

SLIM magazine

A guide to living your best life

Reach more:

CIRCULATION
15,000

READERSHIP
925,369



MEDIA KIT 2026

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 your guide to living your best life. Created for people who want to look good, feel great and make informed choices about their health and wellbeing, SLIM brings together trusted information, expert advice and the latest in wellness, fitness, beauty, nutrition and lifestyle.

Each issue connects readers with respected local and international experts across medicine, health, fitness and wellbeing, presenting practical information designed to inspire positive and achievable changes.

From maintaining a healthy body weight and improving fitness to understanding the latest treatments, procedures and developments in health, SLIM delivers informative and engaging content for everyday life. Add expert advice in beauty, fashion, food and lifestyle, and SLIM becomes much more than a health magazine, it is a guide to feeling confident, healthy and your very best.

SLIM MARKETING

SLIM Magazine is not left sitting on newsagency shelves. Copies are strategically placed in coffee shops, hair salons, doctors' rooms, dental and medical practices, specialist medical centres, hospitals and other high-traffic locations.

Each issue is also promoted across SLIM's digital platforms, including social media, the SLIM website and an extensive email database, extending its reach well beyond the printed page..

DISTRIBUTION

SLIM is strategically distributed throughout the Gold Coast, Brisbane and Northern New South Wales to reach a broad and engaged audience.

The magazine is also presented to guests at social events and luncheons, fashion launches, winemakers' dinners, motor vehicle launches, health retreats, day spas, medical conferences, hospitals, Chicks at The Flick and selected lifestyle events.

PAYMENT & CANCELLATION TERMS

Total cost per issue to be paid as follows:

- On contract — one third of total cost
- With proof approval — one third of total cost
- On publication — final one third

Cancellations after the booking deadline will be charged at the full rate. Written cancellations are accepted up to seven days prior to the booking deadline.

All prices are subject to 10% GST.

SALES AND ADVERTISING ENQUIRIES

Advertising enquiries: Kate Bennett 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



OUR READERS

SLIM Magazine speaks to a predominantly female audience who are passionate about health, wellness, beauty, fashion and living their best life.

GENDER

Female — 80%

Male — 20%

AGE GROUP

18-24 — 5%

25-34 — 15%

35-44 — 27%

45-54 — 28%

55-64 — 17%

65+ — 8%

CORE READERSHIP

80% of SLIM readers are aged 35+, reflecting a mature audience that actively invests in health, wellness, beauty, medical services and lifestyle.

HOME OWNERSHIP

Own Property — 79%

Renting — 21%

HOUSEHOLD INCOME

SLIM attracts an established and aspirational audience with strong discretionary spending power.

Under \$60,000 — 15%

\$60,000-\$99,999 — 25%

\$100,000-\$149,999 — 30%

\$150,000+ — 30%

WHAT OUR READERS SPEND ON

SLIM readers are highly engaged consumers who actively invest in themselves and their lifestyle.

Key areas include:

Health & Wellness: Medical services, preventative health, nutrition, supplements and wellbeing.

Beauty & Aesthetics: Skincare, cosmetics, hair, injectables, cosmetic medicine and aesthetic treatments.

Fashion & Accessories: Fashion, footwear, activewear, jewellery and accessories.

Fitness & Wellbeing: Gyms, Pilates, yoga, personal training, recovery and wellness retreats.

Travel & Experiences: Luxury accommodation, spas, dining, events and travel.

THE SLIM READER

She is health-conscious, style-aware, informed and aspirational.

She wants to look good, feel great and make confident choices about her health and lifestyle.

Most importantly, she is prepared to invest in herself.

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

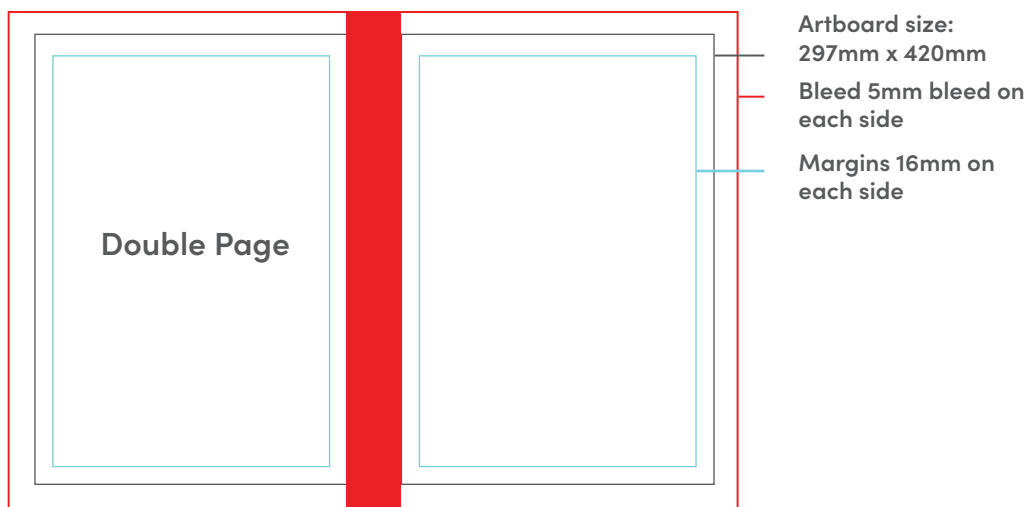
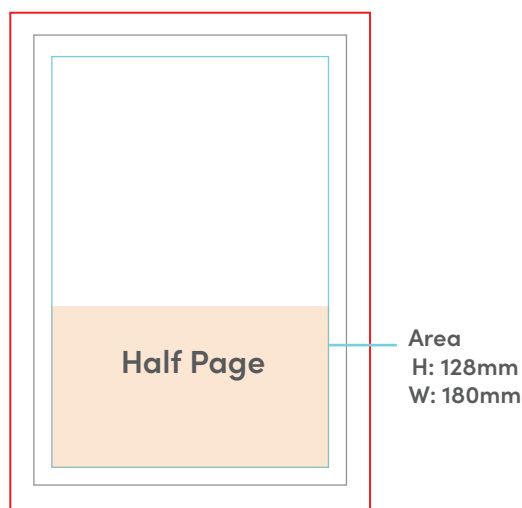
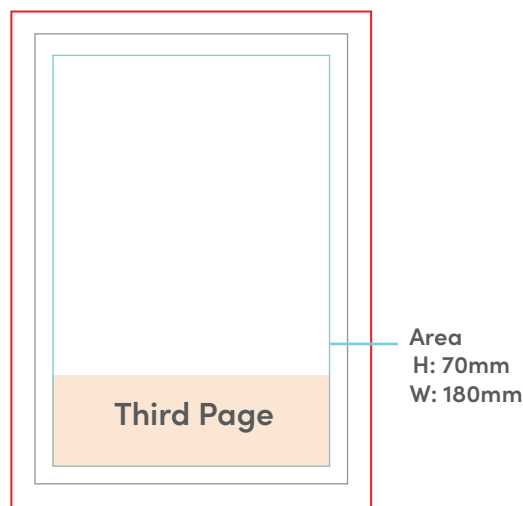
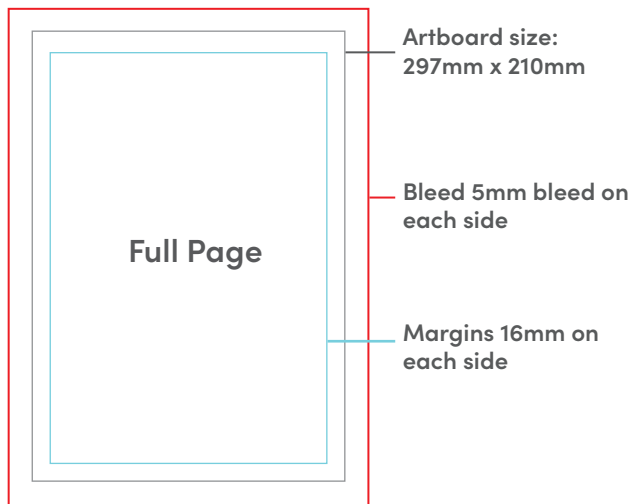
Publication	Booking Deadline	Material Deadline
October 2026	7th September 2026	14th September 2026
February 2027	7th January 2027	21st January 2027
July 2027	9th June 2027	16th June 2027

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).

PAGE SPECIFICATIONS



Please allow a 16mm safety gutter in centre of spread

EXPORT:

Export with 5mm bleed and with Trim Marks

PAGE EXAMPLE

EMPOWER
WOMEN'S HEALTH

DR YASMIN PILGRIM IS AN OBSTETRICIAN AND GYNAECOLOGIST WHOSE DUAL TRAINING IN MEDICINE AND PSYCHOLOGY GIVES HER A UNIQUELY COMPASSIONATE, PATIENT-CENTRED APPROACH TO WOMEN'S HEALTH.

Known for her warmth, insight, and dedication, she supports women through every stage of life, from pregnancy and birth to menopause and beyond. Dr Pilgrim is now embracing an exciting new chapter as she embarks on her own specialty practice, bringing her vision for truly holistic, woman-centred care to life.

Dr Pilgrim, you have a unique background in both medicine and psychology. How did these two worlds come together in shaping your path to women's health?

The relationship between medicine and psychology have always been fascinating to me. The boundaries between these two areas are not distinct as once thought. Factors such as stress, trauma and coping mechanisms can significantly influence the onset, progression and severity of physical ailments. Understanding this intersection is crucial to providing well balanced care for women.

How does your psychology training enrich the way you communicate during emotionally challenging moments?

I am involved in encounters that can be significantly challenging and sad for the patient and their families. The way we communicate and debrief with women helps prevent an emergency scenario becoming a traumatic experiences. My key role is to be an advocate for women and listen to their concerns.

Your patients often describe you as warm, calm, and deeply respectful. What does "patient-centred care" mean to you personally?

One of the most important things we can do as doctors is respect our patients' individual preferences and respect their right to make health decisions and choices.

What's a moment in the birthing suite that you'll never forget—one that captures why you love this work?

Birthing a baby, what an incredible moment. A woman's strength during birth is a powerful reminder of how the body transforms to nurture and bring life into the world. The moment that women truly discover their inherent strength, it's like they unveil a superpower.

From menopause to cervical screening and vulval health, women's needs are incredibly diverse. What areas do you feel still need more awareness?

Women are three times more likely than men to experience mental health issues such as depression and anxiety.



Throughout their life, a woman goes through significant hormone fluctuations. These shifts in hormones can significantly impact mental health. Protecting our emotional wellbeing is important. Self care isn't selfish, it is necessary. Normalising discussions around mental health should be a priority.

What breakthroughs or emerging trends in women's health excite you most right now?

Self-swab cervical screening test (CST). A CST is the best way to prevent cervical cancer. Self-collection is highly reliable and has opened the door for so many women.

If you could change one myth women believe about their bodies, what would it be?

That perimenopause only affects older women, in reality it can start in your late 30s or early 40s.

You're passionate about teaching junior doctors and students. What do you find most fulfilling about this role?

Educating emerging students and trainee doctors is a central role of a clinician. It is incredibly rewarding to see your students thrive and embark on their journey to be well rounded doctors.

Your work can be both joyful and emotionally intense. How do you stay grounded?

In medicine things don't always unfold the way you expect. My mindset matters just as much as skill in those unpredictable moments. I need to be able to think clearly and guide people through uncertainty with care and confidence. For me maintaining a good mindset involves playing tennis, swimming and meditation.

What's something your patients might be surprised to learn about you?

I am a cat lover, an avid reader, and currently studying law.