

# Healthy by Nature Media Kit



## Healthy by Nature

Sharing a commitment to healthy communities

ISSUE #1 WINTER 2018



### NATURE'S BEST

How you can fight the  
flu naturally.

### BEER vs NAKED YOGA

Which yoga style best  
suits you?

### NOURISH FOUNDER

Abby Soares talks vitamins,  
bone broth and leafy greens.

FREE  
COPY  
IN-STORE

### EMBRACE THE OUTDOORS

Top tips on keeping healthy  
and well this winter.



## About Community Health Stores

CHS is a group of independent, natural health stores from throughout New Zealand with a vision to offer the very best natural health experience in New Zealand.

To be healthy and well, it is beneficial to eat well and take the right supplements. At CHS, we work with you to find the best product for your needs without it costing the earth. Natural health products are found everywhere, from retail stores, in your supermarket, and online.

By visiting our stores, you'll have the advice and up to 30 years' experience of our professional natural health retailers including trained naturopaths, nutrition experts, qualified nurses, herbalists, beauty therapists, massage therapists and much more.

## Publication information

**FREQUENCY:** Quarterly

**DISTRIBUTION:** 30,000 copies distributed nationwide through CHS stores.

**SIZE:** A4, 24 page publication

## Publication dates

### ISSUE 5 – WINTER 2019

Advertising booking deadline: 15 April 2019

Material deadline: 30 April 2019

Publication date: 3 June 2019

### ISSUE 6 – SPRING 2019

Advertising booking deadline: 15 July 2019

Material deadline: 31 July 2019

Publication date: 3 September 2019

### ISSUE 7 – SUMMER 2020

Advertising booking deadline: 15 October 2019

Material deadline: 31 October 2019

Publication date: 2 December 2019

### ISSUE 7 – SUMMER 2019/2020

Advertising booking deadline: 15 January 2020

Material deadline: 31 January 2020

Publication date: 4 March 2020

**BOOK NOW**

## Healthy by Nature magazine

Healthy by Nature is a quarterly magazine dedicated to educating and informing Kiwis about good health and is brought to you by the Community Health Stores (CHS) team.

### EACH ISSUE IS FILLED WITH:

- Expert health advice
- Topical and seasonal health-related articles
- Healthy, natural recipes
- Information on quality health products
- Community related pieces
- Real customer testimonials and stories

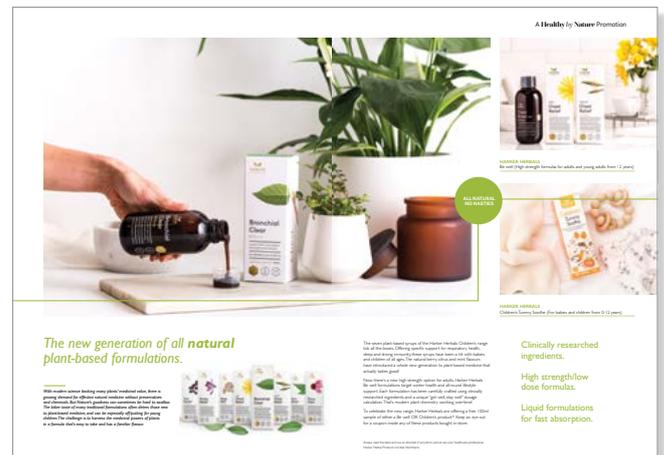
**VIEW ONLINE**



Half Page Advert Example



Promotional Page Example



Promotional Double Page Example



## Advertising rates

INSIDE FRONT COVER	<b>\$2,500</b> (excl GST)
INSIDE BACK COVER	<b>\$2,300</b> (excl GST)
DOUBLE PAGE SPREAD	<b>\$3,000</b> (excl GST)
FULL PAGE	<b>\$2,100</b> (excl GST)
OUTSIDE BACK COVER	<b>\$2,750</b> (excl GST)
1/2 PAGE HORIZONTAL	<b>\$1,500</b> (excl GST)
1/3 PAGE VERTICAL	<b>\$1,200</b> (excl GST)

Multiple insertions: Receive 5% discount off rate card for booking two editions consecutively and 10% off rate card for booking four editions consecutively.

**BOOK NOW**

## Promotional pages



Any full page or double page promotional content will be designed on your behalf to the house promotion style.

### We will require from you:

- Approximately 250– 400 words of copy. Include a headline if you have one and a short sentence (USPs) to be used in the circle as break out copy.
- A high resolution clearcut image of your product.
- A high resolution lifestyle image related to your product.
- Any TAPS approval number (if you have this).
- Any mandatories that need to go with the copy.

## Contact us

If you are interested in advertising or finding out more, contact:

**Derek Hill**, 0274 541 815, derek@tonichealth.co.nz

Or for any advertising material queries, contact:

**Kirsten Ogden**, 022 183 1135, editor@communityhealthstores.co.nz

## Print Advertising sizes & specifications

All artwork to be supplied as high res print PDFs with 3mm bleed. Artwork to be emailed or sent via We Transfer to [editor@communityhealthstores.co.nz](mailto:editor@communityhealthstores.co.nz)

