

WellBeing

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Why is *WellBeing* the only natural health & living magazine with a readership over 120,000...?

WellBeing magazine is no hobby! Well, OK, we all LOVE working on it, BUT ultimately we're here to develop and educate an audience that drives the spending in the natural health market.

And that means having the authority, credibility and backing to really make a difference for our advertisers.

So what differentiates *WellBeing* from all these other magazines?

- 1) *WellBeing* is **Australia's leading natural health magazine brand** — ask the woman in the street and chances are she has heard of *WellBeing* magazine.
- 2) *WellBeing* has a **qualified naturopath** on staff.
- 3) *WellBeing* upholds the standards of the **Complementary Healthcare Council**; in fact, Co-Editor Terry Robson has won a CHC award for journalism in the field.
- 4) *WellBeing* is backed by a **strong subscription base**. Over 25% of our regular readers are so invested with us they have committed their money to receiving a copy every issue.
- 5) *WellBeing* is backed by a **circulation engine** — retail promotions, free CDs, 180 days of Music program ... you name it, we are out there.
- 6) *WellBeing* is **one of the few magazines actively investing in retail** — for evidence check out our merchandising shots!
- 7) *WellBeing* is **100% natural** — which means we create the right environment for nature-based businesses to advertise in, and natural products that advertise with us do not compete with pharmaceutical brands.
- 8) *WellBeing* is **no cheap freebie** — which means our readers are committed to the subject matter of the magazine and are highly engaged with it.
- 9) *WellBeing* is **called on by other media for comment** — Co-Editor Terry Robson presents regularly on **ABC** radio stations around Australia and is the health commentator for **Sky News**.

10) Many of the *WellBeing* writers are **experienced specialists** in their fields:

- **Dr Karen Bridgman** — Lecturer in Nutrition, Philosophy of Healing, Clinical Studies and Diagnosis Pharmacology
- **Karin Cutter** — Naturopath
- **Dr Michael Elstein** — GP and leader in the field of anti-ageing
- **Dr Craig Hassed** — Deputy Head Department of General Practice at Monash University
- PLUS **Carla Oates** on beauty, **Jessie Chapman** on yoga, **Martin Oliver** on environmental matters **Jackie French** on organic gardening and **Cynthia Hickman** on psychology.

11) *WellBeing* gives complex subjects like health the **depth of coverage** they need — no “once over lightly”.

12) *WellBeing* is **full mind, body, soul** — yes, actually, we are one of the few magazines in Australia that are comfortable enough to even use the word “soul”!

13) *WellBeing* is the only natural health magazine to have launched a **publishing empire!** We have produced several **mini-book series, CDs, DVDs** and **10 bookazines**, all from the strength of our own audience.

14) *WellBeing* reaches **the consumer AND the professional who influences their decisions** — we distribute to individuals in healthfood stores, natural therapy schools, practitioner clinics and spas around Australia.

15) *WellBeing* is designed to **educate readers**. Why? Because people who do not know to value natural products and services will not pay the extra for them, so education is a critical part of creating demand.

16) And here’s a sign if ever there was one — big stacks on the newsstand!

Oh ... and at *WellBeing* we love what we do. We’re good at marketing, but this is no cynical exercise — we’re in it for good!

About Our Team at Universal Magazines

WellBeing is published by Universal Magazines. Universal Magazines is Australia’s largest niche publisher, specialising in helping marketers find targeted audiences via print and online media. Universal Magazines is an independently owned private company.

The well beings who work behind *WellBeing* are **Janice Williams** Associate Publisher, bootcamper and long-time hippy; **Kerry Boyne** Managing Editor, organics addict and natural therapies aficionado; **Terry Robson** Co-Editor, naturopath and media presenter; **Chelsea Hunter** Co-Editor and committed spa lover(!); **Cathy Edwards**, Online Manager and cyclist; **Erin Bramley** eNews specialist; **Kristen Paxman** Circulation Manager; **Sam Roberts** Circulation Co-ordinator; **Kerry Buckley** Subscription Manager; **Gail Gilmour** Dealer Sales Manager; **Kerrie Gottliebson** Loyalty Program Manager.

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