

SLIM magazine

A guide to living your best life

**Reach
more:**
CIRCULATION
25,000
READERSHIP
925,369

MEDIA KIT 2022

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



LISE AAGAARD THE STORY OF AN IMPASSIONED PIONEER

THE STORY BEGAN IN 1978 WHEN LISE AAGAARD, BROTHER, MINDS, CREATED THE VERY FIRST B&B. DURING THE 1980S LISE JOINED THE BUSINESS AND FOUNDED THREE HOTELS, A STAYCATION, AND THE FIRST CHARTERED TRIP TO CANADA THROUGH THE PACIFIC NORTHWEST.

THE BEGINNING OF A DREAM

Lise was born in a family of artists and entrepreneurs. Her father owned a chain of retail stores, and her mother, an actress, was also an interior designer. Lise was always creative and loved to travel, but her heart was always in the real estate industry. She was a natural leader and a team player, and she was always looking for ways to make a difference in the world.

The world for her began and thrived on her terms. Her first inspiration came from her mother, who was a successful interior designer and a woman who knew how to make a difference in the world. Lise was always looking for ways to make a difference in the world, and she was always looking for ways to make a difference in the world.

Lise was a young girl who had a dream of becoming a travel agent. She was always looking for ways to make a difference in the world, and she was always looking for ways to make a difference in the world. She was always looking for ways to make a difference in the world, and she was always looking for ways to make a difference in the world.

Lise always knew that success would be found in her own hands. She was always looking for ways to make a difference in the world, and she was always looking for ways to make a difference in the world. She was always looking for ways to make a difference in the world, and she was always looking for ways to make a difference in the world.

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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
July 2023	9th June 2023	16th June 2023
October 2023	5th September 2023	16th September 2023
December 2023	2nd November 2023	23rd November 2023

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



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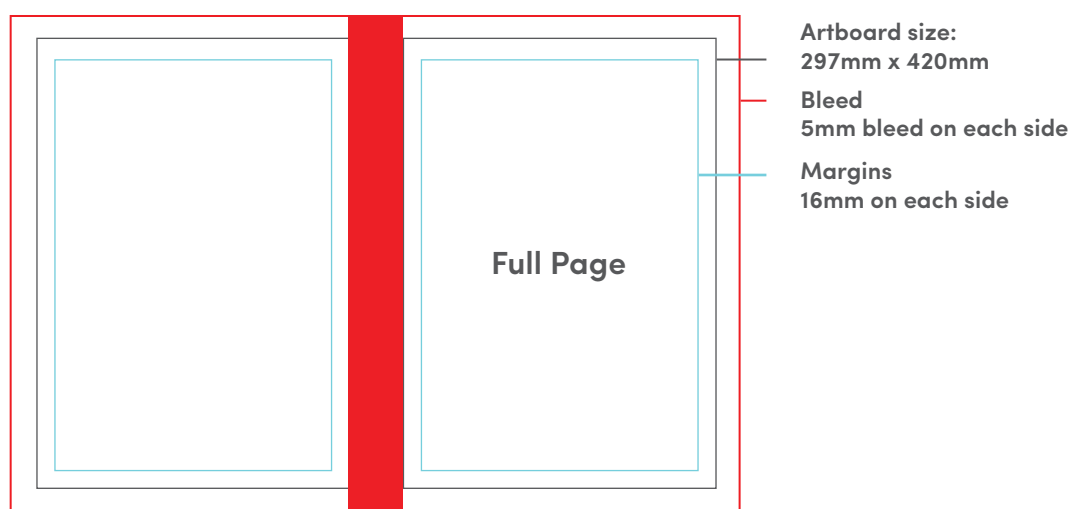
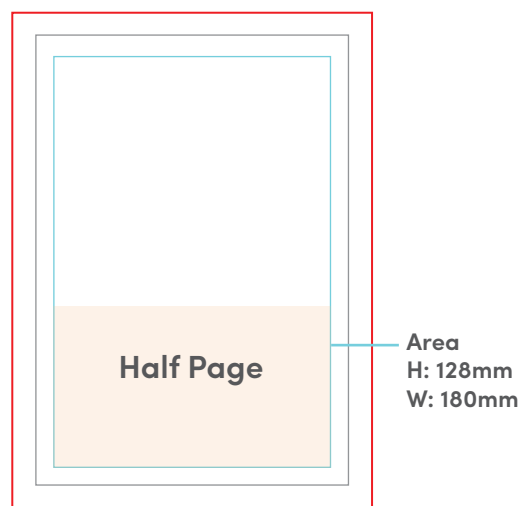
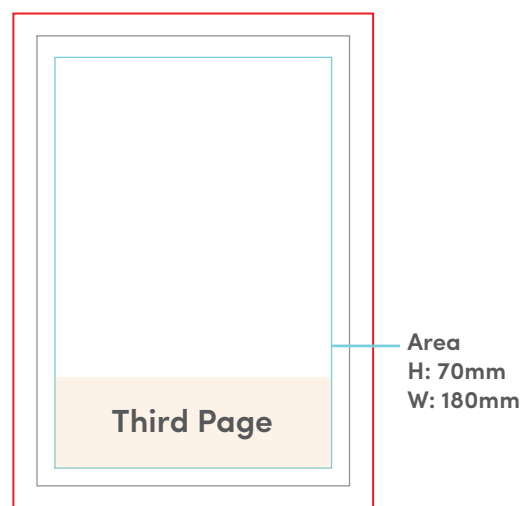
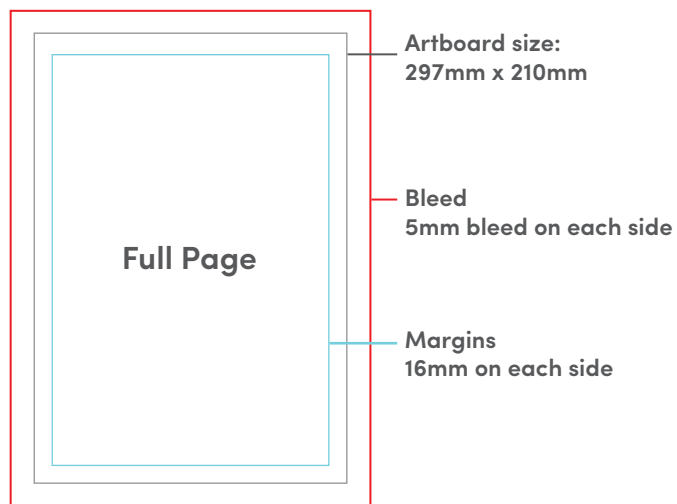
- Methylcoid Rich Plasma (PRP)
- Viscosupplement (joint filler)
- Corticosteroids
- Radiotherapy

Each option is tailored specifically for each diagnosis and treatment plan.

Contact
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PAGE SPECIFICATIONS

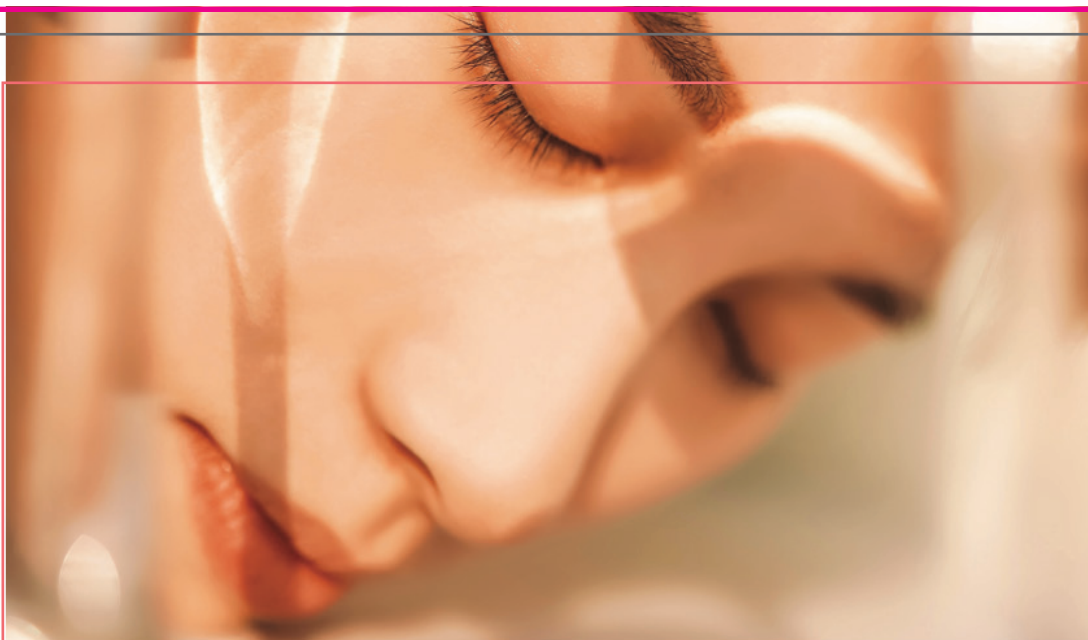


Please allow a 40mm safety gutter in centre of spread

EXPORT:

Export with 5mm bleed and WITHOUT Trim Marks

PAGE EXAMPLE



SKIN SAVIOUR

IS YOUR SKIN SHOWING SIGNS OF YOUR SUMMER-TIME SINS?

By CN Rajdi Gemberi

Living in Queensland, loving the outdoors, and the increasing number of candles on your birthday cake all start to take a toll on your skin.

If only we appreciated our silky smooth, soft, supple and flawless skin when we had it! If you're anything like me, I immediately think of a baby or young child and how 'perfect' their skin is, and just like we would with a baby, we need to treat our skin with the same kind of care – and protect it from the harsh sun! Sadly, the coconut oil days of sunbaking have taken their toll on our skin and the damage done in our younger years is now showing.

What if I told you about a peel that has been around for more than 40 years and can treat all of the above and more? I'm listening, I hear you say. Let me introduce you to the Elaine Brennan Skin Renewal Peel. Uniquely designed to target multiple skin conditions by assisting in collagen and elastin production, this peel corrects skin irregularities at a cellular level all with minimal downtime and discomfort, and is suitable and safe for all skin types.

Unlike other traditional peels available on the market, the Skin Renewal Peel is applied to the entire face and neck, including the delicate skin on the eyelids over two consecutive days. The peel is applied and left on the skin for two hours each day. One of the reasons I chose to bring this peel into the clinic is that it doesn't leave your skin red, raw, sore or stingy (that's a technical term that I'm sure you can all relate to!). Other peels I have tried previously strip the protective barrier layer of the skin leading to discomfort when applying the aftercare products; which can have an effect on results.

We trialed the peel on severe melasma (hormonal pigmentation condition often seen in pregnancy) to ensure the pigment would reduce and better still not rebound (disappear for a bit and then come back).

As well as stimulating collagen and elastin production, the Skin Renewal Peel is formulated to treat:

- Melasma
- Hypo (white) or hyper (darkened spots) pigmentation
- Fine lines and wrinkles
- Rosacea
- Eczema
- Psoriasis
- Actinic Keratosis
- UV (sun) damage
- Enlarged pores (minimise the appearance)
- Active acne
- Excess oil production
- Scarring
- Skin tone, texture and hydration

After your initial treatment, results will continue to improve for 8 to 12 months. For best results two peels eight weeks apart are recommended. However, we assess each individual and their skin to determine a treatment plan that will meet their expectations. Please know that like everything in life, you need to be compliant with the aftercare instructions for best results. I never introduce a treatment into the clinic that I don't wholeheartedly believe in, and in my humble opinion, this peel ticks all my boxes! We offer complimentary consultations to discuss in greater detail exactly what is involved in the peeling process. This is also an opportunity for you to ask any questions. We can't wait to help change the way you see and feel about your skin!

working frame