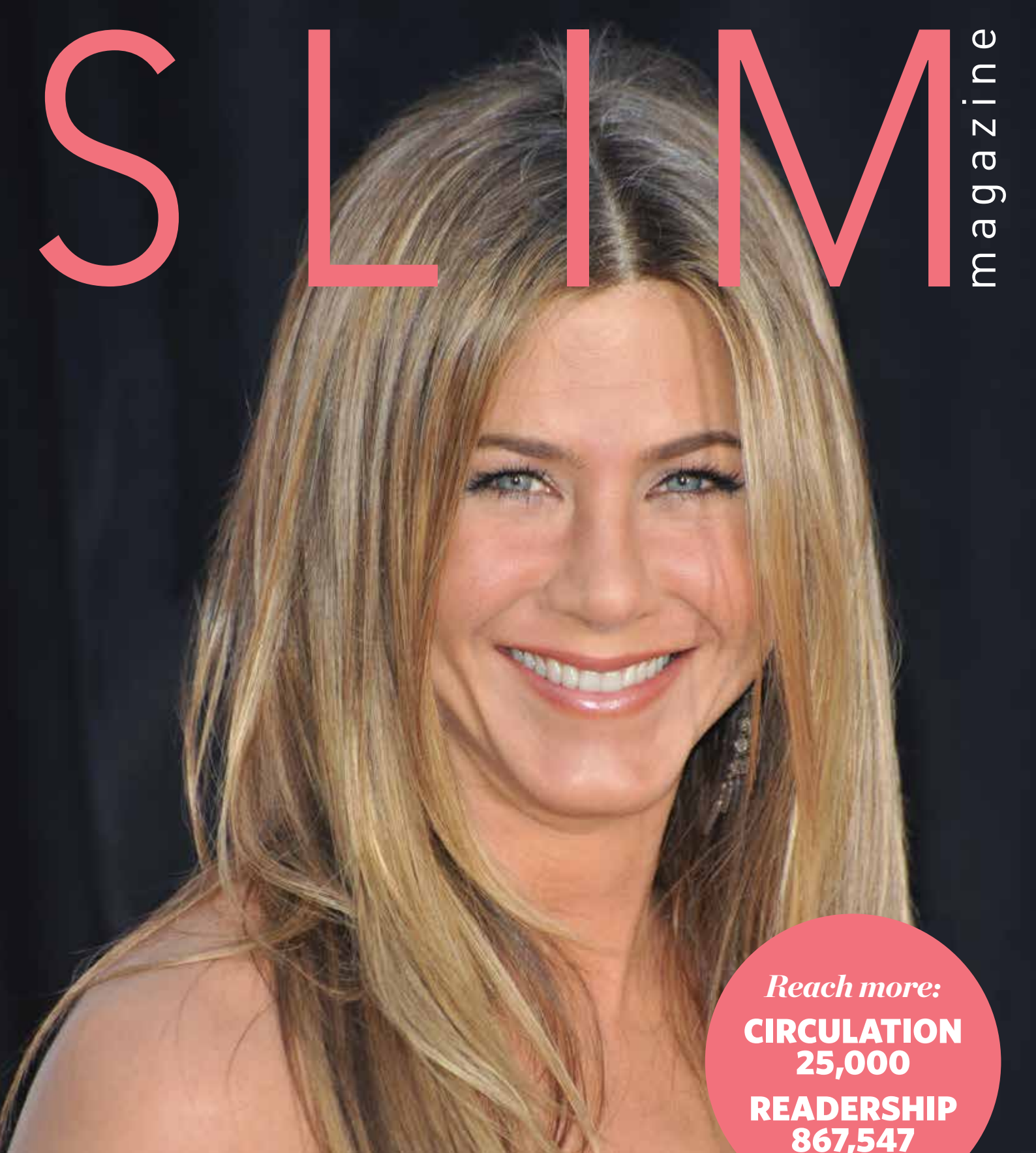


SLIM

magazine



Reach more:
CIRCULATION
25,000
READERSHIP
867,547

MEDIA KIT 2018

Slimming • Healthy living • Medical advice
Products and tips • Smart exercise • Family fitness
Wellbeing • Beauty & fashion • And much more...

www.slim-magazine.com.au

ABOUT SLIM MAGAZINE

Slim Magazine is designed for everyone who wants to reach or maintain a healthy body weight. This magazine helps people achieve great results by presenting the latest medical information, the most effective products, exercise routines, and the most appropriate procedures. Slim Magazine is linked with local and international experts who know how to help everyone be the best they can be. Men, women, and children can get fit and healthy with the expert help that has to date been available only to the rich and famous. Discover the facts about looking good and feeling great. Add to this a little help from our beauty and fashion experts. Your personal make over starts with Slim.

SLIM MARKETING

Slim Magazine is not left on newsagents shelves. Copies are available at coffee shops, hair salons, doctors' rooms, dental and medical surgeries, specialist medical centres, and hospitals. The magazine is promoted through select electronic media including facebook, the Slim website; www.slim-magazine.com.au, and emailed to an extensive database.

DISTRIBUTION

Slim is strategically distributed to reach Gold Coast, Brisbane and Northern NSW consumers. The magazine is presented to guests at social events and luncheons, fashion launches, winemakers' dinners, motor vehicle launches, health retreats, day spas, medical conferences and hospitals.

PAYMENT & CANCELLATION TERMS

Total cost per issue to be paid as follows:

- On contract, one third total cost.
- With proof approval, one third total cost.
- On publication, one third total.
- Cancellations after the booking deadline will be charged at full rate.
- Written cancellations accepted seven days prior to booking deadline.
- 10 per cent GST applies on all prices.

SALES AND ADVERTISING ENQUIRIES

Advertising enquiries: Kate Bennett 07 5591 7231 or 0419 909 925

Enquiries and artwork to: kate@slim-magazine.com.au

Editorial enquiries to: editor@slim-magazine.com.au

Correspondence: PO Box 8875, GCMC QLD 9726

EDITORIAL

DEMOGRAPHICS

Female	69%
Male	31%

SOCIOECONOMIC

AB	34%
C	31%
D	21%
E	14%

AGE GROUP

14-24	17.5%
25-34	31%
35-59	37%
60+	14.5%

READER PROFILE

Renting	21%
Own Property	79%

INCOME

20,000 - 39,000	17.9%
40,000 - 59,000	19%
60,000 - 79,000	19.1%
80,000 - 99,000	24.7%
100,000+	19.3%

BUYING POWER

(AVERAGE SPEND PER MONTH)

Clothing/shoes	\$1250
Cosmetics/pharmacy	\$450
Salon treatments	\$400

ADVERTISING RATES

	Casual
Full page	\$4,500
Half page	\$3,000
Third page	\$2,000
Inside FC or Inside BC	\$6,000
DPS	\$7,000
Back cover	\$8,000

Multiple booking rates on application. Run-ons available.

ADVERTISING DEADLINES

Publication	Booking Deadline	Material Deadline
March 2017	2 February 2018	23 February 2017
July 2018	1 June 2018	22 June 2018
November 2018	2 October 2018	23 October 2018

ARTWORK

Charges/Proofs and Specifications

- Photography, copy writing, design and layout fees on application.
- Proof supplied in PDF format, changes and approvals required by email.
- Advertisers are responsible accuracy on proofing.
- Complete material supplied as press quality pdf (300 dpi).

ADVERT



PAGE SPECIFICATIONS

