

WellBeing[®]

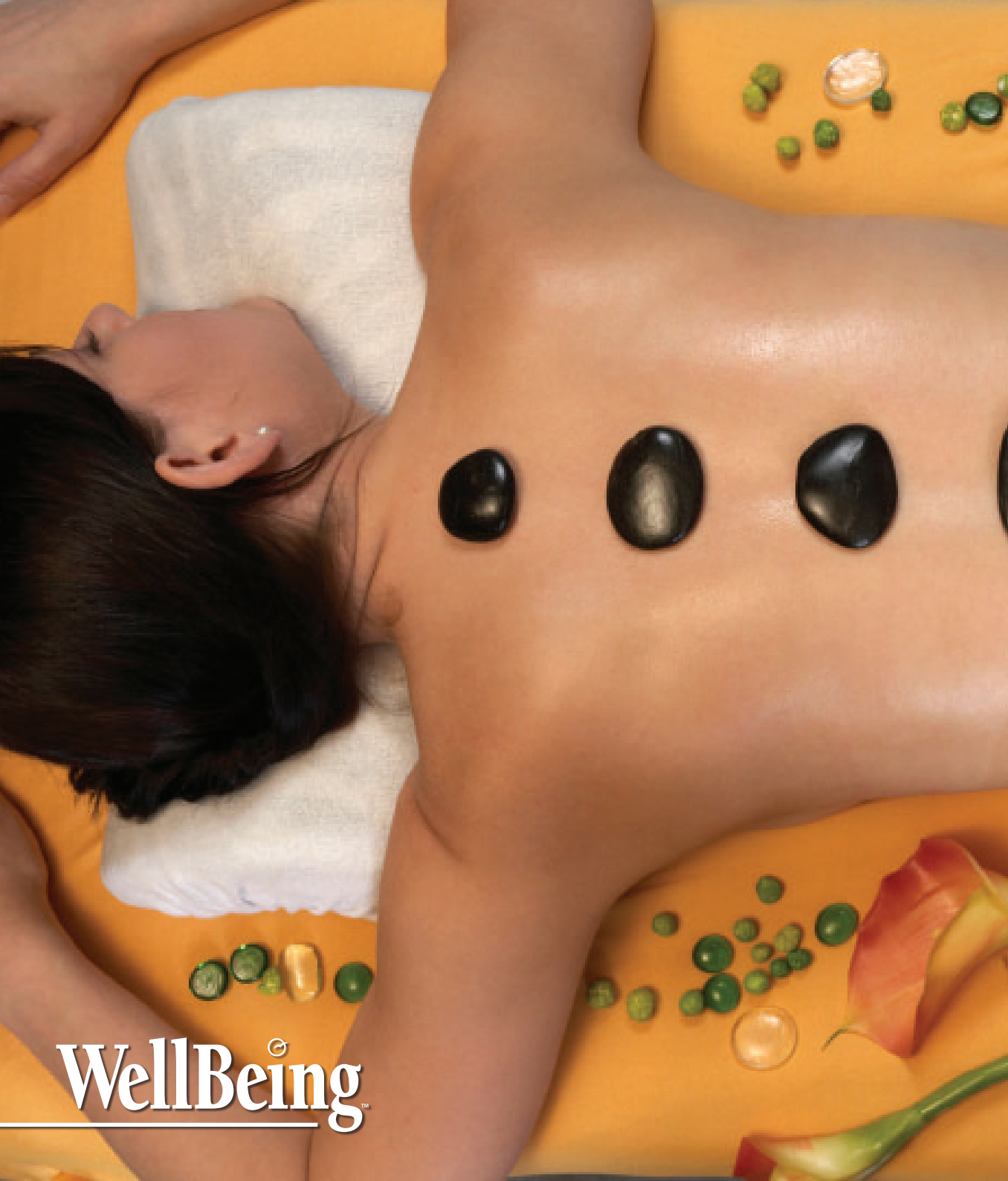
MEDIA KIT 2010



Australia's most respected natural health and lifestyle magazine

With in-depth articles written by experts, each issue offers practical information and inspiration for mind, body and spirit.

WellBeing covers ways to improve the quality of your life, the lives of those around you and the health of the planet. We exist to inform, entertain and enthuse people who have chosen to take steps towards natural health and natural living.



WellBeing[®]

Editorial Profile

WellBeing has remained Australia's most successful natural health magazine for over 20 years and continues to grow as topics such as sustainability, organic produce and natural therapies become more popular. *WellBeing* is an inspiring read for people passionate about natural health and therapies and for those who have just begun to take an interest in the subject.

The magazine maintains its credibility by only publishing articles that are comprehensively researched and written by industry experts. All articles inspire, educate and enlighten.

Why is *WellBeing* unique?

- 85% of *WellBeing*'s readers enquire about products or services advertised in the magazine.
- 80% of readers keep their copy of *WellBeing* for future reference.
- 72% of readers find the advertising in *WellBeing* helpful when making purchases
- Each copy of *WellBeing* magazine is read, on average, by 3.5 people.



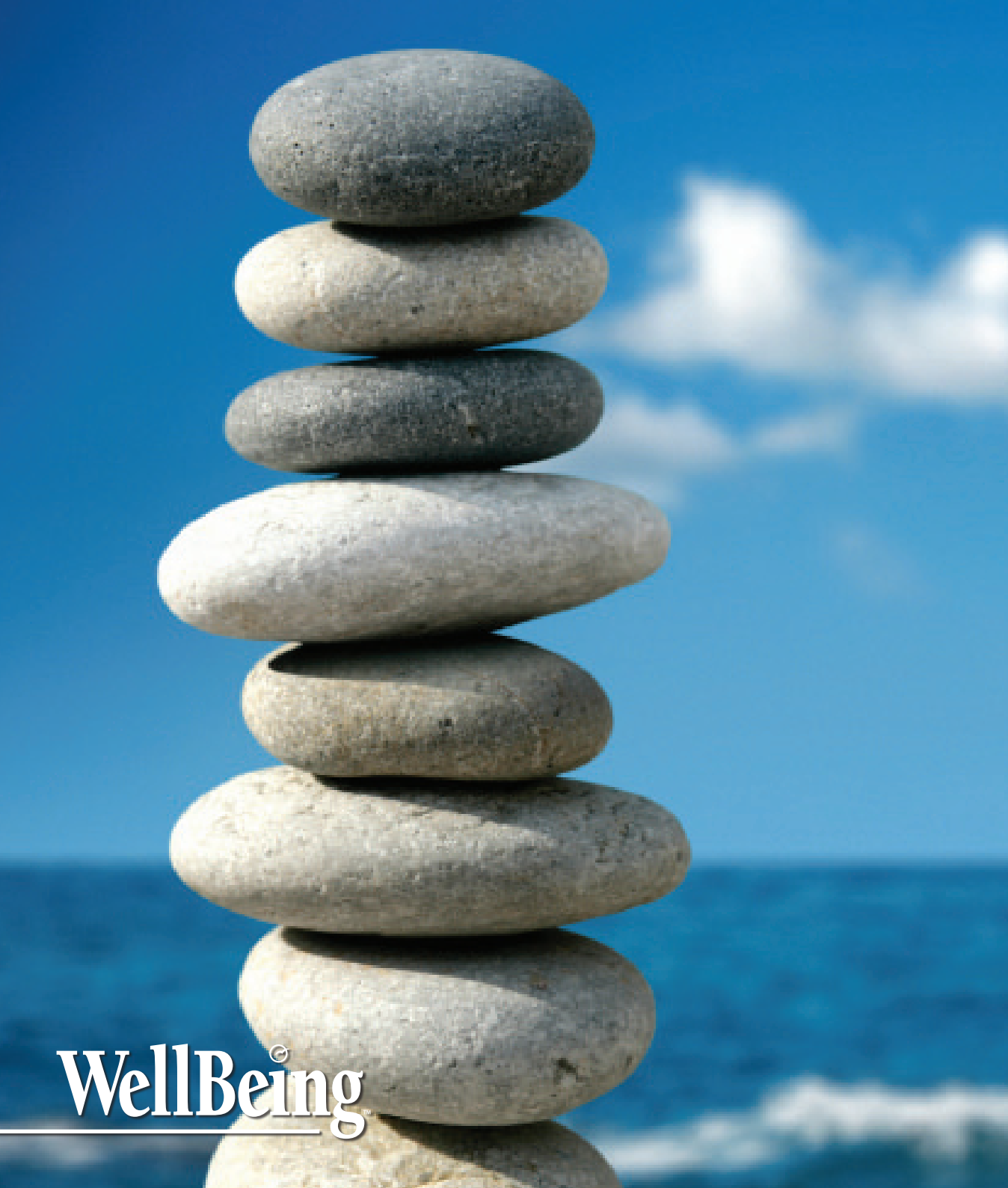
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Fact File

- Readership: 156,000 (Roy Morgan June 2007)
- Frequency: Bi-monthly
- Cover Price: \$12.00
- Target demographic: Primary: Women 25–65, AB & C
- National distribution: Distributed through newsagents, supermarkets, healthfood stores, book stores, shows & fairs and overseas

The *WellBeing* reader

- *Sex*: 90% female
- *Age*: 63% of readers are aged 31–50
- *Household income*: 43% have a total household income between \$45K and \$100K
- *Home ownership*: 31% own their home outright/\$42% have a mortgage
- *Home composition*: 51% have more than 3 people living in their household
- *Travel*: 67% have travelled within Australia in the past 3 years/63% are planning a health retreat holiday in the next 12 months
- *Responsive*: six times more likely to purchase health books by mail/telephone
- *Charitable concerns*: twice as likely to support environmental causes
- *Health products*: 74% use vitamins or food supplements, 58% use alternative remedies, 71% have private health insurance
- *Fitness*: 53% exercise 3–5 times a week
- *Shopping habits*: 84% make purchases based on ethical claims (eg organic, not tested on animals)
- *Leading hobbies/interests*: 84% reading, 60% self-improvement, 41% theatre and cultural events



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Contents

In each issue of *WellBeing*, readers will find topics that cover every aspect of their lives presented through informative, in-depth writing aimed at enriching their experience of reading the magazine.

These include:

- Special Report
- Road Test
- Body
- Mind
- Spirit
- Food
- Relationships
- Parenting
- Wisdom
- Home
- Travel
- Planet
- Real-life Experience
- Pet Care
- Home Spa
- Natural Beauty
- Astrology
- Gardening

Advertising Rates

Display Size	Casual	x2 (-5%)	x4 (-15%)	x6 (-25%)
Full Page	\$5050	\$4795	\$4292	\$3785
Half Page (horizontal, vertical, portrait)	\$2830	\$2690	\$2550	\$2125
Quarter Page (horizontal, portrait)	\$1700	\$1615	\$1450	\$1275

Premium Position

Display Size	Casual	x2 (-5%)	x4(-15%)	x6(-25%)
Outside Back Cover	\$6940	\$6995	\$5900	\$5230
Inside Back Cover	\$6385	\$6065	\$5400	\$4800
Inside Front Cover	\$6665	\$6330	\$5650	\$4995
First Right Hand (page5)	\$6110	\$5800	\$5170	\$4580

Other requested preferred positions add 10% loading to frequency rate.



DIGITAL Mechanical Specifications

Universal Magazines uses CTP Technology in production of this magazine.

DIGITAL MATERIAL GUIDELINES

FILE FORMATS: We accept files created by:

- Adobe Illustrator CS® or Adobe Photoshop CS® in PC format. InDesign® V3 PC only. All files to be supplied with colour/mono proof
- Please make sure all fonts, pics and associated files are also included
- Email files must not exceed 2MB and please before sending check that they are to our specifications
- PDF files will be accepted via Quickcut. For more information regarding Quickcut services please contact: Technical Support 1300 768 988, www.quickcut.com.au

We do not accept files created by:

- Microsoft® Word, Microsoft® Excel, Microsoft® PowerPoint, Microsoft® Publisher, CorelDraw® or other PC software. InDesign® files in MAC format.

DIGITAL SPECS:

- File to contain single pages only (spreads to be supplied as two separate pages).
- Fonts used should be Postscript Type 1 only. TRUE TYPE FONTS ARE NOT ACCEPTABLE.
- All images MUST be 300dpi at 100%.
- Images and Graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the RGB COLOUR MODE ARE NOT ACCEPTABLE. PLEASE CHECK ALL FILES CAREFULLY AS RGB COLOURS WILL PRINT WASHED-OUT PROOFS.
- Universal Magazines will only take responsibility for accurate colour reproduction of a digital ad if a digital proof is supplied in accordance with 3DAP guidelines. website — www.3dap.com.au.



WellBeing™

Deadlines

Issue	Booking	Copy	Comp. Material	Delivery	On Sale
Issue 129 + Course Guide	Jul 9, 2010	Jul 23, 2010	Aug 6, 2010	Oct 20, 2010	Oct 27, 2010
Issue 130 Annual + Travel & Spa Guide	Sept 3, 2010	Sept 17, 2010	Oct 1, 2010	Dec 15, 2010	Dec 22, 2010
Issue 131	Oct 29, 2010	Nov 12, 2010	Nov 26, 2010	Feb 16, 2011	Feb 23, 2011
Issue 132	Jan 7, 2011	Jan 21, 2011	Feb 4, 2011	Apr 20, 2011	Apr 27, 2011
Issue 133	Mar 11, 2011	Mar 25, 2011	Apr 8, 2011	Jun 22, 2011	Jun 29, 2011
Issue 134	May 6, 2011	May 20, 2011	Jan 3, 2011	Aug 17, 2011	Aug 24, 2011
Issue 135 + Course Guide	Jul 8, 2011	Jul 22, 2011	Aug 5, 2011	Oct 19, 2011	Oct 26, 2011

Specifications

	Bleed	Trim	Type
Full Page	310mm deep 230mm wide	300mm deep 220mm wide	70mm deep 190mm wide
Half Page Horizontal	No bleed	No trim	130mm deep 188mm wide
Half Page Vertical	No bleed	No trim	263mm deep 92mm wide
Half Page Portrait	No bleed	No trim	196mm deep 124mm wide
Column Mono	No bleed	No trim	129mm deep 60mm wide
Quarter Page Horizontal	No bleed	No trim	65mm deep 188mm wide
Quarter Page Portrait	No bleed	No trim	130mm deep 92mm wide
Hot Spots	No bleed	No trim	86mm deep 93mm wide

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The publications within the Universal stable are managed as small businesses and are enjoying rapid growth, with numerous brand extensions, books and events. Universal is also an active exporter, selling publications in 18 countries around the world.