

BRAND

REACH

AUDIENCE

Prevention^{AUSTRALIA}

PACKAGES

DEADLINES

CONTACTS





our mission

***Prevention* is Australia's leading health and wellness authority for women 35+.**

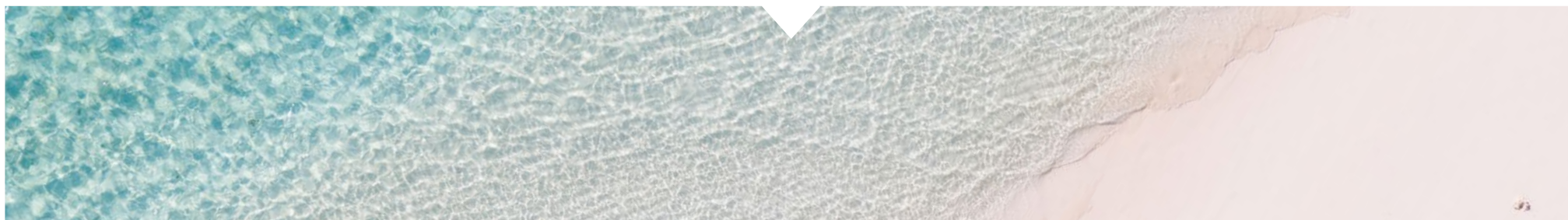
To our deeply engaged community of grown-up women, *Prevention* is like sitting down with a smart, caring friend for a cup of (green) tea, who will suggest recipes, or cool fitness trends and skincare tips, who will gently remind you to get your health checkups on time, who will make you laugh, think, strive – and thrive!

Our loyal follower trusts us (after all, our information and advice is backed by research), as we help change her world in all the ways she cares about.

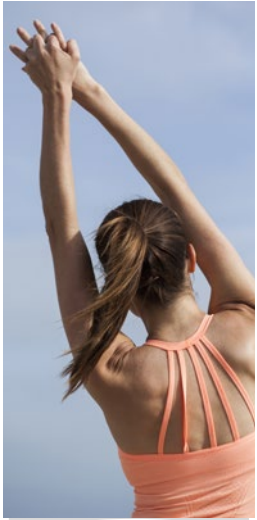
A handwritten signature in black ink that reads "Zoe".

Zoe Meunier, Editor

**JOIN US AS WE HELP
CHANGE WOMEN'S LIVES**



content pillars



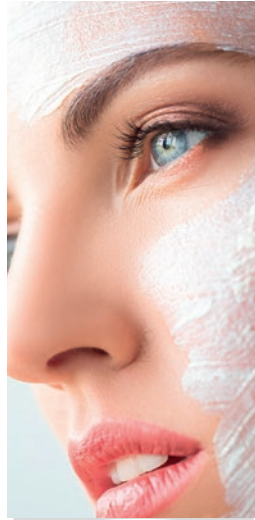
credible health

We use trusted global experts in medicine, science and research, to share the best strategies to stay healthier, live longer, and feel better, physically and mentally.



good nutrition

We never run crash diets. We arm readers with accurate information about food trend, new products and gut health, and offer delicious recipes for them to try.



real beauty

Anti-ageing skincare has never been more advanced, or confusing. We share actionable advice to encourage women to feel confident and look their very best at every age.



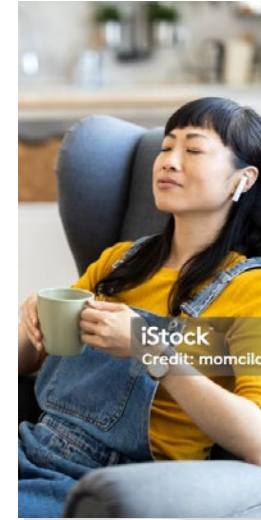
calm mind

We offer empowering stories on how to ease stress and anxiety, get more quality sleep, improve memory, personal relationships and overall have healthier emotions in general.



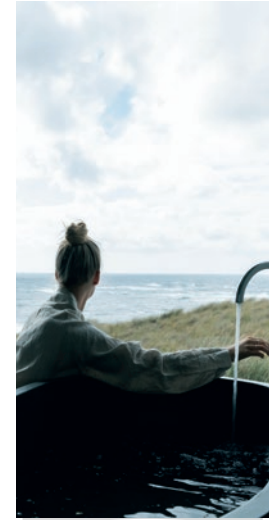
realistic fitness

We inspire readers of all fitness levels with easy-to-follow workout plans, from strength training to walking. We also recommend the most useful gear and apparel.



credible causes

Through podcasts, campaigns, content and events, we educate and advocate for essential women's health concerns, from menopause to the gender health gap.

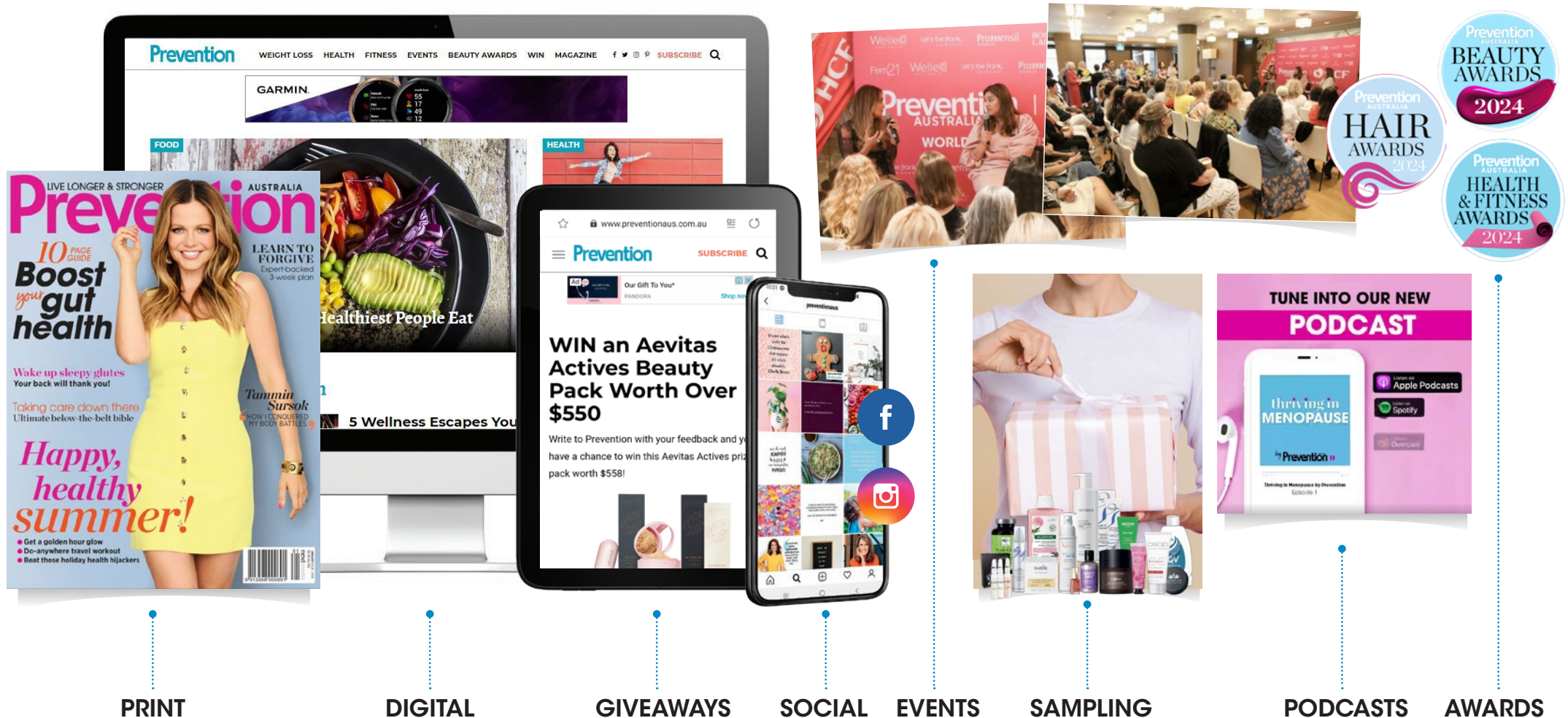


wellness travel

Our curious and adventurous audience loves to travel, so we showcase the best health retreats and wellness destinations in Australia, and beyond.

brand platform

Prevention's community engage with us across multiple platforms



our reach

Prevention is Australia's most-trusted source of health and wellbeing advice for women 35+



95,000*

**READERSHIP
(AU + NZ)**

*Source: Roy Morgan 12 months to
Sept 2024 based on all people 14+

266,000+

**TOTAL SOCIAL
AUDIENCE**

603,000*

**PODCAST DOWNLOADS
(*TO 31ST JAN 2025)**



our reader

Female

35+

Love to
exercise

Interested in
skincare



A strong desire
to travel

Nutrition is
important
to them

Taking steps to
enjoy a healthy
lifestyle

Love to shop!

Prevention readers love to shop. **100%** have purchased a product featured or advertised in *Prevention* magazine 3 or more times!



rate card

Print



RATE

Size	Casual
Full Page	\$7,950
Double Page Spread	\$15,900
Full Page Advertorial	\$9,750
Inserts	\$200/1k ^{up to 20g}
Prevention Profiled	\$4,950

DISCOUNTS AVAILABLE

Qty	% discount
x 3 rate	2.5%
x 6 rate	5%
x 9 rate	7.5%
x 12 rate	10%

PREMIUM POSITION

Size	Cost
Outside Back Cover	\$10,500
Inside Front Cover Spread	\$20,995
IFC Gatefold – 4 Page	\$45,750

Page Sizes	Trim (mm)	Type (mm)	Bleed (mm)
Full Page	206 x 275	176 x 245	216 x 285
Double Page Spread	412 x 275	402 x 245	422 x 285

Digital



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

WEBSITE

Type	Cost
Website buyout (One week) <small>Includes leaderboards, MIRECs and skins</small>	\$1,800
Interstitial (One week)	\$2,000
Native content	\$7,500
Custom e-books start from	\$5,000

SOCIAL MEDIA CAMPAIGNS

Type	Cost
Facebook	from \$2,500
Instagram	from \$2,500
Video package	from \$5,500 <small>(includes production)</small>

SUBSCRIBERS 14,100+ *

Type	Cost
Solus EDM p/send	\$2,500
Sponsored weekly e-newsletter	\$1,500 <small>Limited to 1 x advertising partner p/send.</small>
Sponsored beauty monthly e-newsletter	\$1,500 <small>Limited to 1 x advertising partner p/send.</small>

(*MARCH 2023)

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



print deadlines

Issue	Print booking deadline	Print material deadline	Advertorial assets deadline	Advertorial creative approved	On sale
APRIL 2025	29 January	5 February	22 January	5 February	3 March
MAY/JUNE 2025	12 March	19 March	5 March	19 March	14 April
JULY 2025	30 April	7 May	23 April	7 May	2 June
AUGUST/SEPTEMBER 2025	18 June	25 June	11 June	25 June	21 July
OCTOBER 2025	6 August	31 July	1 May	13 Aug	8 September
NOVEMBER/DECEMBER 2025	17 September	24 September	10 September	24 September	20 October
JANUARY 2026	5 November	12 November	30 October	12 November	8 December
FEBRUARY/MARCH 2026	3 December	10 December	26 November	10 December	19 January

digital display

Display ad material due **2 weeks prior live date.**

content opportunities

bookings required a minimum **4 weeks prior publication date.**

Solus EDMs - Prevention perks

Prevention Perks are solus EDMs, or third-party advertisements that are sent to our newsletter audience. They include a promotion/discount or competition from your brand. Our readers trust our endorsements and love the extra value they receive from being a part of the *Prevention* community.

COST: \$2,500 + GST



The advertisement is for 'Prevention PERKS' and promotes a free product giveaway. At the top, it says 'Love your whole life! AUSTRALIA Prevention PERKS' with a 'SUBSCRIBE' button. The main headline reads 'CLICK HERE to receive a FREE 100g tube of Kenkay Sorbolene & Glycerin'. Below this, it states: 'The first 100 Prevention readers to head to kenkay.com.au and submit a "contact us" form to ask for a free product will receive a FREE 100g tube of Kenkay Sorbolene & Glycerin'. The central image shows several tubes of Kenkay Sorbolene & Glycerin. At the bottom, it notes: 'All Kenkay products are made right here in Australia from quality pharmaceutical grade ingredients. All products are vegan friendly and cruelty free.' A paragraph describes Kenkay's iconic Sorbolene as a 'real Sorbolene', rich and luscious, suitable for various uses like moisturiser, cleanser, or shaving cream, and gentle enough for babies' skin. It also mentions that the product is fragrance and colour free. Social media icons for Facebook, Twitter, Pinterest, and Instagram are at the bottom.

Love your whole life! AUSTRALIA **Prevention** PERKS

[CLICK HERE](#)
to receive a
FREE
100g tube of Kenkay
Sorbolene & Glycerin

The first 100 Prevention readers to head to kenkay.com.au and submit a "contact us" form to ask for a free product will receive a **FREE 100g tube of Kenkay Sorbolene & Glycerin**

All Kenkay products are made right here in Australia from quality pharmaceutical grade ingredients. All products are vegan friendly and cruelty free.

Kenkay's iconic Sorbolene is a **real** Sorbolene. Rich and luscious, Kenkay Sorbolene can be used as a moisturiser, gentle cleanser, make-up remover or shaving cream. It is even gentle enough for babies' skin. Our Sorbolene with 10% Vegetable Glycerin provides long lasting moisture and is fragrance and colour free.

[f](#) [t](#) [p](#) [i](#)

Podcast Sponsorship

Menopause is one of those things many of us learn about much too late, often whilst we're already experiencing mysterious symptoms. This can leave many feeling blindsided and even a little scared by what's happening.

This is why we created the **Thriving in Menopause** podcast.

Guided by our team of expert guests, every episode offers reassuring insights into our changing bodies, and provides useful tools to navigate the symptoms of this life phase, as well as honest (and sometimes hilarious) tales from familiar faces such as comedian Julia Morris.

Advertise within the Thriving in Menopause podcast for 12 weeks* with a 30-second audio advertisement created by the *Prevention* team.

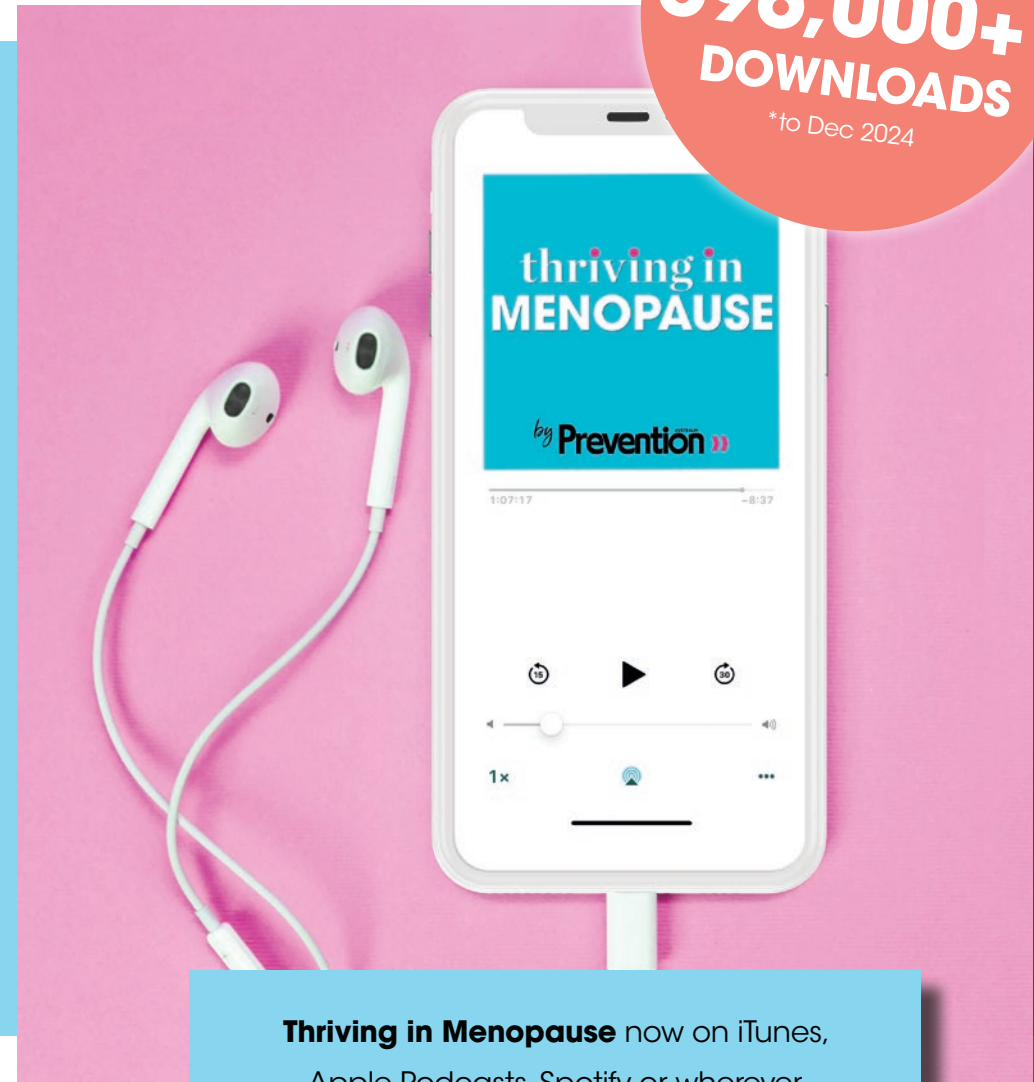
Advertising package:

Second ad spot of 30 seconds in all published podcast episodes for 12 weeks (recommended to start at start of each new season)

- 1x full page brand ad
- 1x *Prevention* Perks solus edm

Cost \$11,145 + GST (37% discount)

MORE THAN
596,000+*
DOWNLOADS
*to Dec 2024



Thriving in Menopause now on iTunes, Apple Podcasts, Spotify or wherever listeners get their favourite podcasts.

Prevention Awards

By participating in the Prevention Awards, winning brands can have the opportunity to be awarded best in their class, to obtain a winner's logo for use on their products and marketing and be showcased in content on the *Prevention* website.

Our panel of beauty experts are highly esteemed in their fields and will review every entry.



Beauty Awards

The annual Prevention Beauty Awards are the most trusted guide to beauty for smart, curious, Australian women 35+.

KEY DATES:

Entries open mid-June/
close mid-July

Winners announced:
October 2025



Hair Awards

Elevate your brand by submitting your outstanding haircare products to Prevention Australia Hair Awards.

KEY DATES:

Entries open early Nov/
close mid Nov

Winners announced:
March 2025



Fitness Awards

The Prevention Fitness Awards recognises the products that help women achieve their fitness goals.

KEY DATES:

Entries open mid-April/
close early May

Winners announced:
July 2025

Prevention Events 2025

International Women's Day

Prevention has created a campaign that will inspire our audience to help accelerate action when it comes to the gap in women's healthcare by amplifying the voices of influential women who are passionate about women's health and educating Australian women about their rights when it comes to their health and wellbeing.

KEY DATES: MARCH 2025

BOOKING DEADLINE: February 24th

For more information [click here](#)



Sexual Health event – Lets Talk about Sex

An event which will look to empower women to be positive about sexual wellbeing during perimenopause and after menopause

KEY DATES: MAY 2025

BOOKING DEADLINE: February 24th

For more information [click here](#)



Prevention Events 2025

World Menopause Day event

The purpose of the Prevention World Menopause Day 2024 event was to open the conversation about menopause and ignite it nationally. Prevention's WMD theme this year was 'join the conversation' to encourage open dialogue about menopause.

KEY DATES: OCT 2025

For more information click here



Prevention Style Sessions

An exciting event that provides an opportunity for Prevention readers to learn how to create simple, flattering, makeup looks.

Amanda's exclusive Makeup masterclass's, will show readers new techniques, from quick 5 minute fresh to stunning even glam, and discover what enhancing our skin when you are over 40

KEY DATES: SEPT 2025

BOOKING DEADLINE: February 24th

For more information click here



Sampling opportunity

Subscription Giveaway

Have your brand in front of our audience by partnering with us in a subscription giveaway in *Prevention*!

Prevention will require approximately 200 units of your product to be sent out to the subscribers, at the end of the promotion.*

Minimum value per unit **RRP \$20**

Cost \$0

COVERAGE FOR CLIENT:

- Brand awareness and product shots in a DPS in the magazine (promoting the subscription drive) **valued at \$15,900**
- Presence for the duration of on sale on our e-commerce website www.mymagazines.com.au. **Value: \$5,000**
- Mention on the *Prevention* e-newsletter which is sent out weekly. **Value: \$2,500**
- Website presence www.preventionaus.com.au. **Value: \$2,500**
- Mentions on all renewal subscription emails and letters. **Value \$750**

Total media value to client: \$26,650 + GST

* or 10 x \$200 Min. prize packs.



Subscribe today
and receive a
FREE Intensive Hydration Serum
from SKIN PHYSICS®

VALUED AT \$29.95!

6 ISSUES FOR ONLY \$39
+ get this fabulous gift!

Subscribe to *Prevention* this issue and you'll receive a FREE Skin Physics Polyglutamic+ Intensive Hydration Serum, valued at \$29.95!

Keep your skin in tip-top condition with this potent serum from Skin Physics. Polyglutamic acid, which helps prevent skin from drying against the harsh elements, works in synergy with hyaluronic acid (HA) for maximum hydration, while also maintaining the natural HA levels within the skin by inhibiting hyaluronidase, an enzyme that breaks down the skin's naturally occurring hyaluronic acid as you age. The result? Re-densified skin that appears smoother, healthier and more youthful.

For more information, visit skinphysics.com.au



Ordering is easy
mymagazines.com.au or **1300 361 146**

Website Buyout

One-week campaigns including 100% SOV (share of voice).

Includes site skin and leaderboard ad units throughout website. Ideal for high-impact launches.

Average impressions served per one-week campaign: 15,000

COST: \$1,800 + GST AUD

The image is a screenshot of the Prevention website. At the top, the "Prevention" logo is on the left, and a navigation bar contains the following links: WEIGHT LOSS, HEALTH, FITNESS, TRAVEL, BEAUTY, WIN, MAGAZINE. To the right of these links are social media icons for Facebook, Twitter, Instagram, and Pinterest, followed by a "SUBSCRIBE" button and a search icon. Below the navigation bar, there is a large banner for "Rejuvauus" with the tagline "Luxurious medicine for healthy skin". The banner features a close-up of a Rejuvauus product tube. Below the banner, there are three main content areas. On the left, a vertical sidebar contains the "Rejuvauus" logo. The middle section features a large image of a woman in a white t-shirt sitting on a yoga mat in a bright room, with the headline "How to look and feel five years younger!". To the right of this is a "FITNESS" article titled "10 Best Ab Workouts You Can Do At Home For A Strong Core" featuring a woman doing a sit-up. Below that is another "FITNESS" article titled "4 Moves To Get The Perfect Posture" featuring a woman standing. On the far right, there is a vertical image of a Rejuvauus product tube with the text "ABC Repair & Restore Antioxidant Serum R12" and "Combination of Multiple Medical Grade Actives".

Prevention

WEIGHT LOSS HEALTH FITNESS TRAVEL BEAUTY WIN MAGAZINE

f t i p SUBSCRIBE Q

Rejuvauus

Rejuvauus
Luxurious medicine for healthy skin

FITNESS

How to look and feel five years younger!

FITNESS

10 Best Ab Workouts You Can Do At Home For A Strong Core

FITNESS

4 Moves To Get The Perfect Posture

Rejuvauus

ABC Repair & Restore
Antioxidant Serum R12
Combination of Multiple
Medical Grade Actives

Content partnership opportunities

let us share your message through our voice

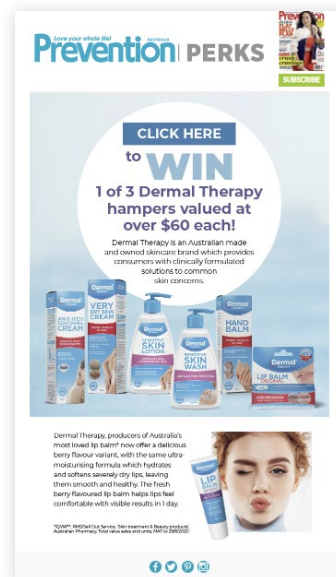




EMAIL TO OUR DATABASE



ON SOCIAL MEDIA



Branded Content Pack

EDUCATE - PROMOTE - REACH

Branded content (advertorials) campaigns are a great way to get your brand message across to our audience or educate them about a specific product, in a format that aligns with our audience's key interests.

Created by our creative studio and editorial team, branded content is designed within a style template that complements the editorial style of the magazine, and is dedicated to your message or product.

PRINT - BRANDED CONTENT ARTICLE

1x DPS article within *Prevention* magazine

- Includes 1x brand/product mention, tagged as "advertising promotion"
- Includes 1x product image and brand logo

EDM - SOLUS

1x *Prevention* Perks solus EDM to promote a giveaway or special offer to our subscribers.

SOCIAL MEDIA

1x Facebook driver post to the magazine article designed by *Prevention*

- Includes your brand/product tagged in copy

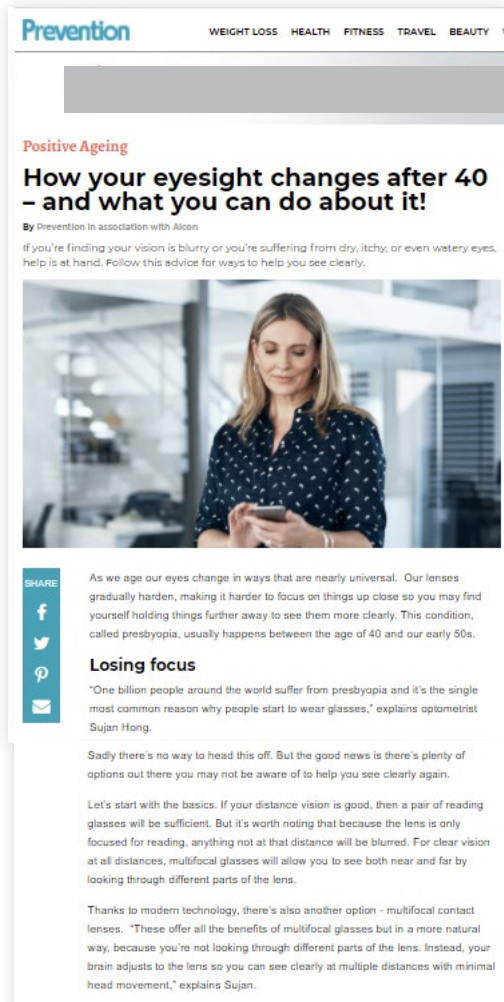
1x Instagram driver post to the magazine article designed by *Prevention*

- Post replicates Facebook driver.
- Includes your brand/product tagged in copy.

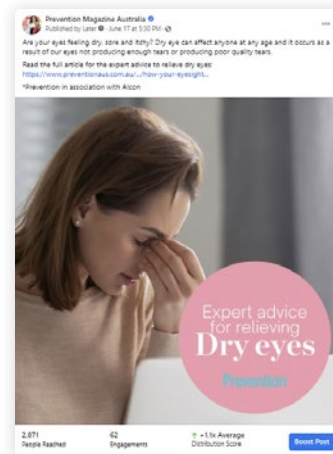
TOTAL VALUE \$24,400

COST OF PACKAGE \$8,500

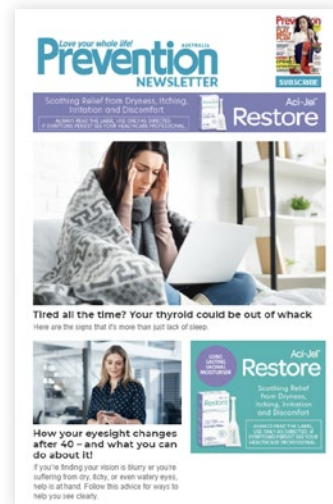
Lead time: minimum 3 weeks from receipt of supplied assets.



ON SOCIAL MEDIA



EDM INCLUSION



Native Content Pack

ENGAGE – EDUCATE – CONNECT

Native content campaigns connect your brand with our audience through engaging content designed by *Prevention*, that best resonates with our audience's lives - in the same way our editorial does.

We don't post ads - we post great content we know our audience wants, and organically guide them towards your brand.

Created by our editorial team with your objective in mind, we create digital content campaigns in our voice, that aligns your brand or product with our audience, and influence their decisions.

DIGITAL NATIVE ARTICLE

1x native online article on *Prevention* website for 6 weeks

- Includes 1x brand/product mention + hyperlink to your website
- Includes brand name tag on page (e.g. "In Association with XXX")

NEWSLETTER INCLUSION

1x driver tile within *Prevention* editorial newsletter

SOCIAL MEDIA

1x Facebook driver post to the article designed by *Prevention*

- Includes your brand/product tagged in copy

1x Instagram driver post to the article designed by *Prevention*

- Post replicates Facebook driver
- Includes your brand/product tagged in copy

TOTAL VALUE \$14,500

COST OF PACKAGE \$7,500

Lead time: minimum 3 weeks from briefing form & supplied assets

Native + Branded Content Pack

EDUCATE - PROMOTE - REACH - ENGAGE - ENDORSE - CONNECT

Get the best of both worlds and amplify engaging custom content by *Prevention* within a branded content article in our magazine, and on our website as a native article.

Native digital content offers the opportunity to showcase your product in our credible editorial style; while branded content in our magazine allows us to collaboratively tailor the message more closely to promote your product.

PRINT - BRANDED CONTENT ARTICLE

1x DPS article within *Prevention* magazine

- Includes 1x brand/product mention, tagged as "advertising promotion"
- Includes 1x product image and brand logo

DIGITAL NATIVE ARTICLE

1x native online article on *Prevention* website for 6 weeks

- Includes 1x brand/product mention + hyperlink to your website
- Includes brand name tag on page (e.g. "In Association with XXX")

SOCIAL MEDIA

1x Facebook driver post to the article designed by *Prevention*

- Includes your brand/product tagged in copy

1x Instagram driver post to the article designed by *Prevention*

- Post replicates Facebook driver.
- Includes your brand/product tagged in copy.

TOTAL VALUE \$29,400

COST OF PACKAGE \$15,000

NATIVE ARTICLE ONLINE

The screenshot shows the top of a web page with the 'Prevention' logo and navigation links for WEIGHT LOSS, HEALTH, FITNESS, TRAVEL, and BEAUTY. The article title is 'Positive Ageing: How your eyesight changes after 40 - and what you can do about it!'. Below the title is a byline 'By Prevention in association with Alcon'. A large image shows a woman looking at her phone. To the left of the image is a 'SHARE' button with icons for Facebook, Twitter, and Pinterest. To the right is a text block starting with 'As we age our eyes change in ways that are nearly universal. Our lenses gradually harden, making it harder to focus on things up close so you may find yourself holding things further away to see them more clearly. This condition, called presbyopia, usually happens between the age of 40 and our early 50s.' Below this is a section titled 'Losing focus' with a quote from an optometrist. At the bottom, there is a paragraph about options for vision correction.

BRANDED CONTENT ARTICLE IN MAGAZINE

The screenshot shows a magazine spread. The left page has the title 'How your eyesight changes after 40' in a large, bold font. Below the title is a sub-headline 'If you're finding your vision blurry or you're suffering from dry, itchy or even watery eyes, help is at hand. Follow this advice for the best ways to see clearly.' The text continues with 'As we age, our eyes change in ways that are nearly universal. Our lenses gradually harden, making it harder to focus on things up close so you may find yourself holding things further away to see them more clearly. This condition, called presbyopia, usually happens between the age of 40 and our early 50s.' Below this is a section titled 'LOSING FOCUS' with a quote from an optometrist. The right page features a large image of a woman looking at her phone. To the right of the image is a text block starting with 'As we age, the lenses of the eye become harder, making it more difficult to see both near and far by'. Below this is a section titled 'Losing focus' with a quote from an optometrist. At the bottom, there is a paragraph about options for vision correction.

Infographic Videos

ENGAGE - ENDORSE - CONNECT

40-second infographic videos designed for women aged 35+, providing health advice and inspiration in a 9:16 social reel format.

HOW IT WORKS:

1. Provide your product details to receive concept options from us to pick from.
2. Supply lifestyle product images and we'll select one to include in the video.
3. We'll start production and send you the final version within 2 weeks of concept selection.
4. Launch day! Your video will be featured on Prevention's social media, associated with an article on our website, and amplified through our editorial newsletter and a Meta campaign.

INFOGRAPHIC VIDEO PACKAGE:

1 x video featured on Prevention's social media and website, amplified through a Meta campaign, and featured in Prevention's newsletter.

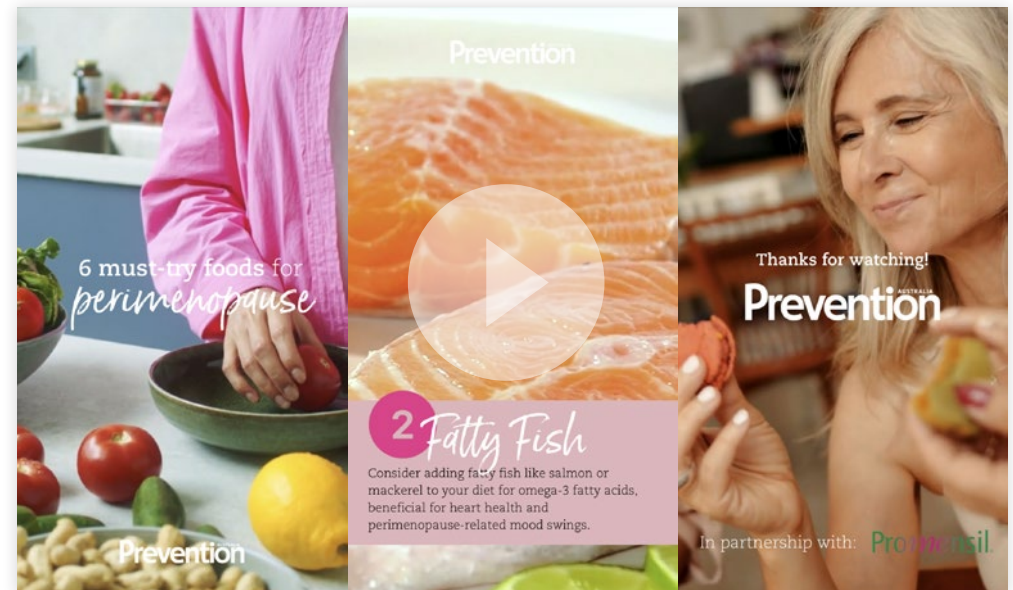
TOTAL VALUE \$5,500

COST OF PACKAGE \$2,500 +GST

SENSITIVE SKIN TIPS



PERIMENOPAUSE FOOD



Social Series - *The Checklist*

ENGAGE - ENDORSE - CONNECT

The **Prevention Checklist** is a social series created by the *Prevention* editorial team, designed to hero one branded product, within a checklist-style layout and themed to align with real moments in our audience's lives, showing the versatility of your product.

Each week the **Checklist** will deliver a post that shares three essential items for different lifestyle occasions, e.g. essentials to pack for a winter hike, a day at the beach with the girls, or a morning jog - all real moments in the lives of our audience.

Sponsoring the **Checklist** means that we will theme these posts to showcase your products' usage for different occasions, with your product the exclusively branded product within each post.

SOCIAL MEDIA

2x Facebook "Prevention Checklist" posts created by editorial

- Includes a product shot of your brand & product tagged in copy

2x Instagram "Prevention Checklist" posts (same content as Facebook posts)

- Includes a product shot of your brand & product tagged in copy

TOTAL VALUE \$6,000

COST OF PACKAGE \$3,750

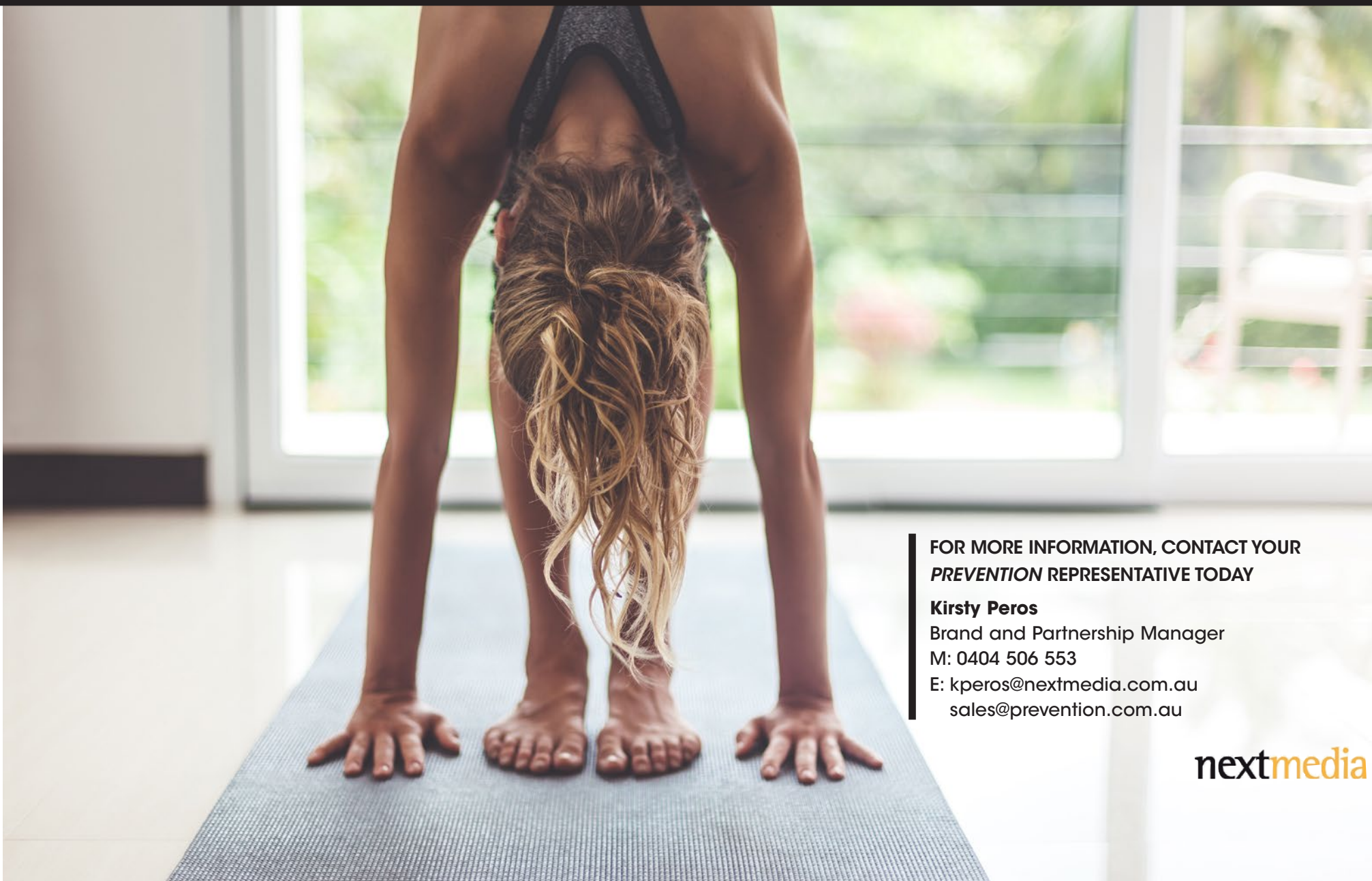
The small print:

- **Checklist** posts sponsored by the same advertiser must allow 14 days between publishing of each content post.
- Lead time: minimum 3 weeks from briefing form & supplied assets



ASSETS REQUIRED FROM ADVERTISER

1. Deep-etch gif or jpg image of product
2. RRP of product
3. Two features/benefits of the product (max 25 words total)
4. Advertiser Facebook/Insta account handle
5. Website address of advertiser



**FOR MORE INFORMATION, CONTACT YOUR
PREVENTION REPRESENTATIVE TODAY**

Kirsty Peros

Brand and Partnership Manager

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nextmedia