

MISSION

BRAND

REACH

AUDIENCE

Prevention AUSTRALIA

CALENDAR

PARTNERSHIPS

DEADLINES

CONTACTS





our mission

***Prevention* is Australia's leading health and wellness authority for women 35+.**

To our deeply engaged community of grown-up women, *Prevention* is like sitting down with a smart, caring friend for a cup of (green) tea, who will suggest recipes, or cool fitness trends and skincare tips, who will gently remind you to get your health checkups on time, who will make you laugh, think, strive - and thrive!

Our loyal follower trusts us (after all, our information and advice is backed by research), as we help change her world in all the ways she cares about.

A handwritten signature in black ink that reads "Andrea". The script is fluid and cursive.

Andrea Duvall, Editor

**JOIN US AS WE HELP
CHANGE WOMEN'S LIVES**



content pillars



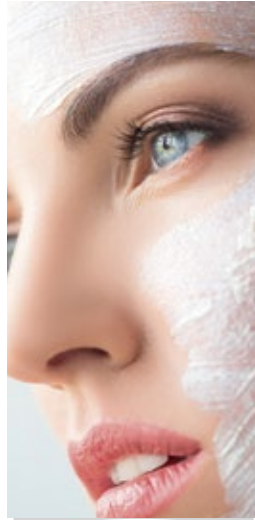
protect **health**

We use trusted global experts in medicine, science and research, to share the best strategies to stay healthier, live longer, and feel better, physically and mentally.



good **nutrition**

We never run crash diets. (Our weight loss plans are based on a healthy 6300kJ). Plus we arm readers with accurate information about food trends, new products and gut health.



real **beauty**

Anti-ageing skincare has never been more advanced, or confusing. We share actionable advice to encourage women to feel confident and look their very best at every age.



calm **mind**

We offer empowering stories on how to ease stress and anxiety, get more quality sleep, improve memory, personal relationships and overall have healthier emotions in general.



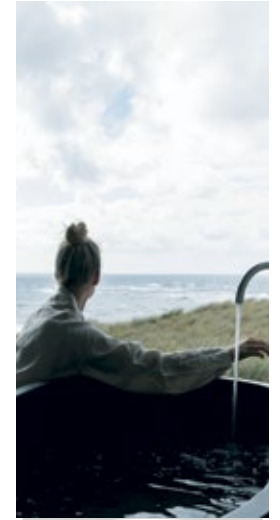
realistic **fitness**

We inspire readers of all fitness levels with easy-to-follow workout plans, from strength training to walking. We also recommend the most useful gear and apparel.



healthy **food**

Our delicious recipes satisfy readers' interest in new ingredients and nutrition trends, with the added security of nutrition analysis from our staff dietitian.

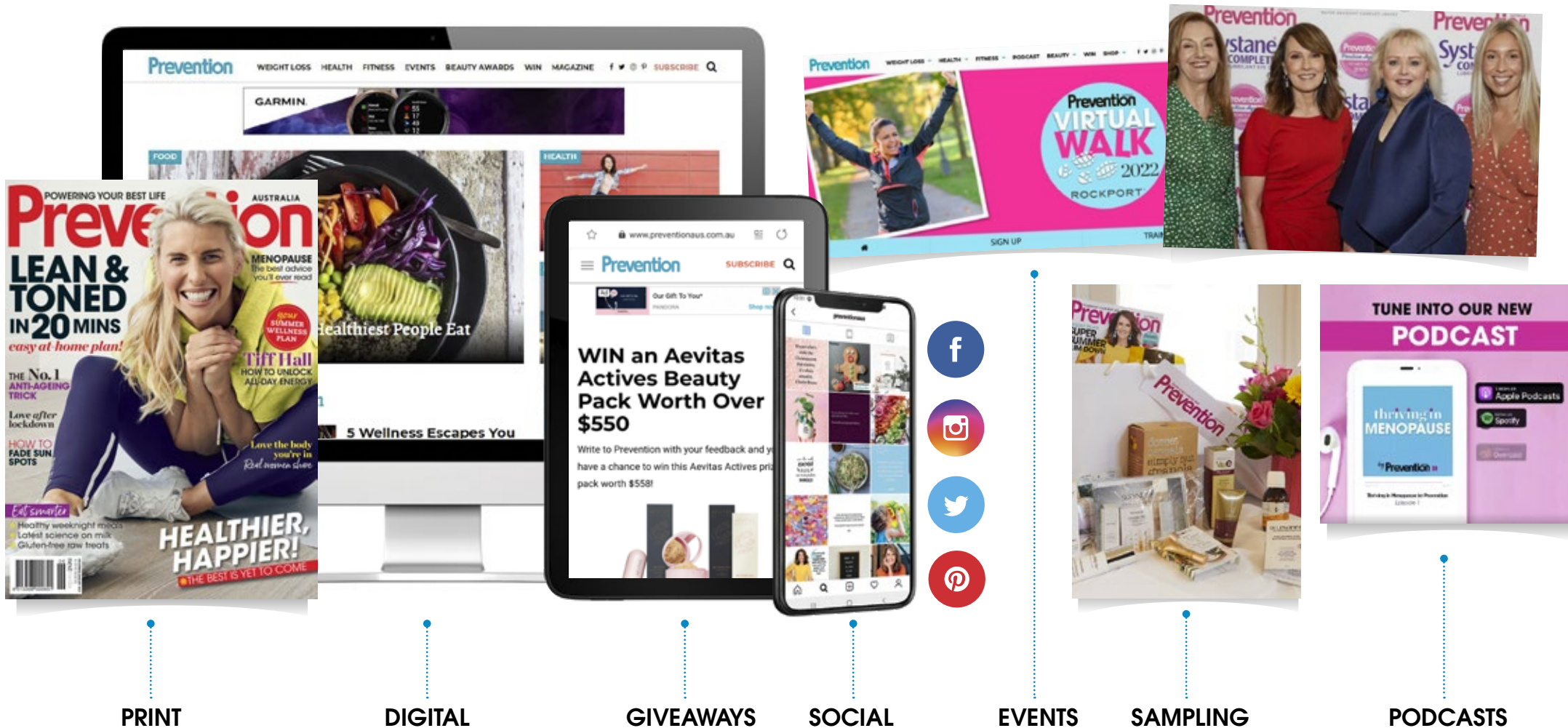


wellness **travel**

Our curious and adventurous audience loves to travel, so we showcase the best health retreats and wellness destinations in Australia, and beyond.

brand platform

Prevention's community engage with us across multiple platforms



PRINT

DIGITAL

GIVEAWAYS

SOCIAL

EVENTS

SAMPLING

PODCASTS

our reach

Prevention is Australia's most-trusted source of health and wellbeing advice for women 35+



530,131

TOTAL BRAND REACH PER MONTH

107,000

READERSHIP
(AU + NZ)

80,000

PAGE
VIEWS

277,614

TOTAL SOCIAL
AUDIENCE (AU)

13,656

EDM
SUBSCRIBERS (AU/NZ)

51,861

PODCAST
DOWNLOADS

our audience

94%
are **women**

35 - 64
core **audience**

99%
of our readers
say **exercise is important**

71%
more interested in **skincare**
than 10 years ago



99%
are avid **travellers**

62%
are **pet** owners

100%
agree **nutrition**
is important

82%
taking steps now to be
healthier in the future



Prevention readers love to shop! **100%** have purchased a product featured or advertised in Prevention magazine 3 or more times!

Ratecard

Print



RATE	
Size	Casual
Full Page	\$7,950
Double Page Spread	\$15,900
Full Page Advertorial	\$9,750
Half Page	\$5,655
Third Page	\$4,440
Inserts	\$200/1k ^{up to 20g}
Prevention Profiled	\$4,950

DISCOUNTS AVAILABLE	
Qty	% discount
x 3 rate	2.5%
x 6 rate	5%
x 9 rate	7.5%
x 12 rate	10%

PREMIUM POSITION	
Size	Cost
Outside Back Cover	\$10,500
Inside Front Cover Spread	\$20,995
IFC Gatefold - 4 Page	\$45,750

Page Sizes	Trim (mm)	Type (mm)	Bleed (mm)
Full Page	206 x 275	176 x 245	216 x 285
Double Page Spread	412 x 275	402 x 245	422 x 285

Digital



We tailor your digital campaign to maximise reach and engagement across multiple platforms

WEBSITE	
Type	Cost
Website buyout (One week) <small>Includes leaderboards, MREC's and skins</small>	\$1,800
Interstitial (One week)	\$2,000
Native Content	\$7,500
Custom e-books start from	\$5,000

SOCIAL MEDIA CAMPAIGNS	
Type	Cost
Facebook	from \$2,500
Instagram	from \$2,500
Video package	from \$5,500 <small>(includes production)</small>

DATABASE	
Type	Cost
Solus EDM p/send	\$2,500
Sponsored weekly e-newsletter	\$1,500 <small>Limited to 1 x advertising partner p/send.</small>
Sponsored Beauty monthly e-newsletter	\$1,500 <small>Limited to 1 x advertising partner p/send.</small>

All rates are in Australian Dollars. All rates are exclusive of GST.



print deadlines

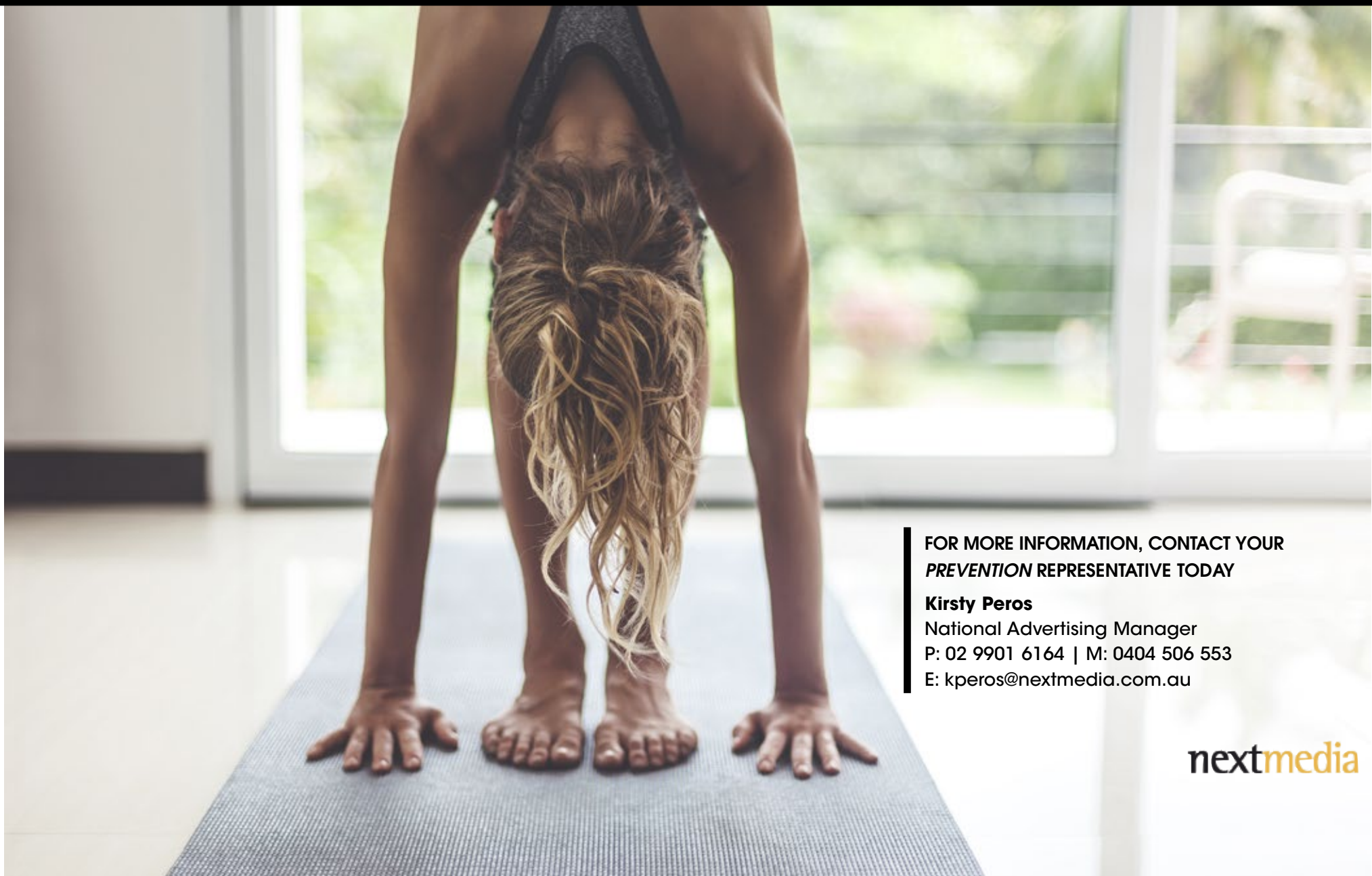
Issue	Print Booking deadline	Print Material deadline	Advertorial Assets deadline	Advertorial Creative approved	On sale
JANUARY 2023	3 November	10 November	26 October	10 November	12 December
FEB/MARCH 2023	5 December	12 December	28 November	12 December	23 January
APRIL 2023	2 February	9 February	26 January	9 February	13 March
MAY/JUNE 2023	16 March	23 March	11 March	23 March	24 April
JULY 2023	4 May	11 May	27 April	11 May	12 June
AUG/SEPTEMBER 2023	15 June	22 June	8 June	22 June	24 July
OCTOBER 2023	3 August	10 August	27 July	10 August	11 September
NOV/DECEMBER 2023	14 September	21 September	7 September	21 September	23 October

digital display

Display ad material due **2 weeks prior live date.**

content opportunities

bookings required a minimum **4 weeks prior publication date.**



FOR MORE INFORMATION, CONTACT YOUR
PREVENTION REPRESENTATIVE TODAY

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