



Australian Natural Health

media kit 2013

Australia's
Comprehensive
Natural Health
magazine
established 2001

Reach an
engaged and
committed
community
via print and 4
digital platforms

HEALTH AND WELLBEING THRU THE YEARS



READER DEMOGRAPHICS

- Over 90% of readers are women aged 25-55.
- Over 50% have dependent children under 18.
- 86% shop for their household the majority of the time

READER INCOME

- 55% of readers have a household income of \$80,000 to \$95,000 pa.

NATURAL HEALTH HABITS

- 80% take health supplements
- Over 90% are interested in healthy lifestyle and nutrition
- 62% find Yoga a way to relax
- 95% prefer natural or organic products
- 81% prefer to make eco-friendly, environmental and ethical choices and purchases
- 78% have bought or a considered buying a product advertised in Australian Natural Health.
- 75% of readers keep their copy of Australian Natural Health
- Each copy of Australian Natural Health is read by an average of 3- 4 people



READER SURVEY*

61%
Would buy and trust products advertised in Natural Health

72%
Use natural therapies

40%
Work Full Time

35%
Work Part Time

65%
Prefer natural botanical products for skincare and make up

42%
are in the age bracket of 35-45 years

*Results from internal reader survey, 2010



READER PROFILE

The Australian Natural Health reader is interested in creating a lifestyle focused on healthy foods, natural beauty, chemical free living and peace of mind.

She is in her late thirties and is a busy mother of two who works in a professional job. Her household income is of over \$85,000.

She is interested in her health and wellbeing and she makes ethical and natural choices in all areas of her life.

She looks for natural food, beauty and household products not only for herself but for her family as well.

She likes to relax her mind and her body and regularly takes time out to relax and exercise and her favourite is yoga.

She may share her copy of Australian Natural Health magazine with her friends and would recommend it to others..

INTERNATIONAL DISTRIBUTION

Singapore, Indonesia, Hong Kong, Mauritius, Taiwan, Canada, USA, Turkey

THE MAGAZINE

Australian Natural Health is the most comprehensive magazine for those wanting to live a natural and healthy lifestyle.

The magazine enlightens on all things health, including diet, supplements and detox to natural methods of preventing and curing disease, as well as beauty and natural and eco/ethical products for a safer home.

With its in-depth articles and expert advice, Australian Natural Health takes no shortcuts in delivering the most up-to-date information and fascinating articles that not only entertain, but help nourish your mind, body and spirit.

Every issue, we feature articles on:

- Health • Body • Mind • Spirituality • Beauty • Food
- Recipes • Relationships • Lifestyle including eco and travel

With top natural health personalities like Janella Purcell, Swami Shankarananda and Rosie Percival on topics like beauty, spirituality and nutrition, Australian Natural Health is the ideal guide to living healthy and happy – today.

DISTRIBUTION & READERSHIP

- Distribution: 32,000
- Frequency: Bi-monthly – 6 issues per year
- Readership: 128,000 (Source: Roy Morgan)
- Circulation: 100% - all unsold copies are included with future issues (double bagging)



DELIVERING TOTAL READER ENGAGEMENT

PRINT

>> 8 Print Titles



- 10 Annuals
- Gate folds
- Split Covers
- Onsets/Inserts/Tip-ons

WEB / ONLINE

>>8 Magazine Websites and
>>1 Corporate Portal



- Banners/ Leader boards
- Box Ads
- Video / TVC's
- EDM's
- Newsletters
- Surveys

SOCIAL MEDIA



Join the Blitz facebook community from a list of 8 Blitz magazine titles to choose from



Subscribe to the latest twitter feeds from a list of 8 Blitz magazine titles on twitter

- Client Promotions
- Product Releases
- Competitions
- Surveys

iPAD / ANDROID TABLETS

>>8 APPS



- Advertising
- Web Links
- Video / TVCs
- Social Media Links
- Hot Buttons and Pop Ups
- Audio
- Online Purchases
- Multiple Slide Ads
- App and Store Finder

iPHONE / IPOD TOUCH / SMART PHONE



- Home Page Sponsorship
- Page & Banner Sponsorships
- Push Notices
- SMS Notices
- Surveys
- App and Store Finder



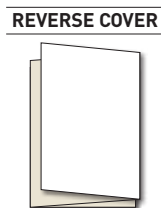
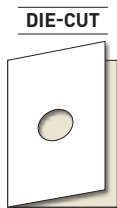
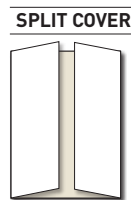
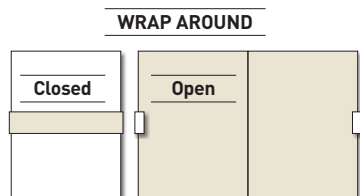
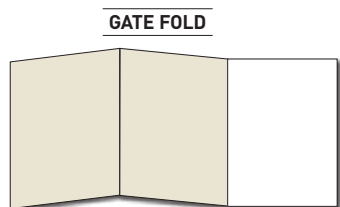
PRINT DETAILS

PRINT EDITION SCHEDULE 2013-2014

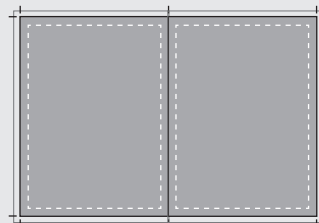
MONTH	ISSUE	BOOKING	ARTWORK	ON SALE
Jan-Feb 2013	13#1	30th November	7th December	11th January
Mar-Apr 2013	13#2	30th January	6th February	8th March
May-June 2013	13#3	26th March	5th April	10th May
July-Aug 2013	13#4	30th May	6th June	8th July
Sept-Oct 2013	13#5	30th July	6th August	9th September
Nov-Dec 2013	13#6	27th September	4th October	11th November
Jan-Feb 2014	14#1	28th November	5th December	13th January
Mar-Apr 2014	14#2	30th January	6th February	10th March

PLEASE NOTE: Dates are correct at time of printing and are subject to change.

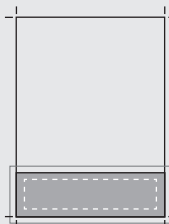
SPECIALITY OPPORTUNITIES



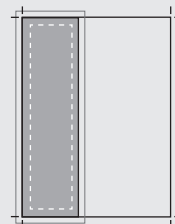
PRINT SPECIFICATIONS



DPS
Trim: 420 x 275
Bleed: 430 x 285
Type Area: 190 x 255 (x2)



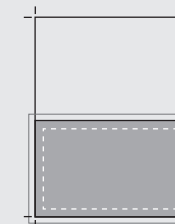
Banner
Trim: 210 x 35
Bleed: 228 x 45
Type Area: 184 x 25



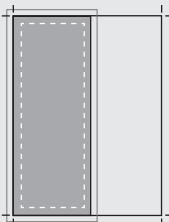
TPV
Trim: 67 x 275
Bleed: 77 x 285
Type Area: 47 x 255



FP
Trim: 210 x 275
Bleed: 228 x 285
Type Area: 190 x 255



1/2 H
Trim: 210 x 135
Bleed: 220 x 145
Type Area: 190 x 111



1/2 V
Trim: 104 x 275
Bleed: 114 x 285
Type Area: 84 x 251

Templates

You may request an advertisement template in Illustrator or InDesign format by contacting Blitz Publications or by downloading from the Sportblitz site www.sportblitz.net/advertising/rate-card.php. Please ensure all type is within the set guides or risk being cut off when the magazine is trimmed.

Please Note: If designing for an inside front or back cover double page spread, please allow for a loss of approximately 3mm down the centre spine on each page, due to binding. Please displace images and text accordingly.

We will not accept advertisements outside of these specifications. Please supply artwork with a colour printout as reference.

Material Requirements

Screen Ruling – 150lpi / 300dpi
Total Sum Density – 280-310%

Solid Black – Where large areas of 100% black appear we recommend the black also contain 80% Cyan to provide additional density.

Format

Supplied electronically via:

- CD
- DVD
- Email
- Quickcut
www.quickcut.com.au
- You Send It
www.yousendit.com

Graphic Programs

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6
- Adobe Acrobat PDF CS (v7.0)
- All files - Macintosh format
- All files - must be in CMYK mode (NOT RGB or Spot)
- Images are to be high resolution (300dpi) TIFF or if sending via email, JPG. Please use the lowest compression to achieve the highest quality image.
- All fonts are to be supplied or all text to be converted to outlines in Illustrator & InDesign files.
- PDF files must be 300dpi and fonts to be embedded.

ONLINE, MOBILE & TVC DETAILS

ONLINE OPTIONS

Home Page Takeover
- Blanket

Home Page Takeover
- Background Skinning

Section Takeover
- Blanket

Section Takeover
- Background Skinning

Leaderboard Banner

Masthead Banner

Rectangle Banner

Medium Rectangle Banner

Video/TVC - Auto play

ONLINE SPECIFICATIONS

Name	Width / px	Height / px
Leaderboard Banner	728	90
Masthead banner	468	60
Rectangle	300	100
Medium Rectangle Banner	300	250
Skyscraper Banner	120	600
Embedded Video	315	235
Poster	655	440
Skimming	105	800

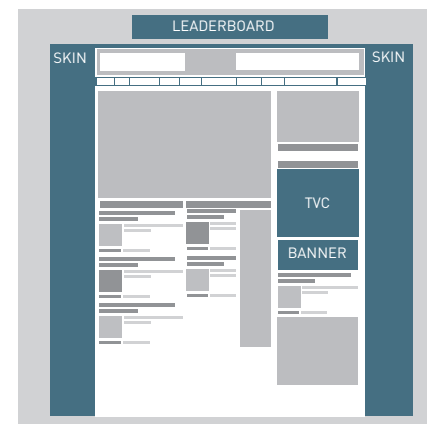
ONLINE BANNER POSITIONS AND SIZE COMPARISONS



HOME PAGE/SECTION TAKE OVER: Blanket



HOME PAGE/SECTION TAKE OVER: Background Skinning



MOBILE BANNER SPECIFICATIONS

Banner Size: 320 x 50 pixels

File Formats: JPG, GIF or PNG Format

VIDEO SPECIFICATIONS

- MP4 container
- H.264 video codec
- AAC Audio codec
- Video bitrate: 1500kbps
- Audio bitrate: 192kbps
- Audio Sample Frequency 44.1Khz
- Framerate 29.97 or 30
- Keyframe every 90 frames

Duration:

15 seconds or 30 seconds

File Submissions

- All submitted files should be pre-cut to desired run time. Slates, Countdown clocks and color bars must be removed prior to submission.
- Auto-play video must utilize a polite download and must not exceed 30 seconds.
- Video files must include "Play", "Pause", and "Mute" functions at minimum.
- Audio must be user-initiated only on click.

Additional Details

BPMM Group reserves right of final approval on video submissions.

Allow five (5) business days for production, testing, and review.

iPAD, EDM AND SOCIAL MEDIA DETAILS

TABLET EDITION

Advertisements iPad & Android

1. Full page ad as appears in the Print Mag
2. Tablet (iPad and Android) exclusive ad - Same as print edition

Rich Media Options:

- A Embedded TVC
- B Website Link
- C Facebook Links
- D Twitter Link

E Hot Spots*

- 1 Page x Pop Up / Hot Spot
- 2 Page x Pop Up / Hot Spot
- 3 Page x Pop Up / Hot Spot
- 4 Page x Pop Up / Hot Spot
- 5 Page x Pop Up / Hot Spot

F Audio Message

- Embedded
- Max 2 minutes

iPAD SPECIFICATIONS

IMAGE SETTINGS

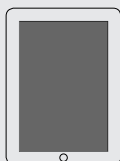
JPEG - 1024x768 @ 72 px/inch - save for web at maximum quality.
The iPad app can be viewed in either a Portrait or Landscape format)

VIDEO SETTINGS*

mp4 H.264 or .mov file format. Total playing time max = 3mins (file size should be roughly 45MB total).

AUDIO SETTINGS*

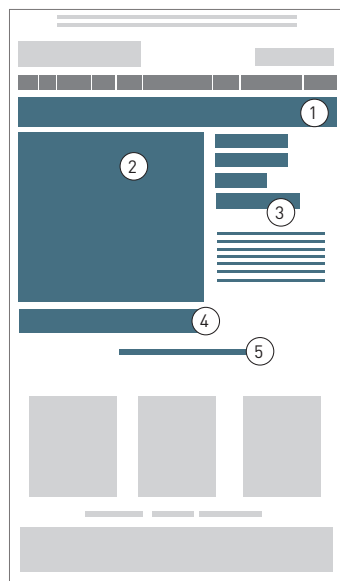
M4a file (AAC audio file) or mp3.



SOCIAL MEDIA

Facebook Post • Twitter Tweet

EMAIL SOLUS ELEMENTS



	Element
1	Headline
2	Image
3	Copy
4	Call to Action
5	Terms & Conditions

Please contact us for a more detailed brief

NEWSLETTER SPECS

Banner Type	Width / px	Height / px
Leaderboard Banner	588	105
Mid Tier Banner	588	105
Bottom Tier Banner	588	105
Medium Rectangle (side bar)	198	170
Small Banner	390	90

NEWSLETTER BANNERS



NaturalHealth

magazine profile

Published: Bi-monthly - 6 issues per year
Distribution: 32,000 Australia & New Zealand
International Distribution: Singapore, Hong Kong, Mauritius, Taiwan, Canada, USA, Turkey
Readership: 128,000
 Over 100 pages, perfect bound
Shelf life: 2 months
Demographic: 25-55 years of age, predominantly female

Australian owned and produced.

Contact

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