

# 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
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

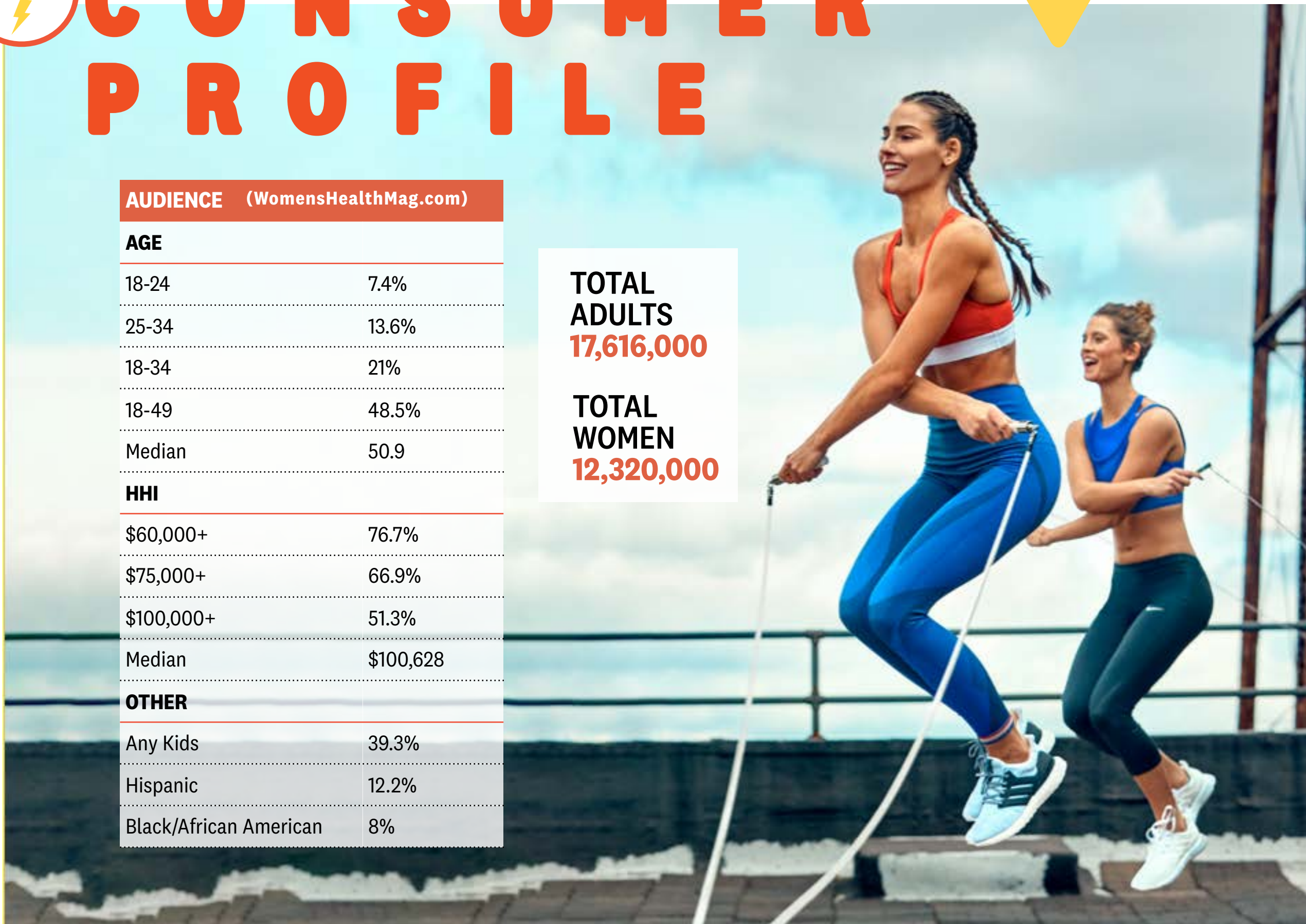
\$60,000+	76.7%
\$75,000+	66.9%
\$100,000+	51.3%
Median	\$100,628

### OTHER

Any Kids	39.3%
Hispanic	12.2%
Black/African American	8%

TOTAL  
ADULTS  
**17,616,000**

TOTAL  
WOMEN  
**12,320,000**



2024



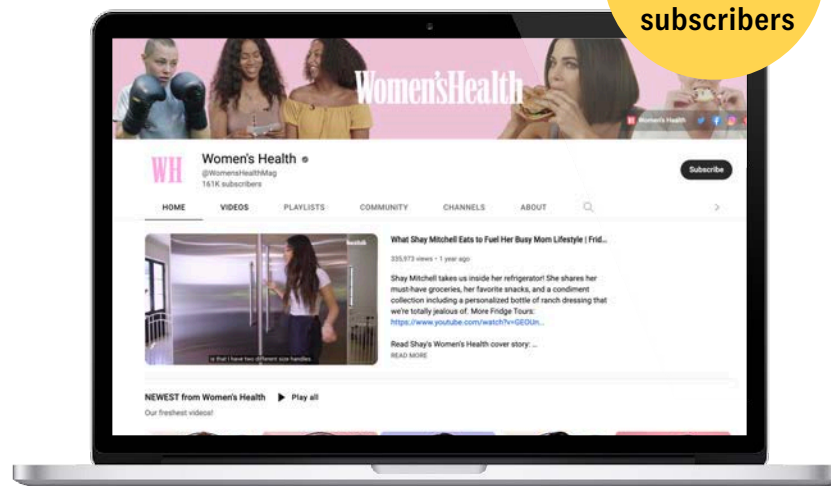
# AUDIENCE

Total  
Audience  
**42M**

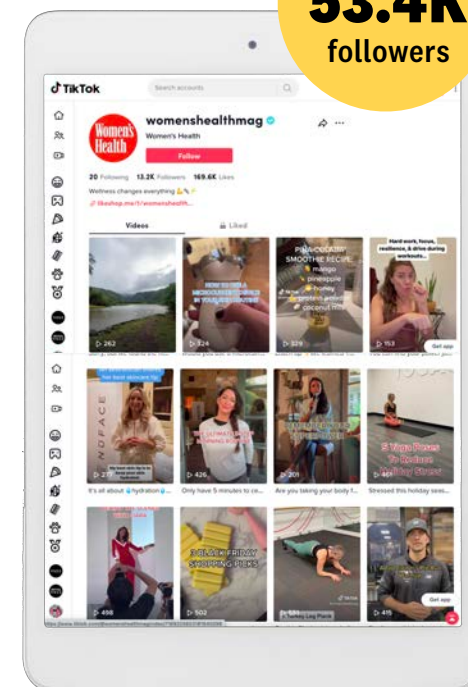


Print  
**8M**  
audience

YouTube  
**179K**  
subscribers

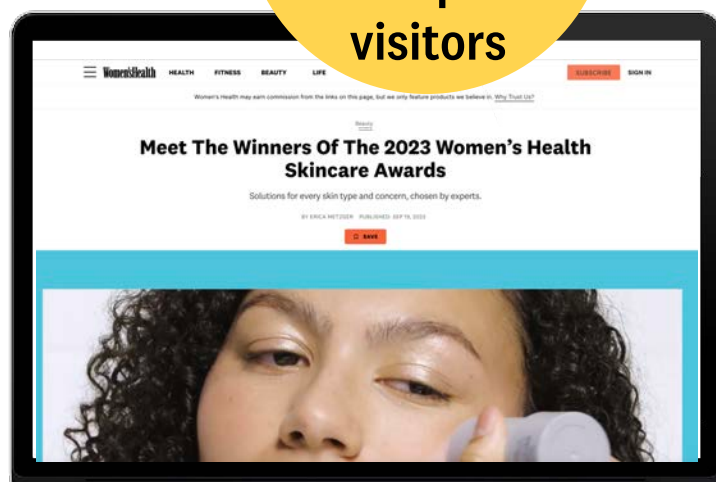


TikTok  
**53.4K**  
followers



# Women's Health

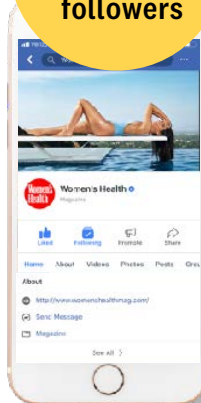
Digital  
**18M**  
unique  
visitors



Facebook  
**8M**  
followers



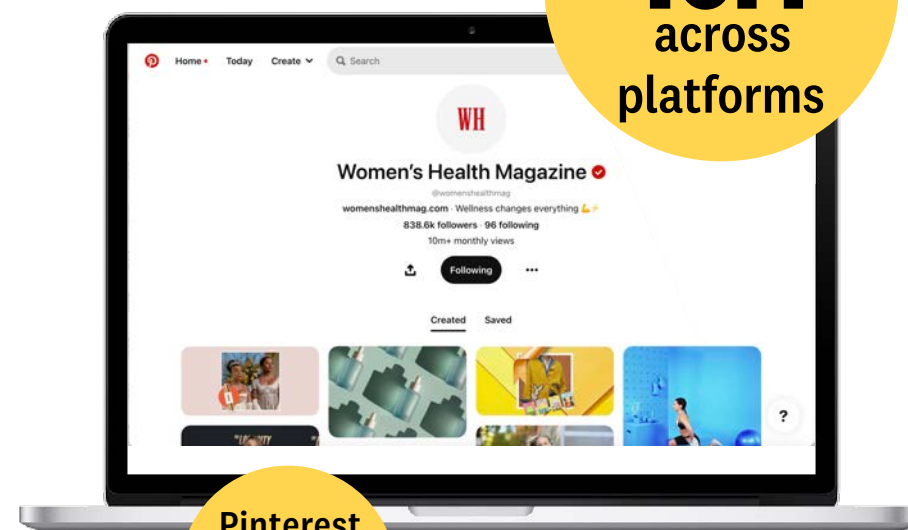
Twitter  
**4.5M**  
followers



Instagram  
**2M**  
followers



Social  
**16M**  
across  
platforms



Pinterest  
**856K**  
followers





# ADVERTISING RATE CARD

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

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

**ELIZABETH BLOOM**

**Director, Advertising & Media Services**

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

For inquiries regarding pitching your  
product or service to a relevant category  
editor, please contact:

**LAURA MCLAUGHLIN**

**Managing Editor**

[Laura.McLaughlin@hearst.com](mailto:Laura.McLaughlin@hearst.com)