

NEW LAUNCH INTO THE SLIMMING SECTOR

Lose Weight Feel Great!

How to reach and maintain your healthy happy weight



CONTENT STRATEGY

Lose Weight Feel Great will provide authoritative and independent content to help our audience achieve the weight they are happy with through enduring changes to their lifestyle and food choices.

1. FOOD

- Recipes and easy to follow instructions for delicious and healthy meals which are easy to make
- Advice on food swaps so you can enjoy snacks and meals with less calories

2. REAL LIFE STORIES

- Inspiring stories from people who have found their happy weight
- How they did it and how they maintained it

3. MINDSET

- Advice on creating a healthy lifestyle, with new habits to achieve the right weight and maintain it
- Inspiration to build the mental strength to succeed and to be confident and happy

4. ACTIVE

- Inspiration and advice on how to get active and stick with it as part of a healthier lifestyle

MAGAZINE DETAILS

Launch issue: Apr '21 (No.1)

Freq: 10 issues P.A

Cover price: £3.99

Launch date: 24 / 03 / 21

Format: A4, Perfect Bound

TARGET AUDIENCE

- Primarily women aged 30 – 70
- Audience not simply defined by age
- Life-stage is important factor such as:
- Mid-lifers, post relationship, post pregnancy
- Pre-event (birthday, wedding, holiday etc.)
- Just want to lose some weight to be happier
- Disillusioned with slimming clubs

LAUNCH DISTRIBUTION PLAN (c.41,500 copies print run):

Distribution plan & Launch issue promotion in key retail groups (as at 11th Feb)								
	Tesco	Morrisons	Sainsbury	Waitrose	Asda	Co-Op	Spar	WHSmith
No. stores (incl. promotion)	750	300	442	295	350 (TBC)	2,915	917	767

DIGITAL FOOTPRINT

1. WEBSITE

- Lose Weight Feel Great will be the new weight-loss channel on topsante.co.uk - new website launches in March

2. EMAIL

- NEW Fortnightly email launching to Top Santé audience 17th March.
- Over 15,000 recipients with Open Rate: 21% and Click-Through Rate of 37% (of pens)

3. SOCIAL MEDIA

- NEW channels launching 1st March