



# Women's Health

**MEDIA KIT // 2023**



43

MILLION  
STRONG

As the leading women's healthy lifestyle platform, our audience of 43MM come to us ready to make positive, healthy changes in their lives, and we give them the **science-backed** and **expert-based tools** and **motivation** to take that leap.

Whether she's taking the first step in her wellness journey or her hundredth, all these little changes add up to **major breakthrough moments**.

At Women's Health, we know that...

**WELLNESS  
CHANGES  
EVERYTHING.**





2023

# CONSUMER PROFILE

PRINT



**TOTAL ADULTS**  
8,687,000

**TOTAL WOMEN**  
7,331,000

AUDIENCE	
<b>AGE</b>	
18-24	1,118,000
25-34	1,457,000
35-44	1,635,000
45-54	1,540,000
Gen Z & Millennials	4,380,000
<b>HHI</b>	
\$50,000	5,686,000
\$75,000	4,301,000
Median	\$74,232
<b>EDUCATION</b>	
Any College	5,340,000
Graduated College	2,794,000
<b>EMPLOYMENT</b>	
Total employed	5,063,000
<b>MARITAL STATUS</b>	
Single	4,359,000
Married	4,328,000
<b>OTHER</b>	
Any Kids	3,610,000
Spanish/Hispanic	2,051,000
Black/African American	2,067,000
<b>COUNTY</b>	
A/B	6,513,000
C/D	2,173,000



2023

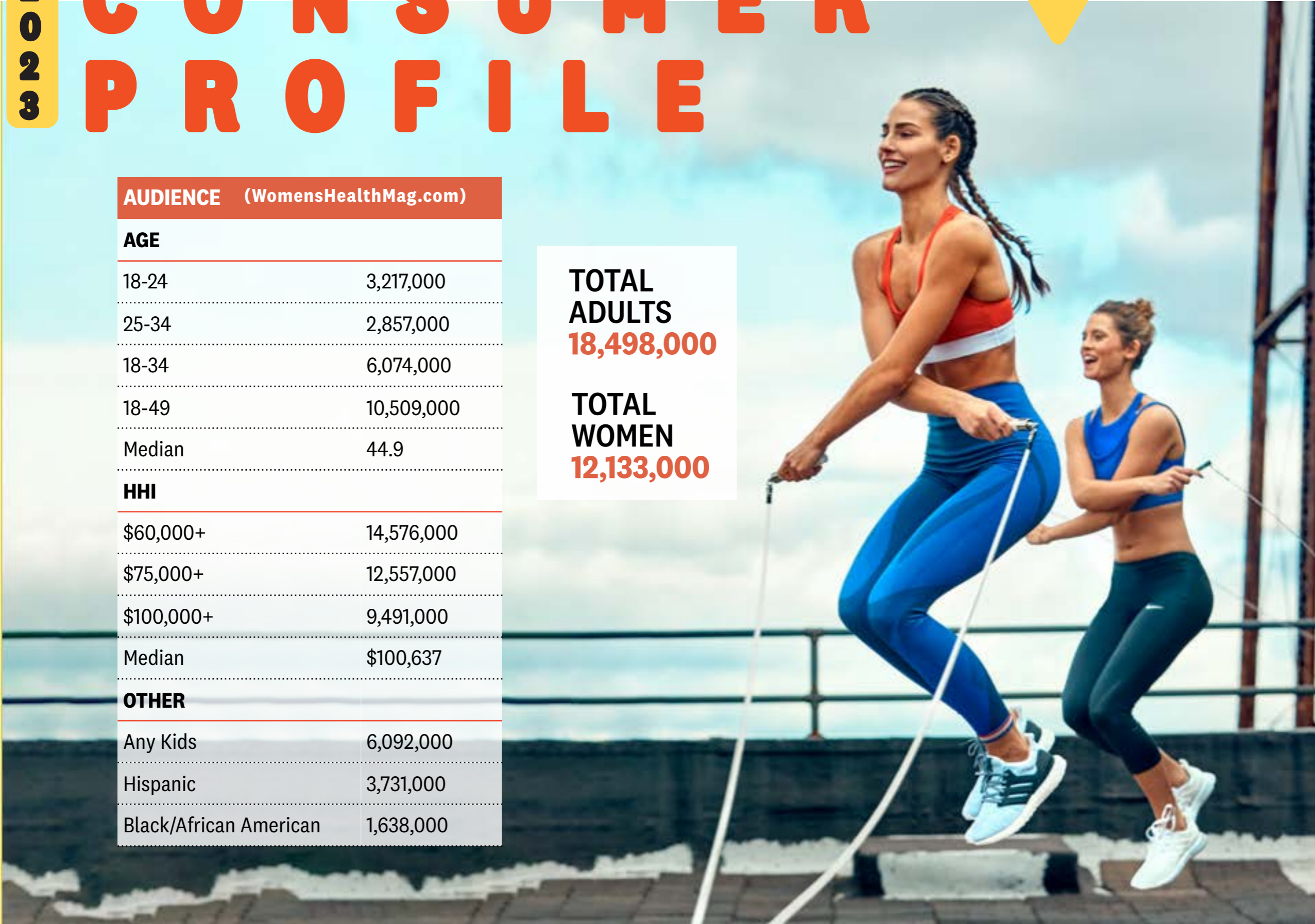
# CONSUMER PROFILE

DIGITAL

AUDIENCE (WomensHealthMag.com)	
<b>AGE</b>	
18-24	3,217,000
25-34	2,857,000
18-34	6,074,000
18-49	10,509,000
Median	44.9
<b>HHI</b>	
\$60,000+	14,576,000
\$75,000+	12,557,000
\$100,000+	9,491,000
Median	\$100,637
<b>OTHER</b>	
Any Kids	6,092,000
Hispanic	3,731,000
Black/African American	1,638,000

**TOTAL ADULTS**  
**18,498,000**

**TOTAL WOMEN**  
**12,133,000**

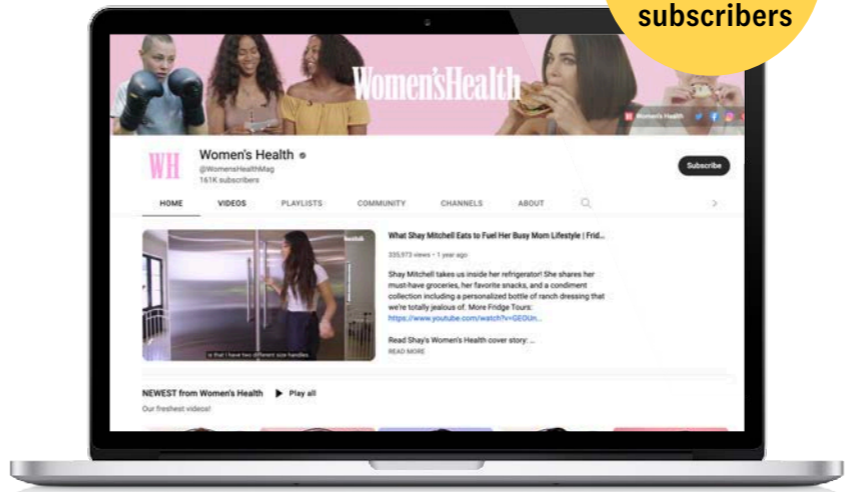


2023

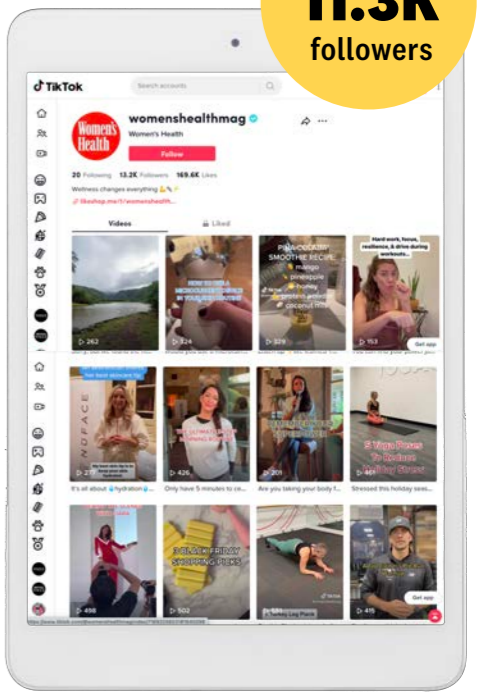
# A U D I E N C E



Print  
**8.7M**  
audience



YouTube  
**158K**  
subscribers

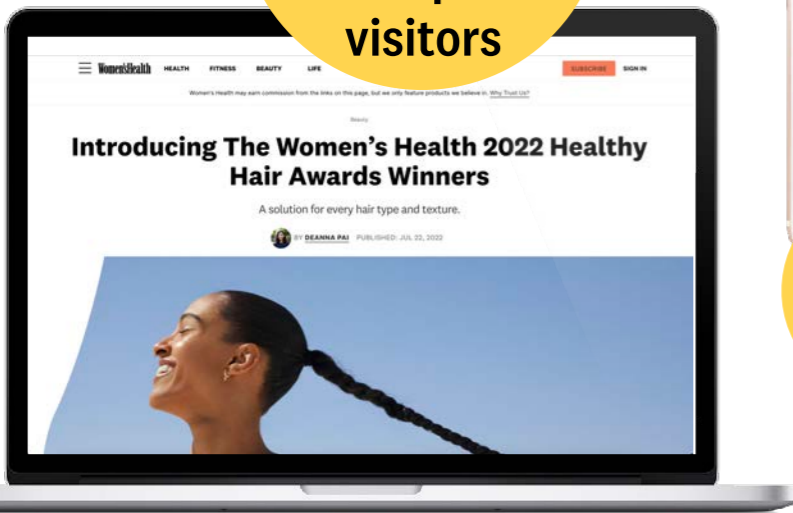


TikTok  
**11.3K**  
followers

Total  
Audience  
**43M**

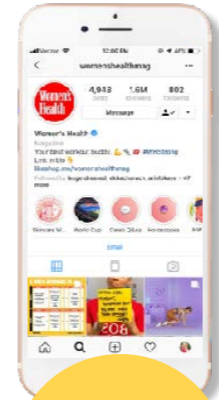
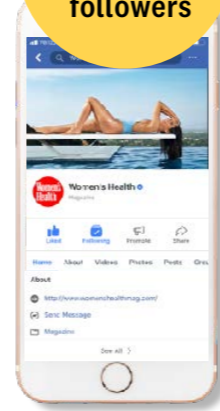
# Women's Health

Digital  
**18.5M**  
unique  
visitors



Twitter  
**4.6M**  
followers

Facebook  
**8M**  
followers



Instagram  
**2M**  
followers

Social  
**16M**  
across  
platforms



Pinterest  
**832K**  
followers

SOURCES: COMSCORE MULTI-PLATFORM SEPT 2022; SOCIAL FOLLOWING AS OF 10/1/22; MRI-SIMMONS USA FALL 2022 REPORT © 2022, MRI-SIMMONS



2023

# ADVERTISING RATE CARD

<b>PAGE</b>	\$93,000
<b>2/3 PAGE</b>	\$70,000
<b>1/2 PAGE</b>	\$63,000
<b>1/3 PAGE</b>	\$46,000
<b>SECOND COVER</b>	\$119,000
<b>THIRD COVER</b>	\$103,000
<b>FOURTH COVER</b>	\$126,000

ISSUE	ISSUE THEME	AD CLOSE	ON-SALE
<b>JAN/FEB</b>	Beginners	11/07/22	12/27/22
<b>MARCH</b>	Limitless	12/19/22	02/14/23
<b>APRIL</b>	Optimize Everything	01/30/23	03/21/23
<b>MAY/JUNE</b>	Body	03/20/23	05/09/23
<b>JUL/AUG</b>	Outdoors	05/08/23	06/27/23
<b>SEPTEMBER</b>	Morning	06/26/23	08/15/23
<b>OCT/NOV</b>	Mood	08/21/23	10/10/23
<b>DECEMBER</b>	Satisfaction	10/09/23	11/28/23



Effective September 2023.  
 Rate base: 500,000. All rates are gross. See Terms & Conditions on the following page. All specs available on [ads.hearst.com](https://ads.hearst.com)

ALL RATES ARE GROSS.

2023

# ADVERTISING SPECS

## MATERIAL REQUIREMENTS

Electronic advertising file delivery available at [www.adshuttle.com/hearst](http://www.adshuttle.com/hearst)  
Please do not send backup file on disk after posting to Ad Shuttle. E-mailing files is not acceptable.

**For all ad specifications and material due dates contact:**  
**Valentina Cabello**  
(414) 566-8651  
[vcabelloibar@quad.com](mailto:vcabelloibar@quad.com)

## DIGITAL FILE FORMATS

Accepted File Formats:  
**PDF/X-1a:2001, vers 1.3**  
General File Requirements:  
File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

## PDF/X-1A:2001 FILE REQUIREMENTS:

File must be PDF/X-1a:2001 Compliant. Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles).  
**PROOF INFO**  
Women's Health utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof for your own internal purposes, please call QuadArm at 1-866-276-2368.

## PRODUCTION COSTS

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

## DIGITAL EDITIONS

National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files straight from print.

	BLEED	LIVE AREA	TRIM
<b>FULL PAGE</b>	8.25" x 11.125"	7.5" x 10.375"	8" x 10.875"
<b>SPREAD</b>	16.5" x 11.125"	15.5" x 10.375"	16" x 10.875"
<b>1/2 HORIZONTAL</b>	8.25" x 5.5"	7.5" x 4.75"	8" x 5.25"
<b>1/2 HORIZONTAL SPREAD</b>	16.5" x 5.5"	15.5" x 4.75"	16" x 5.25"
<b>2/3 VERTICAL</b>	5.25" x 11.125"	4.5" x 10.375"	5" x 10.875"
<b>1/2 VERTICAL</b>	4.125" x 11.125"	3.375" x 10.375"	3.875" x 10.875"
<b>1/3 VERTICAL</b>	2.75" x 11.125"	2" x 10.375"	2.5" x 10.875"







# W O M E N ' S H E A L T H

300 W. 57th Street, 22nd Floor  
New York, NY 10019

For inquiries on rates, closing dates, specs  
and editorial calendars, please contact:

**ELIZABETH BLOOM**

**Advertising Finance Director**

[elizabeth.bloom@hearst.com](mailto:elizabeth.bloom@hearst.com)