

# Women's Health

MEDIA KIT // 2024





42

MILLION  
STRONG

As the leading women's healthy lifestyle platform, our audience of 42MM 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.**





2024



# CONSUMER PROFILE

PRINT



**TOTAL ADULTS**  
**8,422,000**

**TOTAL WOMEN**  
**7,225,000**

## AUDIENCE

### AGE

18-24	1,051,000
25-34	1,453,000
35-44	1,633,000
45-54	1,473,000
Gen Z & Millennials	4,137,000

### HHI

\$50,000	5,534,000
\$75,000	4,175,000
Median	\$74,351

### EDUCATION

Any College	5,213,000
Graduated College	2,777,000

### EMPLOYMENT

Total employed	4,926,000
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### MARITAL STATUS

Single	4,359,000
Married	4,184,000

### OTHER

Any Kids	3,612,000
Spanish/Hispanic	2,000,000
Black/African American	1,928,000

### COUNTY

A/B	6,323,000
C/D	2,099,000

SOURCE: MRI-SIMMONS USA SPRING DOUBLEBASE 2023 REPORT



2024



# CONSUMER PROFILE

DIGITAL

## AUDIENCE (WomensHealthMag.com)

### AGE

18-24 7.4%

25-34 13.6%

18-34 21%

18-49 48.5%

Median 50.9

### HHI

\$60,000+ 76.7%

\$75,000+ 66.9%

\$100,000+ 51.3%

Median \$100,628

### OTHER

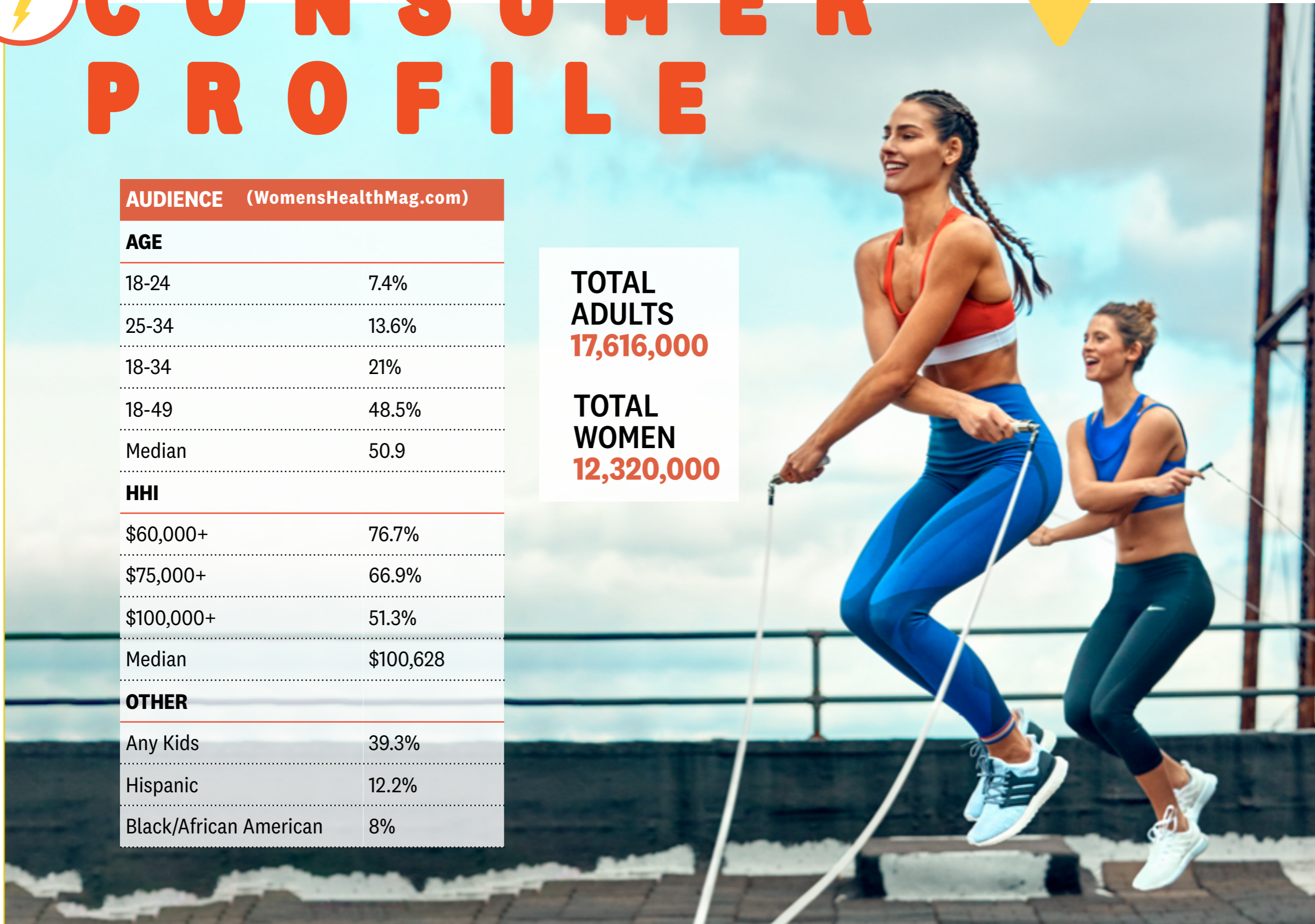
Any Kids 39.3%

Hispanic 12.2%

Black/African American 8%

TOTAL ADULTS  
**17,616,000**

TOTAL WOMEN  
**12,320,000**



SOURCE: COMSCORE AUGUST 2023



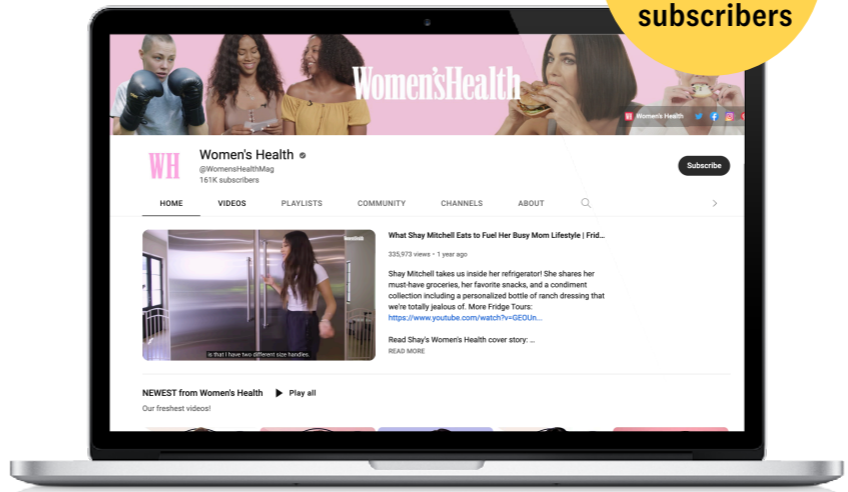
**2024**  
⚡

# A U D I E N C E

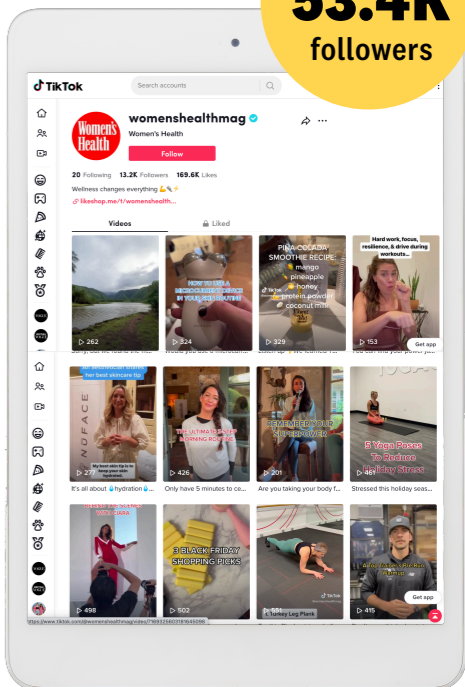
Total Audience  
**42M**



Print  
**8M**  
audience



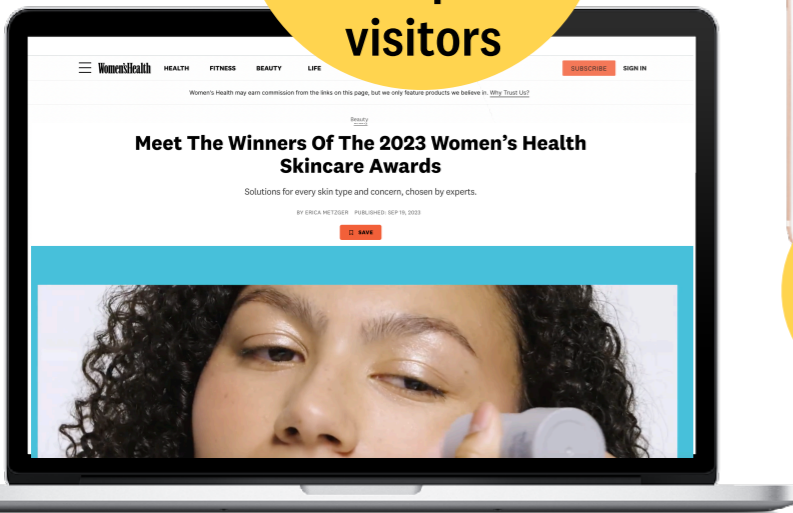
YouTube  
**179K**  
subscribers



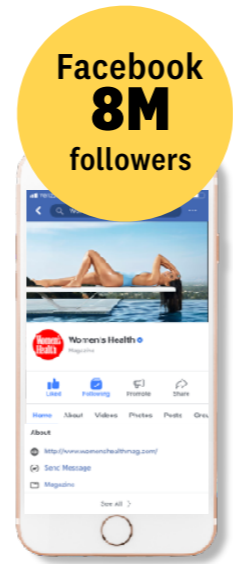
TikTok  
**53.4K**  
followers

# Women's Health

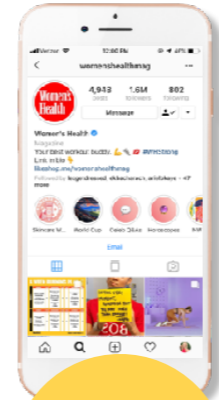
Digital  
**18M**  
unique  
visitors



Twitter  
**4.5M**  
followers



Facebook  
**8M**  
followers



Instagram  
**2M**  
followers



Pinterest  
**856K**  
followers

Social  
**16M**  
across  
platforms

Source: MRI-Simmons USA Spring DoubleBase 2023 Report, comScore August 2023, Social Engagement Report September 2023



2024



# ADVERTISING RATE CARD

<b>PAGE</b>	\$83,000
<b>2/3 PAGE</b>	\$62,480
<b>1/2 PAGE</b>	\$56,230
<b>1/3 PAGE</b>	\$41,060
<b>SECOND COVER</b>	\$106,210
<b>THIRD COVER</b>	\$91,930
<b>FOURTH COVER</b>	\$112,460

ISSUE	ISSUE THEME	AD CLOSE	ON-SALE
<b>JAN/FEB</b>	Transformations	11/06/23	01/02/24
<b>MARCH/APRIL</b>	Teamwork	01/02/24	02/20/24
<b>MAY/JUNE</b>	Body	03/04/24	04/23/24
<b>JUL/AUG</b>	Olympics	05/06/24	06/25/24
<b>SEPT/OCT</b>	Comebacks	07/01/24	08/20/24
<b>NOV/DEC</b>	Pleasure	09/03/24	10/22/24



Effective January 2024.  
 Rate base: 425,000. 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.



2024



# 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:

**E L I Z A B E T H B L O O M**

**Advertising Finance Director**

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