

# YOUR HEALTHY LIVING magazine

MEDIAPACK 2010/11



The UK's number 1 FREE health read

CELEBRITY HEALTH \* WELLBEING \* LOOK \* FOOD \* ECOLIFE \* FITNESS

[www.yourhealthyliving.co.uk](http://www.yourhealthyliving.co.uk)

# YOUR HEALTHY LIVING

The UK's No.1 Health Read

**Your Healthy Living Magazine** is a vibrant, glossy, FREE, in store, consumer magazine distributed to retailers by **Tree of Life – the largest wholesaler in the health food industry**. Advertising and editorial is open to all brands whether stocked by Tree of Life or not, giving manufacturers and suppliers access to the **biggest distribution channel** in the market.

**Your Healthy Living** is raising awareness of advertisers products and bringing the latest news to health conscious consumers all over the UK.

This drives consumers back into health food stores to purchase the products they have read about via features, editorial and advertising in **Your Healthy Living**. With an up-to-date mainstream celebrity cover, **Your Healthy Living** is now firmly established as the No.1 free magazine in the market.

Advertising in **Your Healthy Living Magazine** places your products in front of consumers and increases awareness of your brand to independent retailers and their staff – *helping make your lines the first products they will recommend.*

**Get the most out of life – with Red Kooga**

**KNOW HOW**

**Shouldn't you, Ben breakfast get to patients class, ...power ... today's women are ... But how do we keep energy ...**

**Choose from:**

- NEW Red Kooga Natural Energy Release (SP £5.99)** – provides a pure and natural solution to sluggishness when it's needed. As well as Ginseng, Red Kooga Natural Energy Release contains Guarana Caffeine which helps you feel sharp and alert. The inclusion of a complex nervous system to maintain a healthy from food!
- NEW Red Kooga Korean Ginseng (SP £6.69)** with Ginseng to promote vitality and maintain mental alertness. The word Panax is derived from the Greek "Panaxos" meaning "cure all".
- NEW Red Kooga Korean Ginseng with Melatonin & Mineral (SP £3.99)** – Great for encouraging mental alertness and energy release.

**For more information ask at your local health food store, visit [www.redkooga.co.uk](http://www.redkooga.co.uk) or call 01473 291897**

**“The best free magazine out there”**

H Freeman, London, consumer

**“With each issue I learn something new. Keep up the good work. You have changed my life.”**

Mrs Stevenson, County Tyrone, consumer

**“Our mentalities are the same: to provide an excellent source of reliable, trustworthy and readily understandable information.”**

Dr Shamini Singh, Revital Limited

**“Your Healthy Living Magazine gives our customers a variety of interesting articles and the front cover always tempts people to pick it up. I've had nice comments from customers. Good to know we are getting our healthy message across”**

Andrew Hill, Sunshine Health Retailer

**CELEBRITY HEALTH**

### Strictly fun: why Alesha Dixon wants us all to dance

For the singer and dancer who triumphed on Strictly Come Dancing and conquered Kilimanjaro for Comic Relief, fitness is about more than having a pert bum

**Q Does keeping fit come naturally to you?**  
Depending on my mood and what time of the year it is, I can feel like a chore. At the moment it is something that I want to do as I'm feeling the benefits of being fit and I'm feeling stronger. But like most people I have those days where I can't be bothered and I've had days where I've been in the gym and I get bored. It's important to me to work out and have fun, to not really think about working out. I work with a trainer as well and that's hard graft.

**Q If you'd rather slouch in front of the TV than work yourself?**  
I'm one of those people that before I go to bed I'll see myself in a bath for the next day, so I wouldn't wake up and slouch. I do because I want to, otherwise I don't. I don't beat myself up about it too much. And I have days where I can't really be bothered. I take the dogs out for a walk and for me that's good enough. People are quite hard on themselves.

**Q What are your fitness aims?**  
The main thing that I wanted to get through my live shows. They're 1.5 hours and I need to be completely on top of my game. I don't want to have to hold back on my dancing because I'm not fit enough to keep up with my own stage show.

**Q How valuable has exercise been in lifting your spirits?**  
When you think about exercise most people think, I want to get rid of my cellulite, I want a flat tummy, I want a six pack, and it's usually the exercise we think about, and losing weight for all the wrong reasons, and we're human and that's fine it that gets you in the gym. But I think there are simpler reasons and better reasons to exercise and I feel like I'm being kind to myself. This is my body, this is my vessel. I have to take care of it and it will take care of me.

**Q You've done demanding world tours, won Strictly Come Dancing and scaled Mount Kilimanjaro. Which was the greatest challenge?**  
I honestly believe that even when I'm 50 years old and someone asks me that question I will still say the mountain because it really was the most demanding thing I've ever done, not just physically but mentally as well.

**Q Why?**  
Because it took so much. It took every ounce of my being and spirit and brain to get me up that mountain. Imagine going to the gym and there's only 50% of the normal amount of going the exercise with not much oxygen. Then add the fact that you are in these strange temperatures. You've got minor winds and you're in strange environments and it just feels like this uphill battle and when I say it – without sounding odd off with God – it's just you against the elements and you're fighting against it and it's a test of your character and it's a

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# WHY YOU SHOULD CHOOSE YOUR HEALTHY LIVING

**DISTRIBUTION** We have the **LARGEST** distribution channel through Tree of Life achieving more awareness for your brands and products than any other FREE magazine.

**READERSHIP** We have a readership of 285,000, offering you access to very targeted, health conscious consumers.

**RETAILERS SUPPORT** We will support your retail trade promotions with Tree of Life and drive consumer sales in store.

**ENSPiRED EDITORIAL** Our editorial inspires consumers to buy more health food brands, increasing footfall and sales in stores.

**THE TEAM** **Your Healthy Living** is edited by Tracy McLoughlin who has some 18 years journalistic experience in the industry alongside a team whose experience in the natural products industry spans 75 years.

**COMPETITIVE ADVANTAGE** Our rate card is on average 40% less than any of our competitors, offering all advertisers real value for money.

**RESPONSE FROM CONSUMERS** We prove that we perform. Not only do we know our customers are reading the magazine but they are responding and engaging with the editorial. Our very popular giveaway page of offers attracts hundreds of responses per offer which is then shared with those companies who have put the offer forward.

**TREE OF LIFE** What Tree of Life Ltd has to say about **Your Healthy Living Magazine**: "Tree of Life Ltd is the largest wholesaler of health foods and natural products in the UK. We service 1,400 stores nationwide, primarily within the health food trade but also deliver to other retailers that sell health products. Tree of Life is delighted with the publication and continues to support **Your Healthy Living magazine** in its quest to educate consumers and popularise our industry's brands."

## BUT DON'T JUST TAKE OUR WORD FOR IT...

- \* 96% of our readers say that Your Healthy Living advertising and editorial is invaluable
- \* 61% spend between £10 and £30 on each visit to their health store
- \* 81% of our readers are influenced by Your Healthy Living in their buying choice of products

### WELLBEING

#### Men's Health – What can't you afford to ignore

Nutritionist Elizabeth Wells on diet and male nutrition priorities...

It is widely acknowledged that men and women have different nutritional requirements, particularly when it comes to protein. One of the main reasons for this is the fact that men have a higher percentage of muscle mass than women, which means they need more protein to maintain their muscle mass. Protein is also essential for the production of testosterone, which is the primary male sex hormone. Testosterone is responsible for the development of male secondary sexual characteristics, such as a deep voice, facial hair, and a larger frame. It also plays a role in bone density, mood, and energy levels. For men, getting enough protein is crucial for maintaining muscle mass, supporting testosterone production, and overall health. Elizabeth Wells, a nutritionist, provides insights into the importance of protein for men and offers practical advice on how to incorporate it into their diet.



### CELEBRITY HEALTH

...THERE ARE DEEPER REASONS AND BETTER REASONS TO EXERCISE AND I FEEL LIKE I'M LOOKING AFTER MY HEART, I FEEL LIKE I'M BEING KIND TO MYSELF.

...of your mental strength.

And I've also got to consider the more spiritual side of it and the humanity and when spending time in villages with people that were living in those wooden huts and have to walk miles and miles to get water. You don't see those things and come home and get complaints.

**Q So your new Dance Fusion class for LA Fitness must be a piece of cake?**

What I love about this class and the fact that it's called a gym is that it's not like going to a gym. It's about having fun, it's about people walking in and even if they don't get the moves they can still enjoy it. We've incorporated lots of different styles, there's Latin, street and we've deviated the programme to a standard that all ages and all different types of people can grasp.

It's fresh, it's new, it's different, I don't ever remember going to a gym over the dance class. I'd have loved that. No one's there to judge you, everyone's there to get fit and that's the focus. And that's the first over the next four years.

**Q Do you feel totally happy with your body?**

At the moment I feel really strong. I've been eating healthily as well. If I was that any woman has your tummy and your thighs and stuff but I'm still happy with my body. There are areas that are not perfect, and that's OK.

**Q If you could alter anything what would you change?**

I'd love a bigger bottom. It's a known fact within the black community that bottoms but I'm used to that.

**Q Are you disappointed by that?**

Yes. So I thought if I wasn't given a bum I'd struggle, so this is what I'm trying to do.

**Q Is that possible?**

Yes. You have to work with a personal trainer that makes you healthy. Trust me, there is a way of sculpting a bum.



Alisha is Creative Director of LA Fitness and her new video is available at LA Fitness clubs throughout the UK. Visit [www.lafitness.com](http://www.lafitness.com)

### FOOD

#### Penne Perfect for Pasta Lovers

Here's a white pasta dish you can eat to your heart's content! This recipe uses Dreamfields pasta, made from premium durum wheat semolina but with a special 'molin' that stops most of the carbohydrates being digested. So it has only 5 grams of digestible carbs and a 65% lower Glycemic Index than regular pasta! – a summer weight management food that low GI pasta also has twice the fibre, aiding digestion and optimising energy release without blood sugar spikes.



#### Penne with Fresh Tomato and Basil Sauce

- SERVES 4**
- 1 box (250g) Dreamfields Penne Rigate
  - 1 large red onion
  - 500g ripe cherry or grape tomatoes
  - 2 clove garlic
  - 1 cup fresh basil leaves (200g)
  - 2 tablespoons extra virgin olive oil
  - 2 tablespoons tomato paste
  - 1/2 cup fresh parsley
  - 1/2 cup fresh basil leaves, for topping
  - 1/2 cup fresh basil leaves, for garnish

**1** Cook the pasta according to directions.

**2** Meanwhile, place the onion, washed tomato and basil in a food processor. Blend pulse 10-15 seconds and off the motor to chop.

**3** Add the crushed red pepper, olive oil, parsley, and fresh basil to the bowl.

**4** Drain the pasta and immediately add to the bowl.

**5** Serve immediately topped with grated Parmesan cheese.

**The ingredients can be left chunky or blended in a food processor for a smooth sauce.**

**Non-Basic Information:** (For every 1/2 cup of cooked pasta) 25g carbs, 10g protein, 18g carbohydrates, 7g fat, 7g total daily fibre.



Dreamfields low GI and low carb pastas are available at Penne Rigate Spaghetti and Rottoloni. For further information, visit [www.dreamfieldsfoods.co.uk](http://www.dreamfieldsfoods.co.uk)

### FITNESS

## Tone up for summer...

with TV dance sensation Deanne Berry

The sun is shining, the flowers are blooming and, uh-oh, are you starting to panic now that layers of clothing are being shed? If you are feeling nervous about putting your bikini on, it's still not too late to make the changes you need to confidently flash the flesh!

The great thing about the weather becoming warmer is that drinking plenty of water, eating those fresh healthy salads and getting outside to exercise in the fresh air all seems a lot more appealing.

**Here are some tips to help you get into shape:**

- Get off that stodgy food! Your body no longer needs that extra layer to keep you warm. How about looking for some new tasty salad recipes? Also, check out the new yummy fruits in season.
- Have you seen all the lovely summer outfits in store? Why not treat yourself and buy one, but try doing a little less inspirat...



Two to do or a

**1. TONE UP**  
The Cycling ob...  
Deanne says: Lie on the floor, bring your elbows pressed out to the abdominal muscles, both feet off the floor, prowl and raise on the bent knee as shown.

**2. TONE UP**  
The Cycling ob...  
Deanne says: Lie on the floor, bring your elbows pressed out to the abdominal muscles, both feet off the floor, prowl and raise on the bent knee as shown.

Change over, aiming the opposite...  
The opposite...  
Continue to...  
Repeat for 15-20 mins and repeat another 2 sets to achieve a long sculpted tummy!

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## Guide to Ethical Fashion

There's nothing more green than reusing what you or someone else has already worn

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## ADVERTISING RATES

Outside Back £2,105	Inside Front £1,895	Inside Back £1,895
Full Page £1,785	Half Page £895	Quarter Page £455
Double Page Spread £3,390	Health Store Heroes (50 words + image) £305	

All prices are excluding VAT

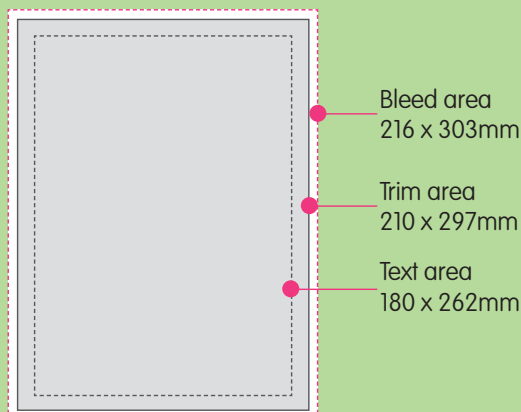
Inserts (max 4 inserts per issue) single sheet full run £5,000 or £50 per 1,000

Advertorial, cover mounts, gatefolds and bound inserts – price on application

Advertising design services are available on request. Please contact our sales team for a competitive quote

## MECHANICAL SPECIFICATION

Full page with bleed	216 x 303 mm
Full page trim area	210 x 297 mm
Full page text area	180 x 262 mm
1/2 page vertical	87.5 x 262 mm
1/2 page horizontal	180 x 125 mm
1/4 page	87.5 x 125 mm



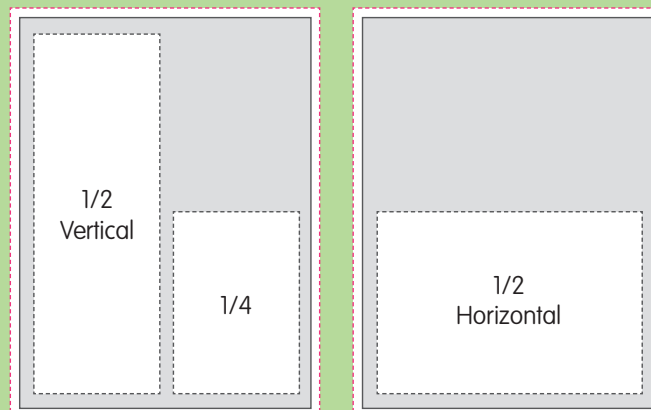
For Full Page and Double Page Spread Adverts please ensure that a bleed of 3mm is added to all sides of the final artwork

### ACCEPTED FORMATS

PDFs, Jpegs, Tiffs and EPS in high resolution (300dpi)

Any Adobe Illustrator files with text must be converted to outlines

Any PDF files sent please embed all fonts



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