

www.gohealthymag.co.uk

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FOR AN ACTIVE LIFESTYLE

Media Information

Introduction

Go Healthy is the most exciting and talked about free in-store magazine in the health trade. Now in its 6th year, the publication is going from strength to strength and is distributed in over 150 of the biggest and best stores in the UK.

This high quality magazine is geared every issue to increasing the knowledge of consumers who shop in their local health food store. It works hard at selling products.

Produced bi-monthly, the magazine is distributed exclusively through CLF Distribution, the UK's fastest growing specialist health food wholesaler. CLF Distribution's unique fast-track delivery service to stores, backed up by latest technology ordering, is winning market share and support from retailers all over the UK.

CLF Distribution will deliver 73,000 copies of this great magazine every issue into the hands of the top 150 retailers which you, the suppliers, have told us you want to be able to reach.

Published by Go Publishing Ltd, the UK's most experienced and well known team with over 20 years experience working with suppliers and retailers in the specialist trade, **Go Healthy** has been redesigned and is now published on environmentally friendly FSC approved stock. Its unique distribution via the 150 top retailers will include point of sale handouts as well as proactive targeting of retailer databases through Royal Mail door to door drops.

The magazine provides a unique and tailor-made marketing concept for health food suppliers to promote their products and promotions in-store.

With 73,000 copies published every other month, **Go Healthy** contains informative and insightful editorial content with additional emphasis placed on product recommendation.

Why Go Healthy Magazine?

- **Unique pro-active distribution delivers new customers for your products**
- **Free to the best 150 retailers in the UK**
- **Only magazine to give up to 1,000 copies per retailer per issue to build customer loyalty**
- **Produced by the most experienced publishing team in the specialist trade**
- **Helps form stronger relationships between you, the retailer and their customers**
- **Committed to the success of the independent health food retailer**
- **Increases greater customer loyalty to your products**
- **Is printed on environmentally friendly FSC approved paper stock**



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Editorial Policy

Go Healthy is carefully targeted at the health conscious, inquisitive consumer who shops at their local health food store. It seeks to increase their knowledge and understanding of products and what health shops have to offer.

The magazine informs and educates on a wide variety of health issues, debates and worries. It promotes a healthy diet and supports the use of supplements as a key way of maintaining a healthy day-to-day lifestyle as well as offering a safe, effective drug free approach to illnesses, health problems and well-being.

Every issue of **Go Healthy** covers a wide and informative range of health issues. We have our own recipe of ingredients for our magazine which means we cover as many natural health issues as possible for our readers.

They include:

- **Safe effective natural solutions to health problems - each issue we highlight natural remedies and solutions to the health issues such as PMS, water retention, immune system problems, arthritis and digestion problems; we emphasise the natural products for optimum health.**
- **Improving knowledge of what's on sale in health food stores- each issue highlights the best of what's on sale in store- based on new lines, what's good value or just products we think our readers would like to know about.**
- **Importance of a different approach to health. Our readers are looking for a new approach and that's why we highlight herbal, homeopathic, vitamin and mineral solutions to staying fit and well.**
- **Natural beauty - healthy skin, healthy hair and dealing with skin problems - we give our readers regular advice and tips on the natural products on sale in health food stores.**

Example Pages/Magazine Layout



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Features List & Schedule 2009

- JAN/FEB**
- **Slimming & Detox** – An absolute essential for this time of year.
 - **Focus on Eyes** – A natural look at eye health.
 - **Good Digestion** – Getting healthy from within.
 - **Perfect Skin** – Protection during winter months - and thinking ahead to spring.
 - **Hair** – Looking at ways to deal with graying hair or fighting of the onset of baldness.
 - **Vegetarian Eating** – Tasty, healthy, meat-free eating for the coming year.
- Press release deadline - 11th December Advertising Copy Deadline - 5th December*
- MAR/APR**
- **Energy Boost** – Revitalise energy levels for optimum health.
 - **Kids Health** – Natural ways to boost and maintain children's well being.
 - **Spring Cleaning** – Putting the spotlight on harsh chemicals and how to keep them out of household cupboards.
 - **Allergies** – With spring well on the way, it's time to think about coping with allergy naturally.
 - **Menopause** – An ever-popular topic, we investigate natural approaches.
 - **Healthy Snacks** – Food on the go and ready-to-eat meals need not be an unhealthy option!
- Press release deadline - 12th January Advertising Copy Deadline - 6th February*
- MAY/JUN**
- **Holiday Health** – Natural essentials to ensure a healthy holiday.
 - **Focus on Men** – From prostate to hair care, natural health for men.
 - **Brain Power** – All you need to know about keeping the grey matter going.
 - **Healthy Teeth** – Natural ways for healthy teeth and gums.
 - **OAP Lifestyle** – Wellbeing for joints, skin, hair and vitality in later life.
 - **Food Intolerances** – What are they – and how to avoid them!
- Press release deadline - 10th March Advertising Copy Deadline - 6th April*
- JUL/AUG**
- **Holiday Skin** – We take a look at ways to protect your skin from the sun and keep it moisturised.
 - **BBQ Time** – Healthy meat free recipes for the BBQ season.
 - **Summer Haircare** – How to deal with the problems created by summer activities that damage your hair.
 - **Cold & Healthy** – Quench that thirst with healthy and refreshing drinks.
 - **Feeling Stressed?** – We examine natural ways to overcome stress and put the spring back in your step.
- Press release deadline - 11th May Advertising Copy Deadline - 5th June*
- SEP/OCT**
- **Natural Beauty** – Putting the spotlight on female beauty products for hair skin and nails that have dominated the recent Natural Products show.
 - **School's Back** – A focus on natural health for kids as the new term gets underway.
 - **Hot Drinks** – Nourishing, warm and healthy for autumn.
 - **Natural and Organic food** – Go healthy explorers what's on offer at your local independent foodshop.
 - **Be Prepared for Winter's Arrival** – Getting your body ready for the colder season ahead.
- Press release deadline - 10th July Advertising Copy Deadline - 7th August*
- NOV/DEC**
- **Energy** – Natural ways to boost flagging energy levels.
 - **Immune Health** – Keeping the immune system functioning at its best when there are bugs around.
 - **Natural Baby** – Focus on natural & organic products for the most precious thing in your life.
 - **Perfect Your Skin** – How to deal with unwanted blemishes, wrinkles, cellulite and dry skin naturally.
 - **Natural Pet** – Focus on natural & organic products for man's best friend.
 - **OAP Lifestyle** – Well-being for joints and vitality in later life.
- Press release deadline - 11th September Advertising Copy Deadline - 9th October*

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Rates, Mechanical Details & Contacts

Advertising Rates

Inside Front Cover	£3,450	Advertorials	POA
Outside back cover	£3,450	Inserts	POA
Double Page Spread	£5,800	Series discount	5% per insertion
Full Page	£2,950	Agency discount	10% - PPA recognition required
Half Page	£1,750	Creative advertising	Please ask for details
Quarter Page	£ 950		
Checkout	£ 295		

Mechanical Details

	Width x Height		Width x Height
Full Page Bleed	216 mm x 303 mm	Half Page Portrait	92.5 mm x 277 mm
Full Page Trimmed	210 mm x 297 mm	Half Page Landscape	190 mm x 135 mm
Full Page Type Area	190 mm x 277 mm	Quarter Page Portrait	92.5 mm x 135 mm

Copy Supplied

- 01 Advertisers supplying either their advertisement or a logo to be included on their advertisement, should supply the image in a CMYK colour format and as either a high resolution (300dpi) PDF, TIFF, JPEG or EPS file.
- 02 Please supply to the correct dimensions as provided above. Advertisements supplied outside of these sizes may be altered to the correct size.
- 03 Please only locate crop marks on full page advertisements with bleed.
- 04 QuarkXPress and Adobe InDesign files should not be supplied and will not be accepted.
- 05 Advertisers should supply material via email to:- **tony.weston@gopublishing.co.uk**
- 06 If an advertisement or image is too big to email, please contact Jon Wadeson for further instructions.
- 07 When supplying copy for setting, it must be clear and marked up for any colour, size, etc.
- 08 A PDF proof will be sent to advertisers for signed approval for both supplied and designed adverts.
- 09 Please note that advertisers are not allowed to publish telephone numbers or website addresses for mail order purposes.

IN ADDITION PLEASE DO NOT LIST OTHER RETAIL CHAINS YOUR PRODUCTS ARE AVAILABLE IN.

Contacts

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