

A high-angle photograph of two women paddling on a river. The woman on the left is on a blue and white paddleboard, wearing a grey and white patterned long-sleeve shirt and a yellow life vest. The woman on the right is on a teal and white paddleboard, wearing a red and orange long-sleeve shirt. Both are smiling and holding their paddles. The water is dark and reflects the surrounding greenery.

Women's Health

Media Kit 2026

Brand Overview



At *Women's Health*, we believe wellness is a tool for living better. We champion practices that helps our audience live stronger and thrive.

Amid endless wellness opinions, *WH* offers clear, credible information that cuts through the clutter. We deliver expert-led guidance, smart fitness and nutrition advice and stories that reflect real lives – not perfection. Across every platform, our purpose remains the same: to inform with clarity, inspire with trust and empower women to take charge of their health with confidence, balance and intention.

Gotlhokwang Angoma-Mzini,
Women's Health Editor

Meet Our Audience



Readership By Race

Black: 76%
Other: 24%

LSM Breakdown

LSM 6-8: 53%
LSM 9-10: 26%

Core Age Group

25-44

Print Readership By Age

25-34: 27%
35-45: 33%

Social Media By Age

25-35: 30%
35-44: 38%

Key Numbers

Digital

DIGITAL STATS: AVERAGE P/M JAN - OCT 2025

Event Count p/m
143,061

Unique Users p/m
23,373

Page Views p/m
66,735

**Newsletter
Subscribers**
43,001

Newsletter Open Rate: 15%

**Total Google
Impressions**
7,068,670

Social

FOLLOWERS: JAN 2026

Facebook
219,122

Instagram
83,113

Threads
14,400

X
90,732

TikTok (NEW)
2,431

Magazine

ABC: Q3 2025 (JUL - SEP ISSUES)

Circulation
11,550
13.8% YOY Increase

Readership
49,244

Print Order
15,000

Total Digital Audience

744 585

(TOTAL INCL. YOUTUBE & PINTEREST)



Women'sHealth Editorial Calendar

Jan + Feb '26

THE YEAR OF YES ISSUE



WH Tech Awards
Meal Prep Snacks
Bounce Back For Good

DIGITAL FOCUS

Jan: **Goals That Stick**
Feb: **WH Tech Awards***

SOCIAL MEDIA

Galentine's Day, Protein, Sleep, Recovery, AI Tools, WH Tech Awards



Mar + Apr '26

THE WISE DECISIONS ISSUE



WH Running Special*
The Smart Money Guide*
Fuel Better On A Budget

DIGITAL FOCUS

Mar: **Financial Wellness Tools***
Apr: **Running Training Plans***

SOCIAL MEDIA

Best Running Shoes, Work/Life Balance, Real Women Running, Financial Tips



May + Jun '27

THE UNPLUGGED ISSUE



WH Sleep Special*
The New Type Of Leggings

DIGITAL FOCUS

May: **WH Sleep Special***
& **Wellness Unplugged**
Jun: **Fertility Awareness**

SOCIAL MEDIA

Cover Search*, Fertility, Digital Detoxing, Mother's Day*



Jul + Aug '27

THE COMMUNITY & CONNECTION ISSUE



The Group Training Method
Women's Month Heroes
WH Adventure Special*

DIGITAL FOCUS

July: **WH Adventure Guide***
Aug: **WH Cover Search***

SOCIAL MEDIA

Sustainable Self-Care, Girls Trips, Women's Month Heroes



*Denotes aligned content across both *Men's Health* & *Women's Health* in the same time period



Women'sHealth Editorial Calendar

Sep + Oct '26

FIT FOR LIFE ISSUE



WH Cover Search*

WH Beauty Awards*

**What You Need To Know
About Protein Shakes**

DIGITAL FOCUS

Sep: **Heritage Food**

Oct: **WH Beauty Awards***

SOCIAL MEDIA

**WH Beauty Awards, Breast Cancer
& Mental Health Awareness Month***



Nov + Dec '26

HAPPY HORMONES ISSUE



WH Wellness Awards*

Cheese's Healthy Makeover

**Hack Your Happiness + The
Best Happy & Healthy Gifts**

DIGITAL FOCUS

Nov: **Gut Health***

Dec: **WH Wellness Awards***

SOCIAL MEDIA

**Festive Recipes & Gift Guides*,
Hormone-Friendly Products**



Jan + Feb '27

THE SMART LIVING ISSUE



WH Tech Awards*

Healthy Air Fryer Recipes*

**Best Ways To Change
Your Life**

DIGITAL FOCUS

Jan: **Work Smart, Not Hard**

Feb: **WH Tech Awards***

SOCIAL MEDIA

**Easy Health & Fitness Swaps*,
Best Editor-Tested Tech**



Mar + Apr '27

THE SUSTAINABLE ISSUE



Home Gym Upgrades*

Sustainable Beauty

**Refreshing Cocktails,
Mocktails & Smoothies**

DIGITAL FOCUS

Mar: **WH Running Guides***

Apr: **Sustainable Self-Care**

SOCIAL MEDIA

**Sustainable Products,
Running Events & Clubs***



Print Rates

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.

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 with bleed as specified above.

Deadlines 2026

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PRINT	ON SALE
Jan/Feb '26	25 Nov 2025	02 Dec 2025	09 Dec 2025	19 Dec 2025
Mar/Apr '26	06 Feb 2026	12 Feb 2026	17 Feb 2026	27 Feb 2026
May/Jun '26	02 Apr 2026	09 Apr 2026	14 Apr 2026	24 Apr 2026
Jul/Aug '26	05 Jun 2026	10 Jun 2026	15 Jun 2026	26 Jun 2026
Sep/Oct '26	04 Aug 2026	06 Aug 2026	11 Aug 2026	21 Aug 2026
Nov/Dec '26	06 Oct 2026	08 Oct 2026	13 Oct 2026	23 Oct 2026
Jan/Feb '27	27 Nov 2026	03 Dec 2026	07 Dec 2026	18 Dec 2026



Digital Rates

#1 SOCIAL MEDIA PACKAGE

1 Digitalorial
1 Sponsored Post (FB & IG)
Total Cost: **R25 000**

#2 DIGITAL PACKAGE

1 Digitalorial
1 Newsletter Blurb OR Banner
1 Sponsored Post (FB & IG)
Sponsored Web Banners
Total Cost: **R35 000**

#3 COMPETITIONS

1 Write-up on Giveaway Page
1 Sponsored Post (FB & IG)
2 Stories
Prize Valued at R2 500+
Total Cost: **R20 000**

#4 PRODUCT REVIEW

1 Review Article
1 Unboxing Story
1 User Generated Video (TikTok & IG)
Total Cost: **R40 000**

#5 LAUNCH EVENT PACKAGE

1 Attend Launch
1 Digitalorial
1 Sponsored Post (FB & IG)
5 Stories
POV Recap Video (IG Reel, TikTok, FB)
Total Cost: **R50 000**

PARTNER EVENT PACKAGE

Collab event with *WH*. Email for custom event creation.

Easy Add-On



SOCIAL MEDIA

Sponsored Facebook, Instagram, YouTube & TikTok (Dark Post)

R15 000

WEB BANNERS

(for 1 week)

Leaderboard

970px (w) x 90px (h)

Half Page

300px (w) x 600px (h)

Medium Rectangle

300px (w) x 250px (h)

R15 000 - R20 000

NEWSLETTER BANNER

1200px (w) x 500px (h)

R15 000

Commercial Partnership Opportunities

WH Cover Search 2026

This is our annual nationwide search to find the ultimate *Women's Health* cover star who has the combined energy and inner strength to be a healthy, fit, inspiring role model to others. This 6-month campaign is driven through our online and social media platforms and consists of four phases: Entries > Top 20 finalists > Top 8 and voting > Winner graces the cover of the magazine. In 2025, we had over 400 entries, with the *WH* Cover Search competition causing a major spike in website traffic and meta engagement.

COVER SEARCH PAGE

Page Views: 48,251

Event Count: 87,621

SOCIAL MEDIA

Reach: 889,394

Impressions: 1,458,737

Engagement: 25,778



▶ SPONSORSHIP PACKAGES: Headline; Tier 2; Tier 2plus ▶ *Women's Health* Cover Search is run in conjunction with *Men's Health* Cover Guy competition

Women'sHealth

Commercial Partnership Opportunities

Digital Covers

These covers are bold, culturally relevant and built for the moment. Each cover is a high-impact campaign designed to drive engagement far beyond the traditional front page. *WH* spotlights local icons, trailblazers and rising stars, bringing their stories to life through striking visuals and strong editorial – with the same ambition as our long-form print features. Spanning culture, entertainment, sport and fitness, this format is purpose-built for our highly engaged social audience.

DIGITAL COVER PACKAGE

- 2 Sponsored Post (FB & IG)
- 1 BTS Video (FB, IG & TikTok)
- 1 Digitalorial
- 1 Dedicated Themed Newsletter

Cost: **R75 000** - Supplied

Cost: **R90 000** - *WH* produced content (incl. cover shoot & BTS Video)



A great example of our digital covers' far-reaching impact and staggering engagement, featuring Megan Pietersen:

DIGI COVER

Reach: 744,858
Impressions: 842,187
Interactions: 3,069
Engagement: 23,534

BTS VIDEO

Views: 311,565
Interactions: 4,268

[Click here for an example of dedicated newsletter](#)

Video Franchises



Through our regular video franchises across key platforms, you can engage directly with our audience on the things that matter most to them.

- How I Built My Body: insight from real women
- Best Gyms in SA: our fit squad gym check
 - A fast-paced, personality-led travel series to experience a destination in 48 hours