION: **1,575,971**

+ READERSHIP: **2,015,000 million** (Weekly)

**4,251,000 million** (Monthly)

body+soul is Australia's No.1 health, happiness and wellbeing media brand inserted into the six major Sunday markets every week.

For 16 years, body+soul has been a practical, motivational and credible source of advice for Australians across our print and digital platforms. Our content offers trustworthy information and research to help them make up their own minds about health and wellbeing. Real people and stories form an integral part of the content mix.

body+soul is focused on providing a holistic brand experience to readers with all the latest information and advice on health, fitness, nutrition, beauty and lifestyle.

# BODY+SOUL

## DIGITAL

- + PAGE VIEWS: **1,584,000**
- + UAS: **409,000**
- + SESSIONS: **913,000**
- + SESSION PER PERSON: **2.23**
- + TIME PER PERSON: **0:02:25**



mybodyandsoul.com.au is Australia's home of health and happiness. Combining content from the body+soul newspaper lift out and exclusive online editorial.

mybodyandsoul.com.au provides users with daily doses of directional and informative information including exclusive articles and blogs from our trusted experts and editors, plus easy-to-use online health tools. mybodyandsoul.com.au is a brand that women turn to for motivation, inspiration, advice and support. It's like having your best friend, GP, beauty expert, personal relationship counsellor and life coach at your fingertips. Our readers are passionate about change and are seeking ways to improve their lives, stress less, stay motivated and achieve their goals. They are conscious of all things health, diet and beauty and are eager to stay informed.

Advertising with mybodyandsoul.com.au will ensure you reach a motivated audience seeking change in their life





# BODY+SOUL

## SOCIAL AND EVENTS



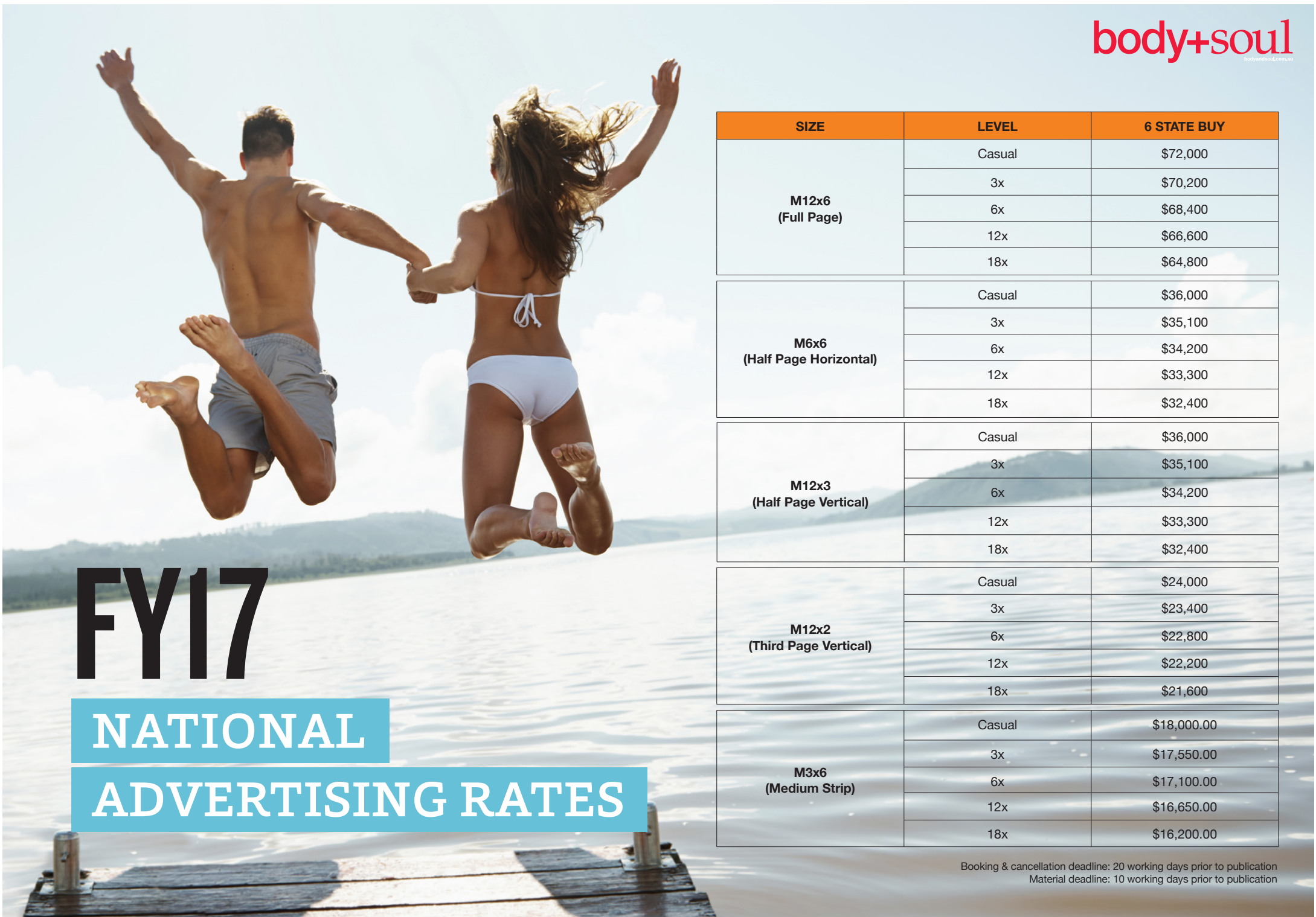
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body+soul social platforms engage total of over 126,000 followers, and growing daily.

The mybodyandsoul.com.au community is a network of like-minded people, who share and inspire each other to a better, healthier and happier life.

Experiential is an integral part of the body+soul experience. Partnering with credible and engaging health and wellbeing talent enables us to create exclusive and bespoke experiences for our readers and partnering brands.

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# FY17

## NATIONAL ADVERTISING RATES

SIZE	LEVEL	6 STATE BUY
<b>M12x6 (Full Page)</b>	Casual	\$72,000
	3x	\$70,200
	6x	\$68,400
	12x	\$66,600
	18x	\$64,800
<b>M6x6 (Half Page Horizontal)</b>	Casual	\$36,000
	3x	\$35,100
	6x	\$34,200
	12x	\$33,300
	18x	\$32,400
<b>M12x3 (Half Page Vertical)</b>	Casual	\$36,000
	3x	\$35,100
	6x	\$34,200
	12x	\$33,300
	18x	\$32,400
<b>M12x2 (Third Page Vertical)</b>	Casual	\$24,000
	3x	\$23,400
	6x	\$22,800
	12x	\$22,200
	18x	\$21,600
<b>M3x6 (Medium Strip)</b>	Casual	\$18,000.00
	3x	\$17,550.00
	6x	\$17,100.00
	12x	\$16,650.00
	18x	\$16,200.00

Booking & cancellation deadline: 20 working days prior to publication  
 Material deadline: 10 working days prior to publication



# PRINT ADVERTISING SPECIFICATIONS



92 x 262mm

M3x6 (Medium Strip)



380 x 85 mm

M12x2 (Third Page Vertical)



188 x 262mm

M6x6 (Half Page Horizontal)



380 x 129 mm

M12x3 (Half Page Vertical)



380 x 262mm

M12x6 (Full Page)

Note: No bleed, trim or crop marks. All advertisements require a thin border around them. For material advice please contact: 1300 557 418



# SALES CONTACTS

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For more information, please contact your News Corp Australia sales representative, or:

+ **JEMMA NICHOLSON**  
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Email: [jemma.nicholson@news.com.au](mailto:jemma.nicholson@news.com.au)

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# body+soul

## GENDER



## EMPLOYMENT

52% working  
(full/part-time)

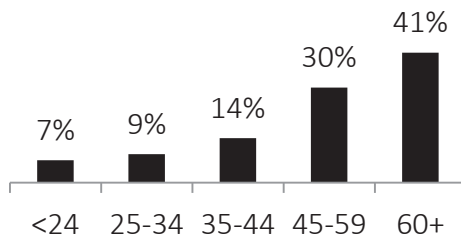
## FAMILY

20% have children under 18  
years at home, 46% have  
children away from home

## AVERAGE HH INCOME

\$83,362

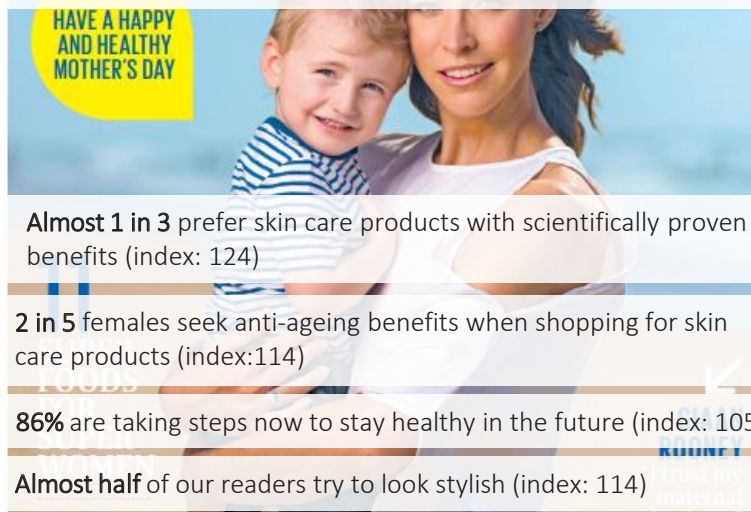
## AGE



## Quick facts about our readers

**1 in 4** like to keep up to date with the latest trends  
(index: 115)

**1 in 5** try to use organic beauty products where I can  
(index: 118)



**Almost 1 in 3** prefer skin care products with scientifically proven  
benefits (index: 124)

**2 in 5** females seek anti-ageing benefits when shopping for skin  
care products (index: 114)

**86%** are taking steps now to stay healthy in the future (index: 105)

**Almost half** of our readers try to look stylish (index: 114)

**Engaging with 1,984,000 people every week &  
1,233,000 females every week**

## HOME OWNERSHIP

43% home owners  
30% mortgagee  
21% tenant

## ADDITIONAL INFORMATION

**TRAVEL:** 84% intend to travel within  
the next 12 months – 1 in 3 intend to  
travel overseas.

**SHOPPING:** 29% have purchased  
something online and 52% have gone  
to a department store in the past  
month. Our readers are 28% more  
likely than the total population to  
visit a department store at least once  
a week.

**AUTO:** 21% intend to purchase a car  
within the next two years.

## SOCIO-ECONOMIC GROUP\*

35% Social Grade A or B

## GROCERY BUYERS

91% are solely or jointly  
responsible for grocery buying



Source: emmaTM conducted by Ipsos MediaCT, 12 months ending March Prelim 2016  
Read Body+Soul 6 caps L4W Av.

News Corp Australia