



WellBeing[™]
.com.au



About the site

Wellbeing.com.au is dedicated to being the leading natural health brand in the Australian online space, building on the foundations of Wellbeing Magazine, a 24 year old icon in the healthy living – mind, body and spirit industry.

We are committed to offering the indepth information and latest news your target consumers need.

Wellbeing.com.au is a functional and well presented directory for pre-qualified buyers to find the practitioner, service or product they need.

Our directory section is committed to helping you achieve:

- As many relevant phone calls as possible.
- The maximum number of bookings or orders.
- A larger amount of traffic to your business
- Or a combination of the above

Wellbeing inspires and grows the natural health market which leads committed consumers to the website where they are able to find a service or practitioner appropriate to their needs.

Join us in the newly revamped Wellbeing.com.au directory.

Visit our website and use our self service portal or contact Margaret Sherrard on msherrard@universalmagazines.com.au or (02) 9887 0641 for PRIORITY POSITIONING today!



WellBeing.com.au for Businesses

What's the value of an audience who live naturally, anyway?

- The WellBeing audience is a group of people who are not only committed to natural health and living but know and appreciate the VALUE of products and services designed to help.
- They will pay extra for organic or natural.
- They understand that a naturopath costs more than a doctor.
- They will spend on a massage.
- They shop at the health food store as much as the supermarket.
- For the Wellbeing audience, it's not about "cheap" — it's about "worth it".





Directory advertising options

WellBeing.com.au has a number of directory advertising options designed to capture the audience's attention when searching for the product or service you offer.

Premium Directory Listing

The Premium Listing is designed for all natural therapy businesses, and includes...

- A listing in the relevant directory category of WellBeing.com.au, connecting (max 3 categories) through to your own webpage (searchable by practice name, location and names of key personnel)
- Business details
- Website details
- Dedicated page of details (up to 500 words) and images (JPG or GIF max 700kB)
- Place in colour section of search results
- Optimisation for better search engine performance
- Update as often as you want
- Update logo and images as often as you want
- Address shown on google maps
- Email enquires from the site

PLUS your summary listing will be repeated in the new printed Natural Living Resource Guide that is published every year in spring and distributed with WellBeing magazine.

Premium Marketing Listing

The Marketing Pack is exactly the same, but 25 copies of the next available edition of WellBeing magazine are delivered in bulk. Bulk magazines are used by yoga centres and many other practices as a "Gift with Purchase" or "Call to Action" incentive in other routine marketing programs

Premium Directory Listings

BOTANIKA

21 Smith Street
Sydney NSW 2120

P 02 4562 3423
M 0422 456 343

Visit their website

Visit their website

Visit their website

Specialties in:

- Key Dot Points About Business
- Key Dot Points About Business
- Key Dot Points About Business
- Key Dot Points About Business
- Key Dot Points About Business

Special Offers:
Book your first session before October and get 10% discount.

Opening Hours: 9am - 5pm

After Hours Consultations: No

Send Botanika an email:

YOUR NAME

YOUR EMAIL

YOUR PHONE

YOUR MESSAGE

Send

Map Sat Ter

Barry Rd
Dallas
Riggall St

POWERED BY Google
data ©2009 MapData Sciences Pty Ltd, PSMA - [Terms of Use](#)

Associated to:

Business, website and web details

Your logo

5 key points about your business

Email enquiries

Up to 500 words and image
Update text and image as often as you like

Address shown on google maps



Directory Rates

Directory Advertising	Premium Pack Directory Listing Package	Marketing Pack Website Listing + Directory Listing + 25 copies of next available edition (1 issue p.a)
Practitioners	\$149 / Year (incl GST)	
Spas & Retreats	\$249 / Year (incl GST) State	\$499 / Year (incl GST) National
Courses	\$249 / Year (incl GST) State	\$499 / Year (incl GST) National
Products	\$249 / Year (incl GST) State	\$499 / Year (incl GST) National
Retailers	\$249 / Year (incl GST) State	\$499 / Year (incl GST) National

Display Options

Display advertising is designed to deliver strong visual and brand messages

Run-of-Site Ads	Size	Location	Availability	3 Months	6 Months	12 Months
Leader Board Next to Masthead Standard Display 3 x rotational (rotates through 3 clients)	729 x 90 px	All pages	1 only	\$1750/M	\$1575/M	\$1400/M
Medium Rectangle Right Column	300 x 250 px	Home Page & Resource Pages	1	\$760/M	\$684/M	\$615/M
Medium Rectangle Right Column	300 x 250 px	Features	1	\$760/M	\$684/M	\$615/M
Medium Rectangle Right Column	300 x 250 px	Spas & Retreats	1	\$553/M	\$497/M	\$447/M
Medium Rectangle Right Column	300 x 250 px	Courses	1	\$553/M	\$497/M	\$447/M
Medium Rectangle Right Column	300 x 250 px	Go Green	1	\$553/M	\$497/M	\$447/M
Sponsor Banner Right Column	300 x 60 px	Home Page & Resource Pages	2 - 4	\$430/M	\$387/M	\$348/M
Sponsor Banner Right Column	300 x 60 px	Features	2 - 4	\$430/M	\$387/M	\$348/M
Sponsor Banner Right Column	300 x 60 px	Spas & Retreats	2 - 4	\$348/M	\$387/M	\$281/M
Sponsor Banner Right Column	300 x 60 px	Courses	2 - 4	\$348/M	\$313/M	\$281/M
Sponsor Banner Right Column	300 x 60 px	Go Green	2 - 4	\$348/M	\$313/M	\$281/M
Double Sponsor banner Right Column	300 x 120 px	Home Page & Resource Pages	1 - 2	\$688/M	\$619/M	\$557/M
Double Sponsor banner Right Column	300 x 120 px	Features	1 - 2	\$688/M	\$619/M	\$557/M
Double Sponsor banner Right Column	300 x 120 px	Spas & Retreats	1 - 2	\$556/M	\$500/M	\$451/M
Double Sponsor banner Right Column	300 x 120 px	Courses	1 - 2	\$556/M	\$500/M	\$451/M
Double Sponsor banner Right Column	300 x 120 px	Go Green	1 - 2	\$556/M	\$500/M	\$451/M
Topic Sponsorship Brought to you by...	120 x 35 px	All pages	1	\$440/M	\$396/M	\$356/M

Advertorial Options

Advertorials are a means to explain in your own way the benefits of your product or service. Research shows they are read well if informative and can be a great way to get your message across. These are centrally positioned on the front of each section. The advertiser supplies the key points and we write the page – includes phone number, email and click through to your website

Wellbeing's Premium Listing Packages (top half of page)

Category	Availability	3 months	6 months	12 months
Yoga	4	\$300 /m	\$280/m	\$250/m
Parenting	4	\$300 /m	\$280/m	\$250/m
Green Living	4	\$300 /m	\$280/m	\$250/m
Courses	4	\$300 /m	\$280/m	\$250/m
Retreats	4	\$300 /m	\$280/m	\$250/m
Anti-aging	4	\$300 /m	\$280/m	\$250/m
Health Foods	4	\$300 /m	\$280/m	\$250/m

A Premium Listing Package includes:

- Flash advert with 20 words
- Click to your company page which includes:
 - Contact details
 - Location map
 - Email and data collection facility
 - Product images
- Up to 400 words

Ideas for Living

Location	Availability	3 Months	6 Months	12 Months
Home Page &	4	\$300/M	\$280/M	\$250/M
Features	4 in each of: <ul style="list-style-type: none"> • Mind • Body • Soul • Food • Parenting • Wisdom • Reviews • News • Astrology (36 in total)	\$225/M	\$200/M	\$180/M
Retreats	4	\$225/M	\$200/M	\$180/M
Courses	4	\$225/M	\$200/M	\$180/M
Go Green	4	\$225/M	\$200/M	\$189/M



Backing



Backed by market research

The Wellbeing community is a vibrant, choice making, holistically health conscious group of people who care about the world we live in. This group is prepared to put their money where their mouths are, open to spirit and enchanted by the mysteries of life. Best of all, this community is growing!

How do we know this? Well, we talk to them, but marketers among you will appreciate our surveys.

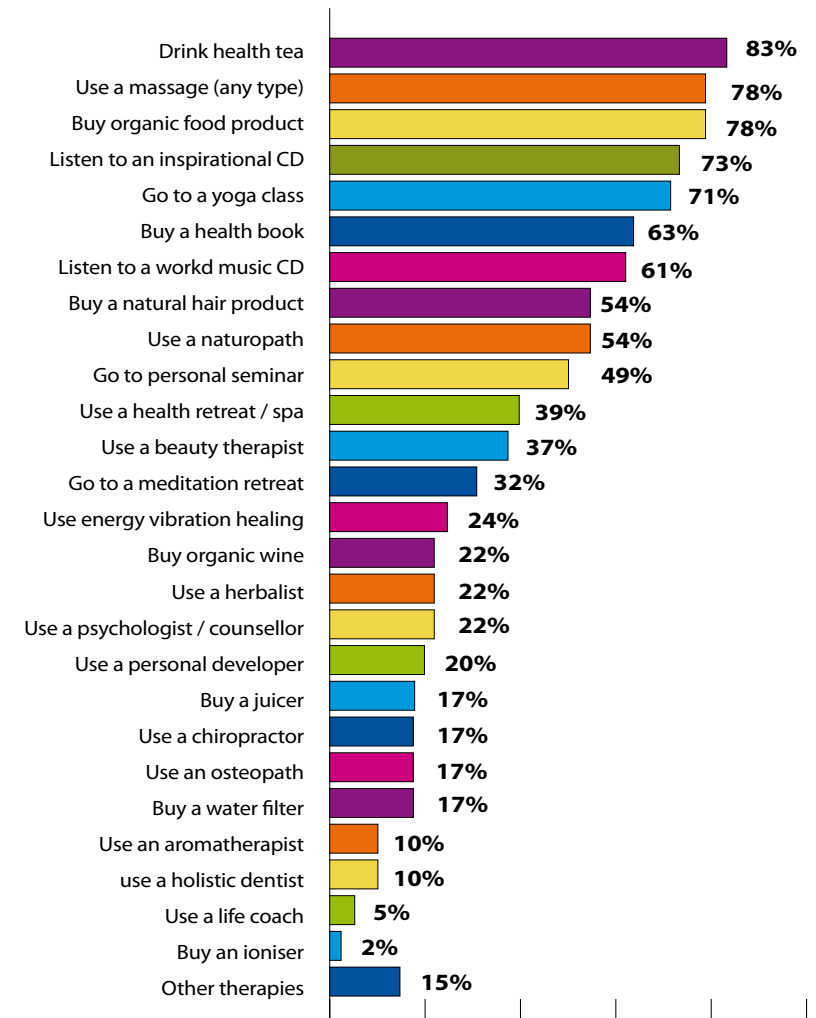
- Sweeney Market Research "WellBeing Readership Survey" 2007
- First Direct Solutions "WellBeing Market Research"
- Roy Morgan Readership Poll Sept 09 127,000 readers

Backed by a strong business

At "Wellbeing" we have a group of passionate people who form a division of Universal Magazines, Australia's largest niche publisher. We have the professionalism, strength, clout and capacity to reach, attract and promote the natural health industry through our market leading magazine and directory.

Universal publishes numerous titles in the natural living area, including WellBeing, Easy Feng Shui, WellBeing Books and Green Living. WellBeing magazine is available in 18 countries outside of Australia and New Zealand.

Intended behaviours in next six months





WellBeing.com.au Guidelines

WellBeing.com.au has guidelines that help natural businesses stand out from the crowd

Active participants in a community like the WellBeing one require little convincing of the need to participate; they just want to know what's new and how it works. They know, and will pay for, something that has genuine value and meets a need.

We respect the WellBeing community so have created our own operational guidelines

over the years. We abide by the guidelines of the TGAC when it comes to advertising that contains health claims and we also maintain our own list of things we consider "not cool" in advertising. We stick to privacy guidelines and, aside from that, don't bombard our community members with loads of irrelevant material.



Contact information

We are here to help you!

Display

Margaret Sherrard
WellBeing Magazine National Sales Manager
(02) 9887 0641

Victoria Lynch
WellBeing Magazine Victorian Sales Manager
(03) 9694 6426

Rose Pamilar
WellBeing Magazine Directory Sales Manager
(02) 9887 0311

Sandy Shaw
WellBeing Magazine SA & WA Sales Manager
(08) 8342 5989