

SLIM magazine

A guide to living your best life



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

MEDIA KIT 2024

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 percent 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
July 2024	9th June 2024	16th June 2024
October 2024	5th September 2024	16th September 2024
February 2025	7th January 2025	21st January 2025

ARTWORK

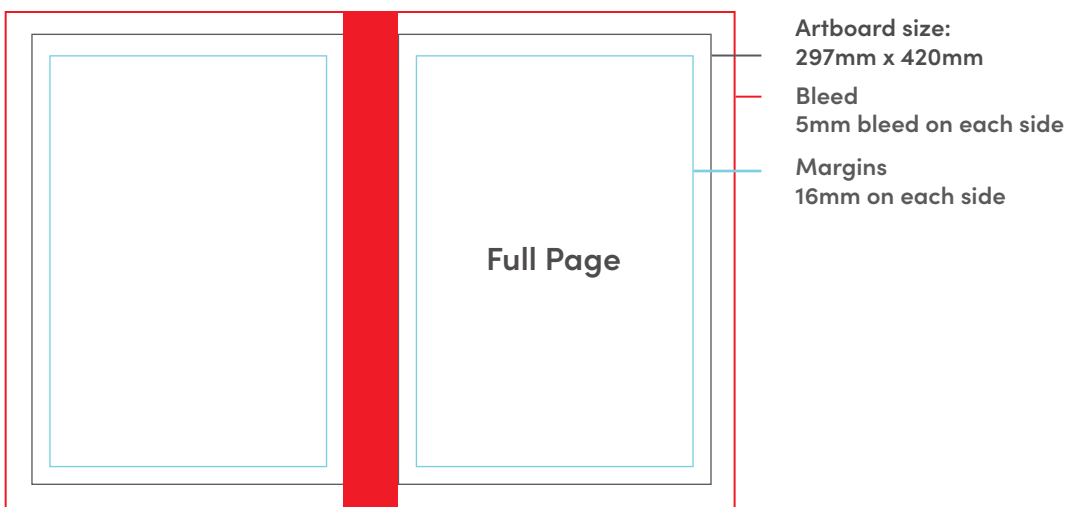
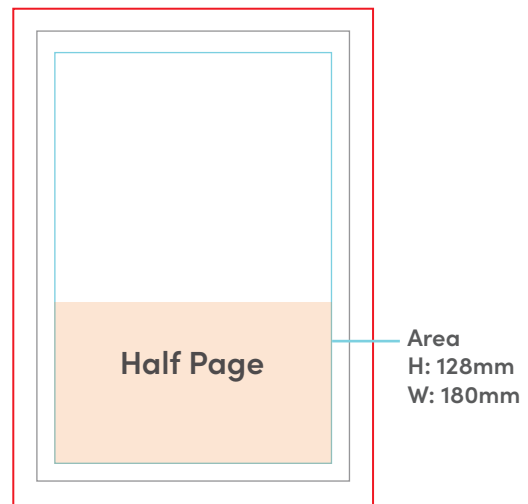
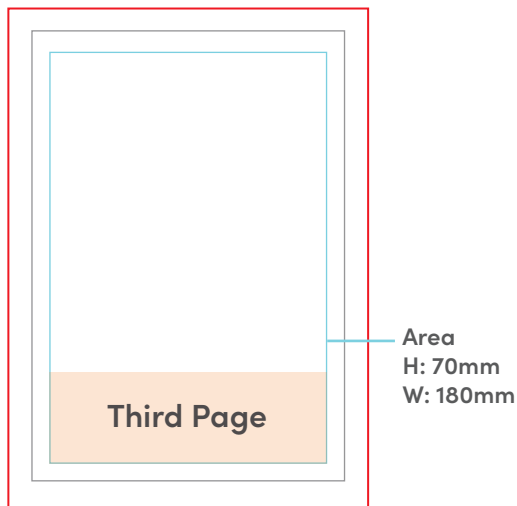
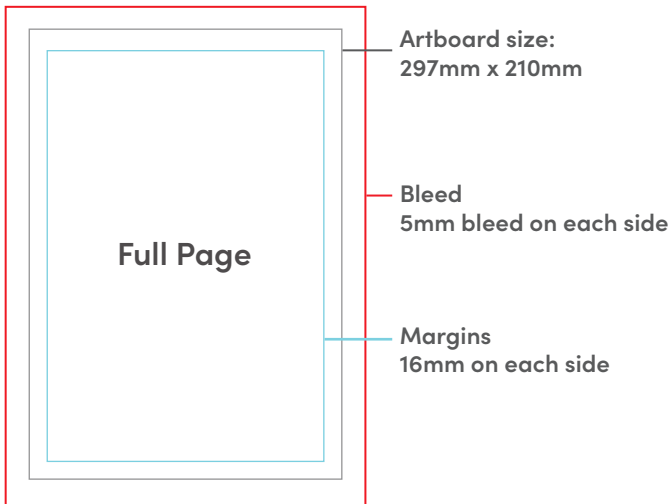
Charges/Proofs and Specifications

- 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



Please allow a 40mm safety gutter in centre of spread

EXPORT:

Export with 5mm bleed and with Trim Marks

PAGE EXAMPLE



CLEO HARPER X KELSEY WELLS

WHAT DO YOU GET WHEN YOU MIX LOCAL LUX ACTIVEWEAR BRAND CLEO HARPER WITH MINDFUL FITNESS TRAINER KELSEY WELLS? A WHOLE LOT OF INSPIRATION AND A COLLECTION OF FASHION FORWARD FITNESS AND LIFESTYLE PIECES THAT ELEVATE YOUR EVERY DAY, AS WELL AS YOUR EXERCISE ROUTINE!

Kelsey and Cleo Harper collaborated on the new 'Bright Nights' collection for over 12 months before releasing it in the Cleo Harper store at the end of January, and what resulted was a collection that literally glows.

Bright Nights incorporates numerous reflective qualities in its pieces and plays with the concept of light and vibrant colour and how this can look great, but also have a practical element for when you are exercising outdoors in the evening.

Being part of the design process as opposed to being just the face of a campaign was a really important factor for Kelsey when deciding to work in a collaborative way with an activewear brand.

"I chose Cleo Harper because, honestly, their pieces are always in my top three rotation of activewear. I am loving and wanting, but I also needed to work with someone who didn't just want me as the face of a campaign or a fitness model. I wanted to do the design and really have the experience and create a collection on my own, bringing to life the things that had lived in my head for a very long time," said Kelsey.

The Bright Nights collection isn't the first time Kelsey and Cleo Harper have worked together. Growing up together in a way, both having started out in the fitness industry around 2015/2016, both brands have carved out a space for themselves in what is an ultra competitive industry.

It's the difference they both want to make to the lives of women that is the secret to their success.

Cleo Harper wants women to feel beautiful, empowered and comfortable in their pieces so they become part of their everyday wardrobe and their motivation to take care of themselves, and Kelsey wants to change the common perception held by women that exercise is a chore rather than a celebration.

Via her own journey Kelsey brought the practice of mindfulness into her workout routines, shifting the punishment mindset of exercise and reclaiming it for self-empowerment.

"I had this concept or belief in fitness as an empowering thing and through my own practice I was able to bring mindfulness to exercise, and I was trying to impart this to my audience. But it was in an interview one day that a journalist said to me they understood what I was saying, but what they really needed to know was the how, and it shook me. I couldn't stop thinking about it.

"I realised I needed to articulate very clearly what was missing. I was saying these things and trying to champion women to do this but I needed to have a way, a method and tangible tools to teach them, so I broke it down into three very simple steps that can be plugged into any fitness routine," said Kelsey.

Kelsey's method includes adding these three steps into your fitness routine to shift your mindset to self-empowerment and celebration.

1. **Set an intention** - at the beginning of your workout take 30 seconds to a minute while you're stretching to make a very clear intention as to why you are working your body. A great example could be "I move my body to care for myself and my health".
2. **Use affirmations** - something very magical happens when you pair affirmations or "I am" statements in times of tension or duress, which is what happens in a workout. When you think something is too hard, the weight is too heavy, that is the time to use your affirmation - "I am strong", "I am capable" are two examples.
3. **Gratitude** - do this in the moments right after your session when you are exhausted and puffed out. Instead of putting down the weights and just getting to your day, take a moment and acknowledge what your body has just done for you and acknowledge the gift it is to be healthy enough to complete a workout. Your movement is a gift.

The Cleo Harper X Kelsey Wells Bright Nights collection is now available at cleoharper.com.au

Artboard size:
210mm x 297mm

Bleed
5mm bleed on each side

Margins
16mm on each side