

# Mind, Body and Soul



**Publication Date:**  
**Date, 29<sup>th</sup> November 2015**

Think back to when you last had a big belly laugh. Did you think happy thoughts? Did your body feel relaxed? We all know that when the mind, body and soul work together we experience wellness.

Research shows that a sense of well being arises when our physical, mental and spiritual parts all work in unison.

Mind, body and soul is a special report that will publish inside M magazine on Sunday 29<sup>th</sup> November giving our readers valuable insights on how to achieve this wellbeing that is so important given the hectic lifestyle of today.

If your business specializes in products and services that helps create this well-being, then advertising in this special report would be an ideal platform to present to a large and discerning audience.

## Why Advertise?

- Close to **9-in-10 (436,000)** Sunday Age readers indicate they are taking steps to stay healthy in the future.
- **84,000** Sun Age readers have used alternative health services in the past month (such as acupuncture, chiro etc).
- **2-in-3 (314,000)** Sun Age readers say they try to get nutrition right at every meal.
- **3-in-4 (387,000)** Sun Age readers have exercised in the past month, whether it be going to the gym, swimming, running etc.
- **84,000** Sunday Age readers have done Yoga/ Pilates in the past 3 months.
- Close to **6-in-10 ( 278,000)** readers indicate they are concerned about their weight,

## Deadlines

**Booking: Date 20<sup>th</sup> November 2015**  
**Material: Date 25<sup>th</sup> November 2015**

**For advertising enquires or more information, please contact:**  
**(03) 8667 1017**

*All space is subject to availability.  
Early bookings are highly recommended.*



Source: \*emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending March 2015, people 14+ only. Sun Age L4W AV.

**THE**  **AGE**