

health

SMART



**Media
Kit**

{QUARTERLY SUPPLEMENT}
{IN READER'S DIGEST}

Delivering the HealthSmart promise

HealthSmart entertains, informs and inspires through its four main editorial pillars: Look Great, Get Healthy, Embrace Life and Eat Well.

- + **LOOK GREAT** Sassy tips for making the most of what you've got.
- + **GET HEALTHY** Truly helpful stuff to keep you fit and strong.
- + **EMBRACE LIFE** Helpful reminders to make each and every day sparkle.
- + **EAT WELL** Easy, healthy recipes courtesy of our master chefs.

HEALTHSMART PROMISES:

- * Well-researched articles.
- * A 'hands on' approach.
- * Real life issues.
- * A bright attitude.
- * Health news, products and trends.

THE HEALTHSMART READER

- * Is the guardian of her family's health.
- * Likes to be informed about health issues.
- * Is keenly interested in preventative health.
- * Likes her information clear and helpful.
- * Keeps an open mind about alternative therapies and 'green' trends.

90,000
CIRCULATION
EVERY MONTH -
GUARANTEED!



Advertising Rates

EFFECTIVE JANUARY 2012

RUN-OF-BOOK	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full Page	\$5,500	\$5,000	\$4,000	\$3,500
Double Page Spread	\$10,500	\$9,500	\$7,500	\$6,000
Half Page*	\$3,300	\$3,000	\$2,400	\$2,100
Third Page Vertical	\$2,475	\$2,250	\$1,800	\$1,575

PREMIUM POSITIONS	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Inside Front Cover	\$6,600	\$6,000	\$5,250	\$4,500
Inside Front Cover Spread	\$12,500	\$11,500	\$10,000	\$8,500
Outside Back Cover	\$7,150	\$6,500	\$6,000	\$5,250
Business Reply Cards	Rate on Application			

*Horizontal or vertical. Advertorial rates on application.



2012 Deadlines

RUN-OF-BOOK AND COVERS / LOOSE INSERTS

RUN-OF-BOOK AND COVERS			
ISSUE	BOOKING	MATERIAL	ON SALE
APR	1 FEB	6 FEB	28 MAR
JUL	2 MAY	10 MAY	27 JUN
OCT	24 JUL	1 AUG	19 SEP
SUMMER	17 OCT	24 OCT	14 DEC

Run-Of-Book cancellation deadlines: 8 weeks prior to onsale date. **Cover cancellation deadlines:** 12 weeks prior to onsale date.



Page Specifications

ALL DIMENSIONS ARE IN MILLIMETRES (height x width)

EXECUTION	TYPE AREA	TRIM AREA	BLEED
Full Page	199 x 122	210 x 134	218 x 142
Double Page Spread	199 x 256	210 x 268	218 x 276
Half Page Horizontal	99 x 121	96 x 134	Add 4 at bottom & sides
Half Page Vertical	99 x 58	96 x 65	Add 4 at bottom & top & outer edge
Third Page Horizontal	66 x 121	72 x 134	Add 4 at bottom & sides
Quarter Page	99 x 60	96 x 67	100 x 70
Insert	MAX: 170 x 120 MIN: 150 x 105		
Onsert	MAX: 210 x 134 MIN: 150 x 100		
Large Business Reply Card	174 x 125	134 x 210	Add 4 all sides
Small Business Reply Card	174 x 100	184 x 109	Add 4 all sides

PRODUCTION ENQUIRIES

Artwork to be supplied using Quickcut, WebSEND or in digital form using qxp and supplied on CD-ROM. All digital documents should include all screen and printer fonts, EPS and TIFF files.

When supplying advertising material please follow these guidelines so that Reader's Digest can maximise the reproduction quality of your advertisement/s:

- * PDF fonts and high-resolution images must be embedded for Acrobat 4.0 or 5.0 files.
- * Images with an effective resolution below 240 dpi are not recommended.
- * Trim size must conform to the specifications. Please ensure trim marks are included on all artwork with a minimum of 5mm bleed all around the artwork.
- * Maximum ink density should not exceed 300%.
- * Do not supply any RGB or Spot colour/ images, as CMYK (Cyan, Magenta, Yellow, and Black) is used in the printing process.
- * All images must be converted to CMYK before saving as a PDF.
- * Double Page Spread: To be supplied as two single pages.
If type runs across spine allow 5mm space either side of spine i.e. 10mm
- * Allow 30mm in gutter (15mm on each page) for gutter creep. Printing: Heatset web offset.
Line screen: AM 133lpi is used. Proofing: ISO28L profile.

Contacts

To enquire about advertising within HealthSmart, contact a member of our friendly sales team.

NEW SOUTH WALES

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