

MEDIA KIT 2024

Men's Health

STRONGER

Men's Health is the #1 source of information for and about men. A lifestyle manual for modern men who drive to succeed in every area of their lives. From functional fitness to mental wellbeing, science to style, nutrition to technology—we provides the tools to be better men.

BETTER

FASTER



Men's Health

AUDIENCE

PRINT



CIRCULATION
15,958
 (ABC Q3 2023)
PRINT ORDER
20 000

Readership by AGE
 15-24: **25%** • 25-34: **26%** • 35-45: **33%**

Readership by RACE
 Black: **72%** • Other: **28%**

GENDER Split
 Male: **87%** • Female: **13%**

LSM Breakdown
 LSM 6-8: **60%** • LSM 9-10: **26%**

MH.CO.ZA



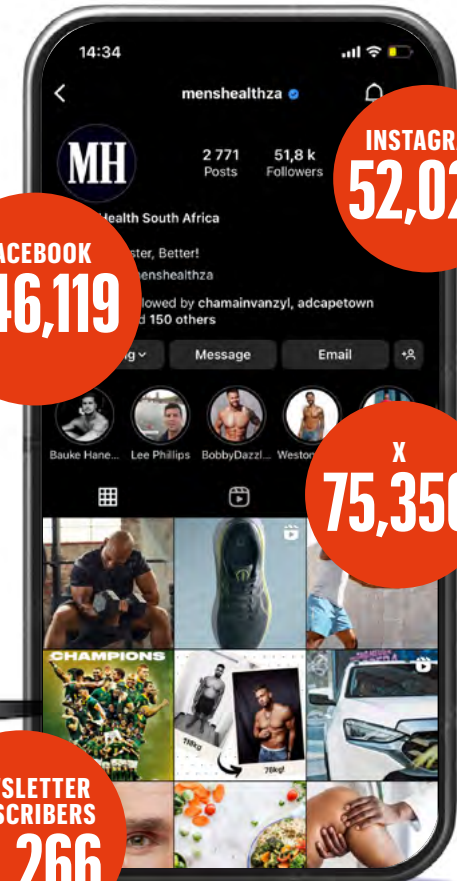
AVERAGE PAGE VIEWS (P/M)*
86,339

EVENT COUNT:
240,126

TOTAL DIGITAL AUDIENCE
808,099

Facebook by AGE: 25-34: **41%** • 35-45: **32%** • 46-54: **13%** | **Facebook by GENDER:** Male: **91%** • Female: **9%**
Instagram by AGE: 25-34: **38%** • 35-45: **33%** • 46-54: **12%** | **Instagram by GENDER:** Male: **82%** • Female: **18%**

SOCIAL MEDIA



FACEBOOK
546,119

INSTAGRAM
52,025

X
75,350

NEWSLETTER SUBSCRIBERS
50,266

NEWSLETTER OPEN RATE: 19%

MH EDITORIAL CALENDAR 2024

JAN/FEB

THE BEGINNER'S ISSUE

How to...

- Jumpstart your body
- Get ahead of the economy
- Make 30-minute workouts effective
- Buy a new car (on a budget)

Running "Super" Shoes

Recipes for 24/7 Growth

NEW SERIES: Best Places to Train in Your Hood!

MAR/APR

SMARTER NOT HARDER

THE PRODUCTIVITY ISSUE

Do More In Less Hacks for Investing, Savings, Time

High-Intensity Workouts (HIIT etc.)

Build Mental Muscle (in Just 10 Minutes)

Best Packaged Foods for Men

MAY/JUN

FIT AT ANY AGE

THE PERSONAL BEST ISSUE

Timeproof Workouts, Timeless Role Models & Ageless Advice (From Ordinary Guys)

MH RUNNING SPECIAL

+ Running shoes

MH WINTER STYLE GUIDE

Performance wear + MH Guide to Style Digi Guide

(Enter The MH Grooming Awards Survey)

JULY/AUG

CHAMPIONS ISSUE

OLYMPICS SPECIAL

Gold-Medal Muscle

Army of Four: SA's Top Prospects in the Upcoming Olympic Games

MH FITNESS AWARDS

The Best Gadgets, Gear & Apparel

SEP/OCT

THE STRENGTH ISSUE

Fit in Every Form: Strong People, Strong Bodies

MH GROOMING AWARDS

Reader Survey Results

Adventure Special (incl. Bikepacking, Destinations & Gear)

I Survived...

Cancer, a Mental Health Meltdown, Near-Death Experience etc.

MH WEDDING GUIDE

+ Wedding Digi Guide

NOV/DEC

DESIGN YOUR BODY

TRANSFORMATION SPECIAL

Last-Minute Weight Loss & Muscle

Braais, Sides & Craft Beers

Best Tech of 2024

MH SUMMER STYLE GUIDE

+ MH Guide to Style Digi Guide

Luxury Watch Special



POWER COUPLE: Editorial projects that will run across both *Men's Health* & *Women's Health* at the same time

Jan/Feb: The Beginner's Issue

Mar/Apr: Do More In Less (MH)/How to Spend It (WH); Finance Focus

May/June: Fit At Any Age Issue; Winter Style Guides; Running Special

July/Aug: Olympics Special

Sep/Oct: Grooming/Beauty Awards; Heritage Food Focus

Nov/Dec: Summer Style Guide

RATES All advertising rates are net and excl. VAT

DPS	R75 000
Inside Front Cover DPS	R95 000
Full Page	R45 000
Outside Back Cover (OBC)	R55 000
Advertorial*	R50 000
1/2 Page	R30 000
1/3 Page	R22 000
1/4 Page Classified Block	R10 000

- Cancellations after the ad booking deadline are subject to a 100% cancellation fee.
- Advertorial rates include production excl. photographic costs and model fees.

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PRINT	ON SALE
Mar/Apr '24	06 Jan 2024	13 Feb 2024	20 Feb 2024	01 Mar 2024
May/Jun '24	02 Apr 2024	09 Apr 2024	16 Apr 2024	26 Apr 2024
Jul/Aug '24	04 Jun 2024	11 Jun 2024	18 Jun 2024	28 Jun 2024
Sep/Oct '24	06 Aug 2024	13 Aug 2024	20 Aug 2024	30 Aug 2024
Nov/Dec '24	01 Oct 2024	08 Oct 2024	15 Oct 2024	25 Oct 2024
Jan/Feb '25	26 Nov 2024	03 Dec 2024	10 Dec 2024	20 Dec 2024

For covermounts and inserts please contact tanya@fivetwelve.co.za

AD SPECS height x width (mm)

	TRIM	BLEED	TYPE
DPS	276x420	282x432	240x372
Full Page	276x210	282x216	240x186
1/2 Horizontal	138x210	144x216	120x186
1/2 Vertical	276x105	282x111	240x93
1/3 Horizontal	92x210	98x216	80x186
1/3 Vertical	276x70	282x76	240x62
1/4 Page	90x120	98x216	80x186

DOCUMENT SETUP

- All advertising material must be supplied in a PDF format, CMYK colour setting, no less than 300 dpi, page size as specified with trim marks indicated and a 3mm bleed added all around • Full technical requirements available on request. Salient Media will not be held responsible for complete material supplied by the advertiser that is not in accordance with our specifications.

Ad material should be sent to: tanya@fivetwelve.co.za



MH DIGITAL CALENDAR 2024



MH DIGI GUIDES For the first time the printed version of *MH Guide to Style (Winter & Summer)* and the *MH Wedding Guide* will also be in a digital format with the latest trends, grooming advice and active shopping links.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p><i>Kickstart the New Year</i></p> <p>Fitness: Creating a Workout Routine for Your New Year's Resolutions</p> <p>Weight Loss: Your Effective Post Holiday Weight-Loss Plan</p> <p>Health: Setting & Achieving Health Goals for 2024</p> <p>Food & Nutrition: Healthy Eating Habits</p>	<p><i>Valentine's Day, Pancake Day, Healthy Lifestyle Awareness Month & Reproductive Health Awareness Month</i></p> <p>Valentine's Day Gift Guide</p> <p>Food & Nutrition: Delicious & Healthy Pancake Recipes</p> <p>Sex & Love: Spice Up Your Love Life</p> <p>Grooming: Valentine's Day Date Grooming Tips</p> <p>Life: Valentine's Day Cheat Sheet</p>	<p><i>Easter, World Sleep Day, World Water Day</i></p> <p>Health: How Drinking Water Can Help You Burn Calories</p> <p>Food & Nutrition: The Best (Packaged & Healthy) Foods for Men; Recipes</p> <p>Fitness: Long Easter-Weekend Workout Plan</p> <p>Mental Health: Mindful Practices for Stress Relief</p> <p>MH GROOMING SURVEY</p>	<p><i>Health Awareness Month & World Health Day</i></p> <p>Health: The Secrets of Living to 100: Unveiling Longevity Practices</p> <p>Mental Health: The Psychology of Motivation and Wellbeing</p> <p>Food & Nutrition: The Best (Packaged & Healthy) Foods for Men; Recipes</p> <p>Fitness: The Extreme Workout Challenge: Pushing Your Limits</p>	<p><i>Mother's Day & World No-Tobacco Day</i></p> <p>Mother's Day Gift Guide</p> <p>Food & Nutrition: Hearty Meals for Mother's Day: Cooking Tips for Men</p> <p>Health: How to Quit Nicotine for Good</p> <p>Running Special: Your Fastest PB Ever & the Best Shoes for Every Distance</p> <p>DIGI GUIDE WINTER GUIDE TO STYLE</p>	<p><i>Youth Month; Father's Day; Global Running Day; International Yoga Day</i></p> <p>Father's Day Gift Guide</p> <p>Training: For the Young & the Young at Heart</p> <p>Grooming: Age-Defying Tips & Products</p> <p>Travel: Southern Africa's Adventure Destinations</p> <p>Fitness: Science-backed Benefits of Running</p> <p>Mind & Body: Everything You Need to Know about Yoga</p>

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p><i>2024 Summer Olympics</i></p> <p>Fitness: How to Train Like an Olympic Athlete</p> <p>Style: Winter Training Gear, Shoes & Tech</p> <p>Life: Exploring the Impact of the 2024 Summer Olympics</p> <p>Health: Tech for Peak Health: Wearables, Apps and Gadgets</p>	<p><i>Women's Month</i></p> <p>Fitness: Couples' Workouts</p> <p>Health: Women in the Fitness Space You Need to Follow</p> <p>Style & Grooming: Elevate Your Style & Trending Grooming Tips</p> <p>Travel: Our Guide to Solo Travelling</p>	<p><i>Heritage Month + Heart Awareness Month</i></p> <p>Food & Nutrition: Braai Guide Traditional Recipes & Braai Gear</p> <p>Tech: The Latest in Heart Health Tech</p> <p>DIGI GUIDE MH WEDDING GUIDE</p>	<p><i>Mental Health Awareness Month</i></p> <p>Health: Breaking the Stigma around Mental Health</p> <p>Food & Nutrition: The Impact of your Diet on Your Mental Well-being</p> <p>Health: The Best Mindfulness Practices</p> <p>Fitness: Exercise as a Tool for Mental Health</p>	<p><i>November (Male Cancer Awareness Month)</i></p> <p>Fitness: November Training for Optimum Health</p> <p>Health: Supporting Men's Mental Health & Checkups Every Guy Should Do</p> <p>Grooming: Beard Grooming Tips</p> <p>DIGI GUIDE SUMMER GUIDE TO STYLE</p>	<p><i>Summer Holiday Season</i></p> <p>Festive Gift Guide</p> <p>Food & Nutrition: Healthy Festive Food</p> <p>Fitness: How to Stick to Any Training Plan</p> <p>Mental Health: Managing Stress, Anxiety & Depression during Your Downtime</p> <p>Life: Top Holiday Travel and Entertainment Recommendations</p>



Our resident experts shed light on anything from Finance & Cars to Mental Health, Fitness & Training. Featuring weekly columns on mh.co.za linked to from our newsletter.

According to the Men's Health South Africa Digital Marketing Report 2023

DIGITORIALS

Online articles and reviews are the most effective way to provide business decision-makers and consumers with information.

The mh.co.za site is a reputable source of information so the client articles provided should be authentic. Content should come across as an organic experience and not ABL advertising.

Who Is Our Online Reader?

- Spends considerable time on his phone and reads most articles on mobile.
- The average age is 25-45.
- Engages well with science-backed information and technical features.
- Clicks on products within an article.
- Rarely watches videos over 30 seconds.

Digitorial Ideas

- Product reviews—users are receptive to thorough, direct reviews:

mh.co.za/best-tents-for-camping

mh.co.za/samsung-galaxy-comprehensive-review

- A list blog post:

mh.co.za/10-ways-to-use-5kg-dumbbells-to-transform-your-physique

mh.co.za/best-backup-UPS-to-stay-connected-load-shedding

mh.co.za/13-south-african-activewear-brands-you-should-be-supporting

- Consider affiliate marketing.

Digitorial Specs

- **Featured image:** 1920px (w) x 1080px (h)
Lifestyle image. No text or logos on featured image.
- **Text to be supplied**
Include links to the website
Links to social media pages
Product links
- **Mid-post ad banner:** 1920px (w) x 500px (h)
- **Product images:** 500px (w) x 500px (h)
PNG images without background.

NEWSLETTERS

We are ahead of the curve! The weekly **MH Newsletter** is packed with the best advice, trending products and must-read features—all in your inbox.

Banner

- 1200px (w) x 500px (h)
- Link to digitorial or product/brand page

Partnership Article

- 1920px (w) x 1080px (h) - no text on image
- Supply short header and blurb (max 100 characters)
- Button link to digitorial or product/brand page.

NEW

DIGI STYLE GUIDES

Your go-to downloadable guides filled with trends, click-through shopping links, grooming and more...

- **Ad specs:** 297mm (h) x 215mm (w)
- Link to digitorial or product/brand page or client site.

An example of the digi guide format is this one from *Women's Health*:

womenshealthsa.co.za/digi-guides

WEBSITE BANNERS

mh.co.za

- **Leaderboard:** 970px (w) x 90px (h)
- **Half page:** 300px (w) x 600px (h)
- **Medium rectangle:** 300px (w) x 250px (h)

Category pages

- **Fitness:** Weight Loss, Workouts
- **Food & Nutrition:**
Nutrition
Recipes
- **Gear & Tech**
- **Health:** Mental Health, Physical Health
- **Sex & Love**
- **Style & Grooming:** Grooming, Style
- **Life:** Finance & Money, Motoring, Travel, Entertainment, WIN

SOCIAL MEDIA

So much more than a post. We would love to give you the best value for your digitorial and here's what works best on our social media platforms.

Informative

FACEBOOK

Men's Health South Africa

- **Featured image:** 1200px (w) x 627px (h)
- **Video**
- **Link to digitorial**
 - Giveaways are engaging and add value to any campaign.

Inspiring

INSTAGRAM

[@menshealthza](https://www.instagram.com/menshealthza)

Posts that link to a digitorial don't work on Instagram. The link needs to be inserted into our LinkTree account with short informative text.

- **Featured image:** 1080px (w) x 1080px (h)
- **Story:** 1080px (w) x 1920px (h)
- **Images without text:** Share a carousel of images to highlight more technical features of your products.
- **Videos/Reels:** Consider getting a member from the MH team to create the product review video.

To the Point

TWITTER

[@MensHealthZA](https://twitter.com/MensHealthZA)

- **Video**
- **Link to digitorial**

MH DIGITAL RATES

All advertising rates are net and excl. VAT

DIGITAL CONTENT PACKAGES

#1	NEWSLETTER PACKAGE	
	Newsletter Blurb/Banner	1
	Digitorial	1
Total Cost		R25 000

#2	SOCIAL MEDIA PACKAGE	
	Digitorial	1
	Newsletter Blurb	1
	Sponsored Posts (Facebook & IG)	2
Total Cost		R35 000

#3	LAUNCH EVENT PACKAGE	
	Attend Launch	1
	Digitorial	1
	Sponsored Posts (Facebook & IG)	2
	Stories	4
	Reels	3
Total Cost		R45 000

#4	VIDEO CONTENT PACKAGE	
	Social Media Videotutorial*	1
	Digitorial	1
	Sponsored Posts (Facebook & IG)	2
	Stories	4
	Reels	3
Total Cost		R45 000

***SOCIAL MEDIA VIDEOTORIAL** Up to 2 minute videos shot with basic production value. This can comprise of tutorials, interviews or product reviews.

Newsletter Banner Add On

Display ad on editorial newsletter 1200px (w) x 500px (h) **R15 000**

DISPLAY BILLBOARDS (for 2 weeks)

WEB BANNERS

Leaderboard 970px (w) x 90px (h)	R15 000
Half Page 300px (w) x 600px (h)	R7 500
Medium Rectangle 300px (w) x 250px (h)	R10 000

SOCIAL MEDIA

Promote *MH* special projects, giveaways, competition and launches

Sponsored Facebook Post	R12 000
Sponsored IG Post	R12 000

VIDEO

Bespoke Video from **R30 000**

Up to 2 minute videos made exclusively for client, in their style and tone.

To be used across all *Men's Health* platforms and client's own use.

Video must include a digital content package.

VIDEO TIMELINE: Minimum of 2-3 weeks depending on the complexity and availability of resources; 1 week to conceptualise the video content; 1 week to shoot & edit videos - excludes client approval. Maximum of 2 changes from client. *Rates are based on a starting price, depending on concept and execution. Negotiable if shot as a series or if shot as a series of 3 or more videos. Rates are excl. VAT

