

MISSION BRAND REACH AUDIENCE

healthyfood GUIDE

CALENDAR RATES DEADLINES CONTACTS





# our mission

***Healthy Food Guide* provides trusted, expert dietary advice and dietitian-approved recipes to make healthy eating easy for everyone.**

Our mission is to make healthy eating easy, for everyone. We aim to inspire and educate people to make healthier food choices, proving that healthy CAN be delicious as well as nutritious - the key to a sustainable healthy lifestyle.

Our loyal health-conscious audience comes to us for the facts. They trust us to deliver scientifically proven advice backed by qualified dietitians and industry professionals, to cut through the clutter and make healthy easy.

We empower them with the tools, inspiration and motivation to make healthier choices for life.

**Jenny de Montalk,**  
Managing Editor

**JOIN US ON OUR MISSION TO  
MAKE **EVERY** READER HEALTHIER**





# content pillars



## *what's new*

The food and nutrition landscape is fast-paced, and constantly changing and evolving. We keep our readers up-to-date with the very latest in health and food news, delivered in a practical and easy-to-understand tone.



## *live well*

We print science-backed advice, stories and commentary from industry experts to help our readers live and feel well. We cover a range of topics and health conditions including weight loss, diabetes, heart disease and gut health.



## *cook fresh*

*HFG* recipes are unique. Our recipe writers work with qualified dietitians to develop all of our meals. We provide a nutritional analysis for every recipe, and we test each meal twice to ensure it works and tastes great!



## *shop easy*

Every month our dietitian scours supermarket shelves to find the healthiest and tastiest new products. Our readers turn to our pages for trusted shopping advice and rely on our practical guides when at the supermarket.

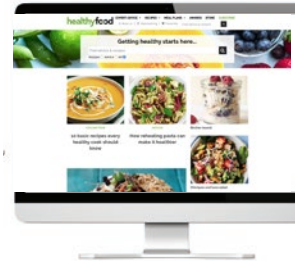
# brand platform

## print



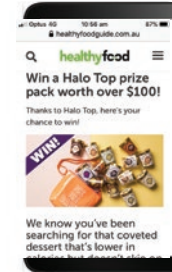
Monthly magazine *Healthy Food Guide* has a very engaged readership. Our surveys show many read it cover to cover and collect issues.

## digital



A wide range of options are available including display, EDM, native content, podcasts and custom e-books.

## giveaways



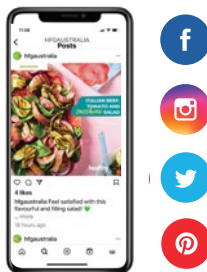
Promote your brand further via our subscriber and online giveaways.

## HFG PRO



A dedicated platform for healthcare professionals, focused on nutrition and preventative health.

## social



Partner with *HFG* to credibly reach our growing social community across multiple platforms. Bespoke campaigns available.

## sampling



Get your products into the hands of *HFG*'s audience by sampling with us at events.

## awards + logos



Have your products endorsed by *HFG*! Use our highly regarded logos on your own marketing collateral.

# our reach

*Healthy Food Guide* is the leading voice in health and nutrition.

# 1,027,000\*

**CROSS PLATFORM AUDIENCE**

**280,000**

**READERSHIP**

**287,000**

**UNIQUE WEB VISITS  
PER MONTH**

**400,000**

**TOTAL SOCIAL  
AUDIENCE**

**60,000**

**EDM  
SUBSCRIBERS**

\*Magazine Cross-Platform Audience, 12 months to September 2022 - Australia Only

Source: Roy Morgan Aust Dec 2022; Google Analytics Ave 2022; Social media stats updated as at 15/2/23

# our audience

Female

Aged **25+**

Grocery  
buyers

Enjoy  
**cooking**

Influenced by **HFG**  
product mentions

**Trust HFG** + shop  
from mentions

Looking for  
products that are  
**healthier**

**Nutrition** is  
important

Purchased  
a product  
**advertised in HFG**



Dietitians recommend *Healthy Food Guide* magazine to their clients because all of our information and product endorsements are considered credible.

# awards



The *Healthy Food Guide Awards* are the credible and definitive guide to the most nutritious food products on supermarket shelves. These prestigious awards are judged by Australia and New Zealand's leading dietitians and celebrate the healthiest packaged food products.

**ENTRIES OPEN**

May 2025

**WINNERS ANNOUNCED**

September 2025



After analysing hundreds of products in Australia and New Zealand, *Healthy Food Guide* uncovers the most nutritious – and delicious – items that deserve a place in both kids' and adults' lunchboxes. All are dietitian approved too!

**ENTRIES OPEN**

September 2025

**WINNERS ANNOUNCED**

January 2026



NEW in 2024! The *Healthy Food Guide Special Diet Awards* reviews qualified supermarket food products that cater to specific dietary needs such as allergies, intolerances and other dietary requirements. As always all products are dietitian approved.

**ENTRIES OPEN**

February 2025

**WINNERS ANNOUNCED**

May 2025



# Healthy Families podcast



The *Healthy Families with Healthy Food Guide* podcast is the best place to source credible health and nutrition advice from qualified experts to help your family thrive. From preconception to longevity and improving your healthspan, *Healthy Food Guide* dietitian **Jess Burvill** and nutritionist and mum of three **Kathleen Alleaume** have all the science-backed nutrition advice and practical tips you need to guide yourself and the ones you love through every life stage. Each episode is packed with effective strategies, healthy and delicious meal ideas and simple solutions to the everyday issues busy families face, so you can feel confident you're providing the best for your family

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## POPULAR PODCAST EPISODES HAVE ALREADY INCLUDED:

Is breakfast still the most important meal?

How to build a better lunchbox for work or school

Healthy eating on a budget: How to feed your family for \$200

How much protein do you really need?

Sneaky ways to get kids to eat more vegetables

Fuel for fitness: is it better to fast or feed for exercise?



# sponsored editorial campaigns



**TOTAL REACH**  
**490,000**

*Healthy Food Guide* offers sponsored editorial campaigns across a variety of topics and these are communicated across multiple channels. Past topics have included Coeliac Awareness Week, Breakfast Matters and Gut Health.

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**TV + social + website + print + e-book + EDM + digital marketing.**

# HFG PRO



LIVE EVENTS  
WEBINARS  
PARTNERED  
CONTENT



*Healthy Food Guide Pro* is the ultimate hub for nutrition professionals, driving professional development and client impact. Our platform offers a comprehensive toolkit packed with cutting-edge resources and personalised support, empowering dietitians and nutritionists to excel in their careers. With exclusive insights, the latest research, live events in Sydney and Melbourne, webinars and a vibrant community, we set the standard for professional guidance.

## Speakers



**Dr Tim Crowe**  
Thinking Nutrition



**L/Prof Clare Collins**  
The University of  
Newcastle



**A/Prof Sara Grafenauer**  
University NSW



**Christel Leemhuis**  
Food Standards  
Australia New  
Zealand (FSANZ)



**Dr Alan Barclay**  
Diabetes Australia,  
APD



**Shivaun Conn**  
Accredited  
Health Coaching  
Australia, APD



**Susie Burrell**  
Media Dietitian,  
Co-Host The  
Nutrition Couch  
Podcast

# rates

## Print

Size	AUST only rate	NZ only rate	AUST + NZ combined rate	DISCOUNTS AVAILABLE		PREMIUM POSITION	
				Qty	% discount	Size	Cost
Full Page	\$5,325	\$ 4,815	\$9,500	x 3 rate	2.5%	Outside Back Cover	\$12,350
Full Page Advertorial	POA	POA	POA	x 6 rate	5%	Inside Front Cover Spread	\$20,520
Double Page Spread	\$10,385	\$9,150	\$17,100	x 9 rate	7.5%	IFC Gatefold - 4 Page	\$45,750
Inserts	POA	POA	POA	x 12 rate	10%		
What's Hot 1/6 page	\$1,265	\$1,250	\$2,375				

## Digital

We tailor your digital campaign to maximise reach and engagement across multiple platforms.

### WEBSITE

Type	Cost
ROS (Includes Leaderboard and MRec)	\$25 CPM
Recipe Collection	\$4,950
(10 x recipes in a collection for 2 months, e-newsletter, social post + ROS)	

### DATABASE

Type	Cost
Solus EDM Aust p/send	\$3,500
Solus EDM NZ p/send	\$3,500
E-newsletter sponsorship	4 x sends \$3,000
(Choose from Meat-Free Monday, Taco Tuesday, Cheap Tuesday, 5pm Panic - Thursday + Weekly Round-up - Saturday)	
Recipe of the Week EDM Aust	\$2,500
Recipe of the Week EDM NZ	\$2,500
Recipe of the Week EDM Aust + NZ	\$4,500

### SOCIAL + NATIVE

Type	Cost
Social (Facebook + Instagram)	\$3,000
Reels + Infographic	\$4,500
Native Content	\$7,500
Sponsored content	POA

All rates are in Australian Dollars.  
All rates are exclusive of GST.





# deadlines

Issue	Booking deadline	Material deadline	AU On sale	NZ On sale
MAY 2025	6 March	13 March	7 April	28 April
JUNE 2025	9 April	16 April	12 May	2 June
JUL/AUG 2025	22 May	29 May	23 June	14 July
SEPTEMBER 2025	23 June	30 June	28 July	16 August
OCTOBER 2025	31 July	7 August	1 September	22 September
NOVEMBER 2025	4 September	11 September	6 October	27 October
DECEMBER 2025	9 October	16 October	10 November	1 December
JAN/FEB 2026	13 November	20 November	15 December	5 January
MARCH 2026	9 December	16 December	19 January	9 February

**Digital Display**

**Content Opportunities**

Display ad material due 2 weeks prior live date.  
Bookings required a minimum 4 weeks prior publication date.



**healthyfood** GUIDE nextmedia

**FOR MORE INFORMATION, CONTACT YOUR  
HEALTHY FOOD GUIDE REPRESENTATIVE TODAY**

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