

A woman with brown hair tied back, wearing a black tank top and black leggings, is in a gym. She is holding a black kettlebell with both hands in front of her chest. She is looking directly at the camera with a focused expression. The background is a blurred gym with other people and equipment.

Women's Health

BE THE HEALTHIEST

VERSION OF YOU

HEARST

“

Celebrating a brand-reader relationship that is built on trust, Women's Health cuts through the wellness noise to deliver positive, engaging, informative features and news, all based on the latest trends, leading expert commentary and scientific research.

”



Claire Sanderson
Editor-in-Chief



BRAND

OVERVIEW

Women's Health

Women's Health is the UK's number one authority on health and wellness. Inspiring women to be the healthiest version of themselves. We lead the charge in empowering and championing our growing audience of intelligent, affluent, successful women to achieve a smarter, fitter, happier lifestyle. Bringing together the latest stories from the worlds of health, fitness, fashion, food and beyond, Women's Health encourages small, realistic changes that give big, long-lasting results. Every issue is crammed with hundreds of life-enhancing tips and tricks from the most eminent voices in the business.

HEARST

BRAND ECOSYSTEM

DIGITAL

From virtual workouts to the best advice on health, nutrition and even workout gear, Women's Health is a one stop shop online for the most trusted advice and inspiration from the most eminent voices in the business

PRINT

With 17 editions around the world, Women's Health magazine delivers the best and latest in health and well-being advice. Inspiring stories and practical take outs make us the biggest selling women's fitness brand in the UK

SOCIAL

With 1.6M social followers, Women's Health reaches an engaged audience across key platforms

LICENSING & ACCREDITATION

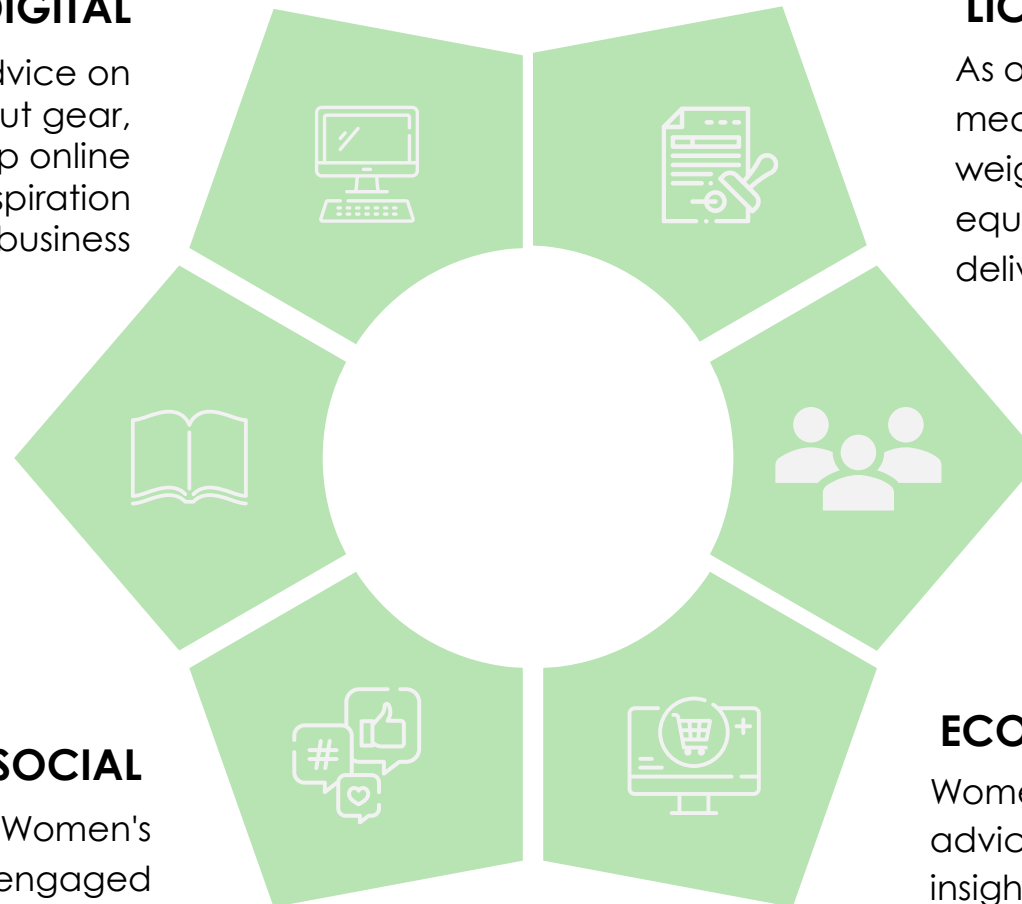
As one of the most trusted brands in media, our endorsement carries huge weight with consumers. From gym equipment to mattresses, we can deliver sales

MEMBERSHIP

We launched Women's Health collective in 2021 giving members access to world class trainers, exclusive content and a supportive positive community at their fingertips. We will be building on this in 2023

ECOMMERCE

Women's Health is a highly trusted source of advice and combined with our data and insight that translates into sales for our partners. We saw a 35% increase in e-commerce average order value in 2022 YOY



KEY NUMBERS

2.5m	Unique Users	DIGITAL
6.2m	Page Views	
25-34	Core Age Group	
4.8m	Global Monthly Users (GA)	
30% / 70%	AB / ABC1 profile	
1.6m	Social Followers	SOCIAL
785.3k	Instagram followers	
653.7k	Facebook followers	
63.8k	Twitter followers	
428K	Readership	PRINT
18% / 60%	AB / ABC1 profile	

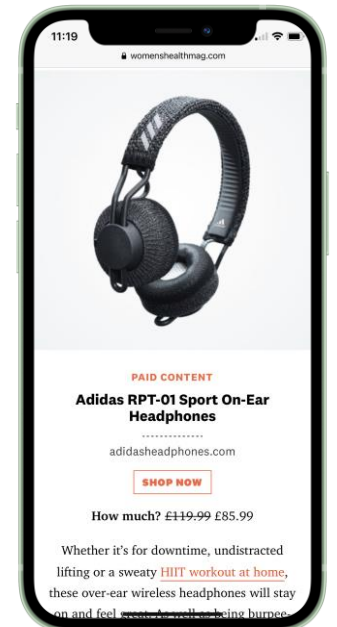
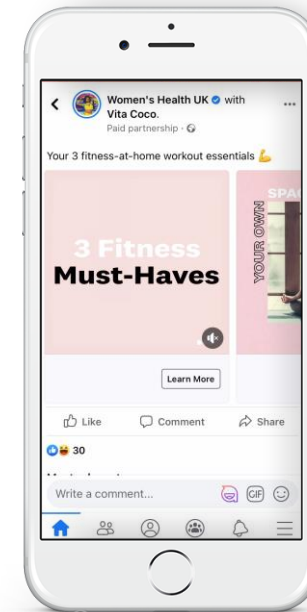
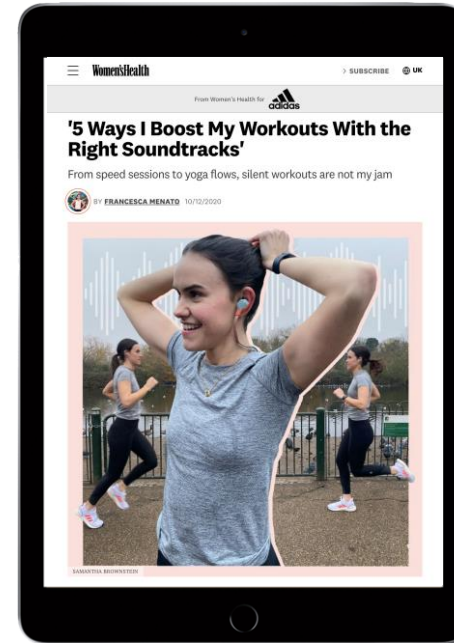
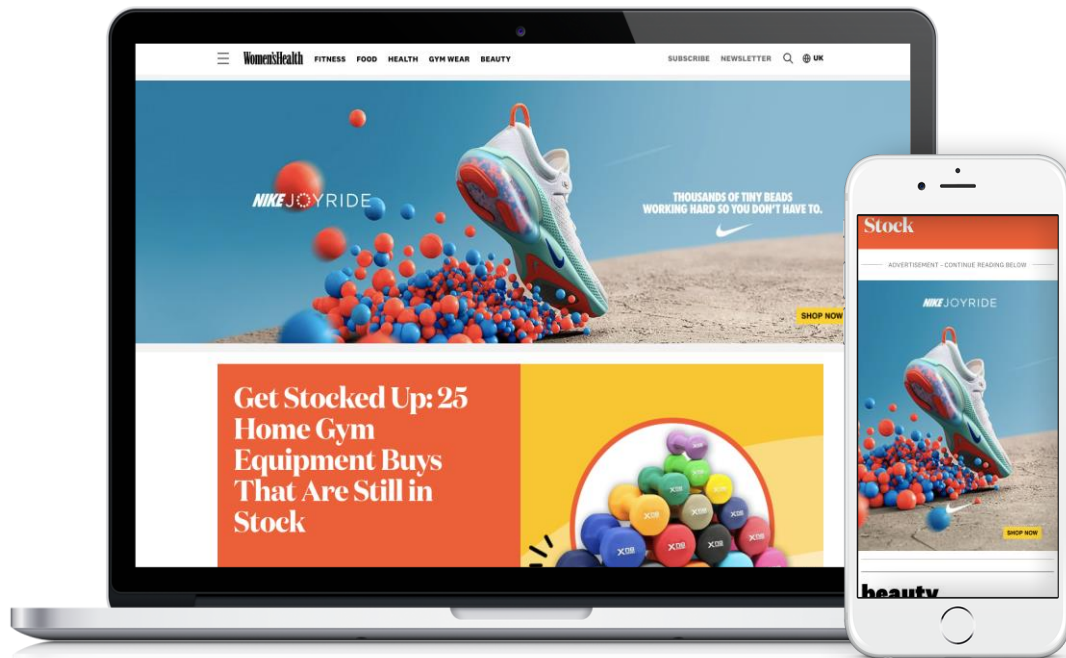


PRINT SOURCES: PAMCO January 2022 – December 2022 (Nov '22 Ipsos Iris data) **SOCIAL SOURCES:** Hearst Social Media Tracking May 2023

DIGITAL SOURCES: IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) May 2023 / GOOGLE ANALYTICS (GLOBAL Unique Users on UK Sites) April 2023 / ABC numbers –PAMCo (Nov '22 Ipsos iris data)

HEARST

SAMPLE DIGITAL AD FORMATS





EDITORIAL HIGHLIGHTS

FIT AT ANY AGE

HEALTHY MUMS

HIDDEN HEALTH

WOMEN'S HEALTH AT WORK

IT STARTS WITH A...

WH COLLECTIVE



FIT AT ANY AGE

Building on the success of our Fit at Any Age issue we will continue to develop more content for all life stages. From health to nutrition and exercise, we help our audience to be the best version of themselves.

HEALTHY MUMS

From trying to conceive to navigating postnatal wellness, Women's Health creates essential content for every would-be and new mum, empowering them to feel more confident, not less, during this challenging, physical and emotional life stage.



HIDDEN HEALTH

Focusing on the topics that aren't covered elsewhere. Women's health is seen as a trusted source of advice and expertise from endometriosis to menopause.

THE GENDER PLAY GAP

The statistics tell a very clear story. Young women drop out of sports as they enter their early teens. We want to support, encourage & champion grassroots sports for women.

We want to build the next generation of young women who will become the next Lionesses or Red Roses.



IT STARTS

WITH A BRA

Women's Health launched #ItStartsWithABra in 2021. Our mission is to empower women from the most deprived areas to start their wellness journey.

The biggest barriers are kit, motivation and support. The recognition and trust Women's Health carries can help these women overcome their fears.

Through kit donation, support, advice and even workouts, we aim to break through the barriers to starting a wellness journey and help deliver better health in these communities.



WH COLLECTIVE

Women's Health launched our new editorial franchise, Women's Health Collective, in 2021 with a panel of expert Brand Ambassadors featured across content in print and online to help educate and inspire our readers.

Health, fitness and everything in between - at your fingertips. Whether it's brain, brawn or beauty, the Women's Health Collective Expert Panel provide expert advice. Across 2023, we will continue to grow this super-engaged community of women.

EDITORIAL CALENDAR 2023

FEBRUARY	Launch Of The Gender Pay Gap, 2023 Wellness Trends Special
MARCH	Financial Wellness, The Locker Room Launch – New Monthly Fashion Special
APRIL	Fitness And Perimenopause, Friendship
MAY	Think Yourself Healthy
JUNE	Skincare Awards, Sex Holidays
JULY/ AUGUST	Summer Of Sport, Women In Sport
SEPTEMBER	Wellness Reset
OCTOBER	Fit At Any Age
NOVEMBER	Strong Mind, Inaugural Fit Tech Awards
DEC/JAN	Wellness Gift Guide, How To Have A Healthy Holiday



H E A R S T

HEARST.CO.UK