

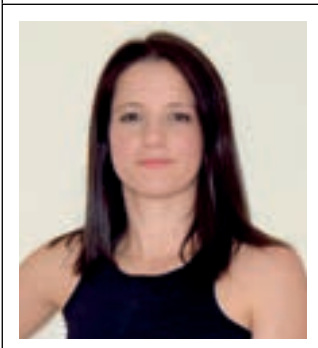


MEDIA KIT

Women's Fitness

FIT BODY FIT MIND!

Women's Fitness

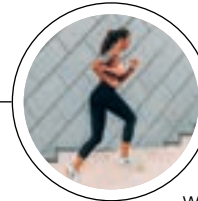


Women's Fitness magazine is like having a personal trainer in your pocket.

It's the ultimate guide for the modern woman who wants to be fit – today and every day. Headed up by a team of industry experts who live healthy lifestyles, *Women's Fitness* provides readers with the inspiration, motivation and information they need to reach their active living goals, whether they're running their first 5K or performing their 50th push-up.

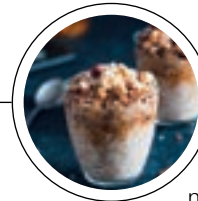
Through our magazine, website and social platforms, the Women's Fitness team provide cutting-edge fitness, nutrition and wellbeing advice, including results-driven workouts and training plans, insider access to the latest fitness trends, and in-depth guides to both niche and popular sports. The magazine also features trusted gear reviews, gym-worthy beauty advice, and an extensive nutrition section that covers everything from workout fuelling tips to the latest healthy food products. And because we know that the *Women's Fitness* reader is seeking realistic ways to be the best version of herself, each edition is bursting with accessible advice to help shape her healthiest life, ever!

Sarah Sellens
Editor



FITNESS

WF's fitness content is second to none. Every month, our Workout Handbook, *Train*, offers our audiences the latest cutting-edge workouts, training technique and PT advice they need to get more from their workouts – in the gym, at home and outdoors. Throughout the magazine, fitness advice, exercise plans and in-depth features from some of the top trainers in the business cater for every level of fitness. Get inspired by real-life success stories, PT secrets and interviews with fitness stars. Then put it all into practice with do-able, achievable plans.



NUTRITION

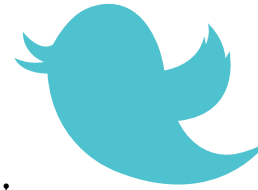
The WF audiences are savvy about nutrition. They know fad diets and quick fixes don't work and look to WF for science-backed ways to fuel their bodies. Every issue, our Fit Fuel section delivers the latest nutrition news, healthy eating tips and sports nutrition know-how that keeps our readers performing at their best. Meanwhile, our Fit Food section is packed with recipe inspiration from top healthy chefs and nutritionists for quick, nutritionally balanced meals.



WELLBEING

A holistic approach to fitness is important to the WF audiences as they know staying well is key to juggling their busy lives. WF offers them the expert tips and inspiration they need to feel and look their best. Every issue, the WF wellbeing experts and health writers dissect the latest research and headlines to provide readers with easy, science-backed solutions that really work. From wellbeing news and natural beauty tips to yoga plans and healthy product guides, WF keeps our audiences healthy in body, mind and spirit.

Brand reach



SOCIAL REACH
258,445



Standard
edition

Compact
edition



MAGAZINE REACH
30,223
(print and digital)

Our audience

- Busy 30-something professional
- Juggles career and/or family life with active lifestyle
- Passionate about exercise – works out a few times a week
- Exercises to feel good, stay well and keep in shape
- Health conscious
- Nutrition savvy – not fooled by fad diets or quick fixes
- Strives to get 5-a-day, buys quality food, takes supplements

AVERAGE AGE

35

72%

ABC1

44%

**EXERCISE AT LEAST
3 TIMES PER WEEK**

62%

BELONG TO A GYM



Opportunities to engage with our audience

Advertising

Display advertising:

Cut through with a direct message to an engaged audience

Classified advertising:

Ideal for small businesses to promote your services

Advertorial

Create deep engagement with your brand through content which communicates your key messages in an editorial tone our audience can relate to

Sponsorship

Content:

Sponsor features or sections for targeted opportunities to increase brand awareness

Social media:

Sponsored posts

Email marketing

New opportunity coming soon to create awareness of your brand

Brand endorsement

Our audience trusts the test results and product reviews undertaken by Women's Fitness' expert panel. If your product wins an award, achieves a Best Buy or Recommended status, promote this endorsement to your audience and your supply chain partners

Sampling

Include your product, catalogue, booklet, etc, with copies of Women's Fitness. Distribution can be targeted to subscribers only or to specific retail chains, including the main supermarkets, WHSmith Travel outlets or high-street stores



2021 Editorial Calendar

May 2021

Cycling Special/ Summer Buyers' Guide

- Expert Q&A: You may be fit but are you healthy?
- Fitness: Triple your home workout benefits.
- Motivation: Exercise your mind.
- Weight loss: summer slim down.
- Nutrition: Get your gut sorted.
- Health: Natural remedies for better health.
- Triathlon and Cycling events, Summer Fitness Wardrobe.
- Gym Sports Bras.

September 2021

Joint Health and Recovery issue

- Expert Q&A: How to take care of your joints.
- Fitness: Get your exercise technique right (running/weights/stretching).
- Motivation: 8 ways to convince yourself to work out when you don't want to.
- Weight loss: Post holiday weight loss plan.
- Nutrition: Foods and supplements that help to protect your joints.
- Health: Are you trying to do too much?
- Beat Niggling Injuries.
- Trail Running Shoes.

June 2021

The Adventure issue

- Expert Q&A: Focus your workouts.
- Fitness: 8 best moves everyone should try.
- Motivation: Never give up on your goals.
- Weight loss: Can protein shakes help you lose weight?
- Nutrition: 10 best ways to improve your diet
- Health: You and your heart health.
- Summer Sports – SUP, Surfing.
- Sport Sunglasses.

October 2021

Get Fitness Back On Track (inc home fitness kit)

- Expert Q&A: Fastest ways to ditch the holiday weight.
- Fitness: 8 moves to burn fat fast.
- Motivation: Get back into your fitness routine now.
- Weight loss: 20 ways to burn more fat.
- Nutrition: How to tell if low fat foods are healthy.
- Health: Your female health concerns sorted (coping with PMT, pelvic floor problems).
- Home Fitness Kit Round up.
- Compression Tops.

July 2021

Summer Weight Loss Special

- Expert Q&A: How to get the most out of holiday workouts.
- Fitness: 8 best hotel room exercises.
- Motivation: Stay on track with food on holiday.
- Weight Loss: Are you eating too many carbs?
- Nutrition: why you might need more fibre
- Health: Coping with anxiety and a busy mind.
- Walking Fitness and Kit.
- Fitness Shorts.

November 2021

The Longevity issue (inc health MOT/positive ageing)

- Expert Q&A: Food and fitness for longevity
- Fitness: Tailor your fitness routine to suit your age and health.
- Motivation: What's stopping you achieving your fitness goals?
- Weight loss: 15 foods to help you lose weight.
- Nutrition: Best post-workout snacks (meals, bars and drinks).
- Health: Breast health.
- Running Jackets.

August 2021

The Strength Issue

- Expert Q&A: Easy ways to improve your strength.
- Fitness: Why a stronger core will make life easier.
- Motivation: Meet the women who have achieved amazing fitness goals.
- Weight loss: Should you go low-fat or low calorie?
- Nutrition: foods with hidden sugar and how to cut back on sugar.
- Health: Exercising safely during pregnancy or afterwards.

December 2021

The Mental Fitness issue (inc get in shape for the party season)

- Expert Q&A: How to exercise for your mental health.
- Fitness: Fast and effective morning workout ideas.
- Motivation: Women who have achieved amazing things.
- Weight loss: Find your 'why' and you'll lose weight.
- Nutrition: Eat to keep your bones strong.
- Health: Make your work environment healthy.
- Base layers.

Rate card

Inside Front Cover	£1,375 +vat
Outside Back Cover.....	£1,500 +vat
Inside Back Cover.....	£1,250 +vat
Advertorial	£1,100 +vat
Double Page Spread.....	£1,600 +vat
Full Page	£900 +vat
Half Page.....	£575 +vat

To discuss opportunities for your brand to engage with the Women's Fitness audience, please contact:

Hannah Lees

hannah@tandemmedia.co.uk

01233 555737

