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At Slimming World we understand the impact these past months have had on our health, our happiness and our weight. For those who'd love to make a fresh start this year, we're here to support them all the way to their dream weight.

While our in-person groups are temporarily suspended, our Consultants are still able to bring all the support, friendship and inspiration in a virtual group, which you attend from home.

Whether our members choose to join a group or become a member of our digital service, Slimming World Online, they'll enjoy an amazing package which includes our generous, flexible eating plan, a tailored activity program, and the motivation, understanding and care that's at the heart of Slimming World.

Make this the year you discover that Slimming World feeling for yourself – a fresh start that lasts a lifetime!
Slimming World magazine is the No 1 slimming title, with a combined print and digital circulation of 316,631 (ABC July to Dec 2020).

Slimming World publishes and sells around 1.3 million recipe books each year.

In 2015, in response to requests from members who wanted more convenient food choices when lack of time could lead to them choosing less-healthy options and going off track, Slimming World launched a range of frozen meals, soups and sauces in partnership with Iceland Foods.

Slimming World is recognised as effective by the National Institute for Health and Care Excellence (NICE) and works with the NHS, royal colleges and key public health organisations and universities to further understanding of the psychology behind obesity and weight management, and to help more people to achieve their dream weight.
In January this year slimmingworld.co.uk had over 12 million page views.

Slimming World’s social media following amounts to over 2,000,000.

The hashtag #SlimmingWorld averages 1,000,000 opportunities to be seen every day.

Slimming World social media channels see a 12% engagement rate (universal average being 0.5-1%).

About

Slimming World

Our handles

» Twitter @SlimmingWorld
» Insta @SlimmingWorld
» Facebook: https://www.facebook.com/slimmingworld
A unique approach  

**to weight loss**

» Based on a deep understanding of the psychology of slimmers, we believe the burden carried by overweight people is two-fold. There is excess weight, but there is a far heavier burden to be lifted – that of guilt, self-criticism and poor self-esteem.

» We help people to shed the misery of excess weight, supporting members to lead happier, more fulfilling and healthier lives. Through an understanding and compassionate approach we help members to develop the motivation, confidence and mutual support they need in order to make healthy and highly effective lifestyle changes for life.

» Slimming World members lose weight through a multi-component approach of:

  » New healthy eating habits formed through our [Food Optimising](#) eating plan.

  » Regular moderate exercise developed through our [Body Magic](#) programme.

  » Powerfully motivating group support to encourage long-term behaviour change through a unique approach that we call [IMAGE Therapy](#).
From teenagers to grandparents, more people in the UK choose to attend a Slimming World group each week than any other weight loss group.

Members who commit and regularly attend at least nine out of 12 Slimming World group sessions lose 7.5%* of their body weight in three months.

A study of more than 2,000 Slimming World members** found that since joining:

- 78% now buy more fruit and vegetables
- 74% eat less fatty food
- 61% eat less sugary foods
- 58% eat less convenience food and fewer takeaways

Our members are mostly likely to do their main grocery shop*** at:
- Tesco (26%), Aldi (19%), Asda (16%), Sainsbury's (12%), Morrisons (10.5%), Lidl (6%), and Waitrose (2.5%).
- And 4% of members do their main grocery shop online.

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***A survey of 916 members in July 2016.
Slimming World Magazine launched on to the newsstand in January 1998 and within six months became the UK market leader.

It’s still the best-selling slimming title in the UK with a combined print and digital circulation of **316,631**.

Copy sales are split between members who buy the magazine at their group in the UK or Ireland and non-members who buy the magazine from the newsstand.

Slimming World Magazine is published seven times a year. Cover price is £3.45, or £2.45 to attending group members.

The magazine was named Customer Magazine of the Year and received a Highly Commended Team of the Award at the 2020 PPA awards. It also received the PPA Customer Magazine of the Year Award in 2018 and the BSME 2017 Editor of the Year Award in the Health & Fitness category.

* Source: ABC July to Dec 2020
What our readers think...

Arlisa Reynolds
Thank you Slimming World – I will be delighted to access a virtual copy if the magazine. Enjoying our zoom sessions very much, and the time to try many new recipes.

Angela Stirrup
fab! Loved reading it sat in the garden on my iPad, much preferred to the paper copy.

Margaret Barcon
Thank you. I’m very impressed with your quick turnaround to the meet our digital needs during lockdown.

Diane Cave > SW Inspire
Downloaded SW magazine app. I love the “scrapbook” feature. Already planning desserts 😊. Can’t wait to share my code in group news.

Emma Manning > SW Inspire
Thank you for the digital magazine. It’s fantastic! Cooked a new recipe out of it for tea tonight. My members are so excited to get their copy Monday 😊.

About

Slimming World Magazine

>> All the support and inspiration you get from the print magazine, in a format that’s perfect for reading on your mobile device, at home or on the go.

>> No. of codes redeemed

170,716

>> No. of sessions

786,000

>> Average no. of pages per session

29

>> No. of screen views

23 million

>> No. of items saved to the scrapbook

52,590

>> While our community groups have been temporarily suspended during lockdown, the digital magazine has been available to virtual group members, free of charge.

*Numbers based on the sale period between May 29th - July 30th 2020 - Issue July/August.
Our readership reach 783,000


Social Grade

Age

Gender

Our editorial approach

.slimming world magazine is packed with inspiration and practical advice to help people achieve their weight-loss goals.

There’s a seven-day eating plan with a shopping list, and plenty of food-learning features that complement the inspiration members share in group every week.

Motivation-boosting advice, practical strategies and useful product picks to help members form a plan to achieve the weight losses they really want.

We also profile ‘new’ and ‘best of’ products that fit with our eating plan on our Food News pages. These practical shopping pages are some of the most popular in the magazine.

“Every issue features gorgeous, glossy photoshoots of real slimmers who’ve transformed their looks and their lives by eating the Slimming World way to maximise readers’ motivation.”

Kalvinder Flynn
Weight lost – 5st 3lbs
Fabulous food

Slimming World’s mission is to transform the way members and readers eat, cook and shop. Slimming World is all about what you can eat – not what you can’t, and our fantastic food section is certain to tempt readers into the kitchen!

Every recipe in the magazine has been road-tested by professional home economists and checked by our expert Slimming World food team. So readers can trust every issue will be bursting with mealtime inspiration, focusing on Free Foods – and truly boosting their weight loss.

From easy everyday meals to relaxed weekend entertaining, seasonal food to sensational supermarket finds, our food section shows how fast, filling and family friendly Slimming World’s eating plans can be!

We use top photographers and stylists for all food shoots to ensure the quality of our recipes and photography is on a par with leading food magazines.
Looks, lifestyle and more!

And there’s so much more to discover. The magazine team’s mission has been to create a seasonal package of support that inspires and informs readers at every stage of their weight loss journey, and helps them to feel great about themselves every step of the way.
Magazine opportunities for your brand

- Advertising
- Advertorials
- Sponsored recipe booklets/covermounts
- Bound/loose inserts
- Competitions
- Exclusive reader promotions
# Booking Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertorial final booking</th>
<th>Advertisement final booking</th>
<th>Advertisement final copy</th>
<th>On sale – group</th>
<th>On sale – newsstand</th>
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</thead>
<tbody>
<tr>
<td>May/Jun 21 (Issue 158)</td>
<td>12 Jan 21</td>
<td>5 Feb 21</td>
<td>12 Feb 21</td>
<td>22 Mar 21</td>
<td>1 Apr 21</td>
</tr>
<tr>
<td>Jul 21 (Issue 159)</td>
<td>2 Mar 21</td>
<td>2 Apr 21</td>
<td>9 Apr 21</td>
<td>17 May 21</td>
<td>27 May 21</td>
</tr>
<tr>
<td>Aug/Sep 21 (Issue 160)</td>
<td>27 Apr 201</td>
<td>21 May 21</td>
<td>28 May 21</td>
<td>5 Jul 21</td>
<td>15 Jul 21</td>
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<tr>
<td>Oct 21 (Issue 161)</td>
<td>15 Jun 21</td>
<td>9 Jul 21</td>
<td>16 Jul 21</td>
<td>23 Aug 21</td>
<td>2 Sep 21</td>
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</tbody>
</table>

*Deadlines for covermount sponsorship on application*
Print Specifications 2021

**PRINTING PROCESS**  
Web offset

**PAPER STOCK**  
170gsm Woodfree Gloss (cover)  
75gsm Galerie Fine

**RESOLUTION**  
300dpi

**UCR MAXIMUM INK DENSITY**  
300 tac

**MINIMUM PRINT TONE VALUE**  
5%

**TEXT SIZE**  
Minimum text size for single and composite coloured text 8pt

**REVERSE OUT WHITE TEXT**  
Minimum text size 12pt

**TINTS & IMAGES ON WHITE PAPER**  
Colour tint panels should not be less than 10%

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**PDF File Delivery**

*Please supply a pass4press PDF for more information see www.pass4press.com*

**ICC PROFILE**  
ISO Coated v2 300% (ECI)

PDFs must be supplied to exact booked space including bleed, crop marks, registration marks and page information 5mm away from the live page area.

No live text should be within 5mm of the page area

PDFs should be 1.4 PDF/x-1a and therefore contain no active transparencies or spot colours. Files to be supplied as CMYK.

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**Advertisement Dimensions**

All adverts are to be supplied as single pages (including DPS ads)

<table>
<thead>
<tr>
<th>TYPE AREA (mm)</th>
<th>TRIM (mm)</th>
<th>BLEED (mm)</th>
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</thead>
<tbody>
<tr>
<td>270 x 205</td>
<td>290 x 215</td>
<td>296 x 221</td>
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</tbody>
</table>

*Bleed advertisements require 3mm bleed on all four sides

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**Insert Dimensions**

<table>
<thead>
<tr>
<th>SIZE MM</th>
<th>MINIMUM SIZE</th>
<th>MAXIMUM SIZE</th>
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</thead>
<tbody>
<tr>
<td>Loose</td>
<td>148 x 105</td>
<td>270 x 195</td>
</tr>
<tr>
<td>Magna</td>
<td>Magazine trim size (all live text must be 10mm away from trim edge)</td>
<td></td>
</tr>
</tbody>
</table>

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**Production Contacts**

**ADVERTISING AND PROMOTIONS SALES MANAGER**  
Julian Oiller  
01773 546312 / 07770 807760  
julian.oiller@slimmingworld.co.uk

**PRODUCTION CONTACTS**  
Bekki Gent/Alice Henrick  
01773 546092  
bekki.gent@slimmingworld.co.uk/ alice.henrick@slimmingworld.co.uk

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**INSERT DELIVERY ADDRESS**

Call Stacey Newson to arrange a delivery slot (please have to hand quantities and magazine information).  
01726 892464  
Walstead Roche Ltd  
Victoria Business Park  
Roche  
St Austell  
PL26 8LX
Rate card

Print magazine

- Display DPS £11,700
- Display page £6,500
- Advertorial DPS £17,100
- Advertorial page £9,500
- Charity events advertising page £3,150
- Competition DPS prize value £5,000
- Competition page prize value £2,500
- Loose inserts (min 250k) £25 per 1k
- Covermounts price on application

Digital magazine

- Digital hyperlink £250
  Make your print magazine advert active inside our digital Magazine with a hyperlink to your website
- Custom-built advert price on application
  Fully optimised for the digital reader

Get in touch

For more information, contact Julian Oiller on 01773 546 312 or 07770 807 760, or email julian.oiller@slimmingworld.co.uk
1. All advertised products and services must be approved by Slimming World before acceptance of an advertising insertion order. All advertising is subject to copy approval by Slimming World. Slimming World reserves the right to decline or reject any advertisement for any reason at any time without liability even if previously acknowledged or accepted.

2. A sample copy of any proposed insert must be submitted to Slimming World for approval prior to printing of the insert. In no event shall Slimming World be responsible for any errors or omissions in, or the production quality of any supplied insert.

3. Advertorials will be clearly defined and labelled “Advertisement Promotion”.

4. No conditions, printed or otherwise, appearing on contracts, insertion orders or copy instructions which conflict with Slimming World's policies will be binding on Slimming World. Advertising insertion orders specifying a positional guarantee are accepted only on a request basis, subject to the right of Slimming World to determine actual positions.

5. Failure by the advertiser or its agency, if there is one, to make the advertising insertion order correspond in price or otherwise with the price quoted on Slimming World's booking confirmation will be regarded only as a clerical error and publication of the advertising will be charged for upon terms of the booking confirmation supplied.

6. Agency commission: 10% to PPA recognised agencies. Invoices submitted to the advertiser or its agency on publication date and payment will be due 30 days from invoice date.

7. The advertiser or its agency agrees to pay the invoiced amounts within the time specified on the invoice.

8. Slimming World is a member of The Audit Bureau of Circulations (ABC) and reports the circulation of Slimming World magazine on an issue by issue basis which is audited by ABC.

9. The advertiser or its agency must be fully authorised and licensed to use the names and likenesses of any persons appearing in supplied advertising copy and all copyrighted or trademarked material.

10. The advertiser must be able to substantiate any claims made in their supplied advertising copy and Slimming World reserves the right to share supplied advertising copy with the Advertising Standards Agency for their approval of any claims made in the advertising copy.

11. The advertiser or its agency agree not to make promotional or merchandising reference to Slimming World and or Slimming World magazine in any way without the express permission of Slimming World. Slimming World's acceptance of an advertisement for publication in Slimming World magazine does not constitute an endorsement of the advertised product or service and no advertiser may use Slimming World's name, logo or any other of its trademarks without Slimming World's prior written permission for any such use.

12. If after an advertising booking/insertion order is confirmed with the advertiser or its agency, advertising copy is not supplied to Slimming World by the confirmed copy due date, Slimming World reserves the right to charge the advertiser or agency the confirmed price for the advertising booked. Wherever possible Slimming World would publish advertising copy supplied by the advertiser or its agency that has run in a previous issue.

13. Reproduction quality is at the advertiser’s risk if Slimming World’s supplied print specifications are not met. All queries concerning printed reproduction must be submitted to Slimming World within 30 days of the publication date.

14. The advertiser or its agency agree that Slimming World shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of Slimming World magazine because of strikes, work stoppages, accidents, fires, acts of God, force majeure, or any other circumstances not within Slimming World’s control.

15. Cancellation: The advertiser or its agency may cancel an advertisement or an insert insertion order by the first of the month, two months prior to the first on sale date of the issue in which the advertisement or insert was to be inserted. The advertiser or its agency may cancel an advertorial insertion order by the first of the month, three months prior to the first on sale date of the issue in which the advertorial was to be inserted.

16. Slimming World will exercise reasonable care and skill in the handling and publishing of supplied advertising copy, but where an advertisement is not published in the manner specified in the insertion order confirmation, whether through any failure or negligent act or omission on the part of Slimming World or any third party, Slimming World’s maximum liability to the advertiser or its agency shall be limited (at the option of Slimming World) to either:
   (a) publishing the advertising (or a replacement advertisement if provided by the advertiser) as soon as is reasonably practicable in the period following the period during which the advertisement was scheduled to run; or
   (b) refund to the advertiser or its agency the amount of any payment made for the advertisement concerned.

17. These terms & conditions and all other terms of the insertion order shall be construed in accordance with the Laws of England and all parties submit to the jurisdiction of the English courts.