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Slimming World, Free, Healthy Extra, Extra Easy SP, EF, Speed Foods, P Foods, Syn and Syns are registered trademarks of Miles-Bramwell Executive services trading as Slimming World.
About

Slimming World

» In 1969 Slimming World launched a healthy, flexible eating plan based on normal everyday foods to help people lose weight without ever going hungry, and a group support system that would motivate, inspire and empower slimmers to make changes for life.

» Since then, Slimming World has grown organically to become the UK’s favourite way to lose weight. Today, around 900,000 members attend 19,000 local community groups run by trained Slimming World Consultants across the UK and Ireland, and a further 50,000 people are members of SlimmingWorld Online.

» Slimming World Online is perfect for anybody who wants to lose weight, but can’t make it to one of our groups. Our online programme is based on the same tried-and-tested principles and philosophy as our groups: our no-hunger Food Optimising eating plan, our lifestyle activity programme Body Magic, and empowering support, based on the same behaviour-change principles that inform IMAGE Therapy in group.
Slimming World Magazine is now the best-selling slimming title and No1 women’s glossy in the UK, with a combined print and digital circulation of 588,250.

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.

About Slimming World
The company has experienced consistent growth of approximately 20% per year for the past five years, taking the brand to a clear leadership position in the UK and Ireland.

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%).

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.

Andrew Smith
Weight lost – 7st 1½lbs
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.

***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 and the magazine now has a higher combined print and digital circulation than any women’s glossy at: 588,250*

- Copy sales are split between members who buy the magazine at their group in the UK or Ireland (70%) and non-members who buy the magazine from the newsstand (30%).

- Slimming World Magazine is published seven times a year. Cover price is £2.95, or £1.95 to members in group.

- The magazine was awarded the PPA Customer Magazine of the Year 2018 and BSME 2017 Editor of the Year in the Health & Fitness category and was the winner of the British Health Journalism award 2016.

*581,753 print/6,497 digital: ABC July-Dec 2018
Our magazine reach

1,377,000*

Our readership profile

» 89% are female
» 62% ABC1
» 24% are aged between 15 and 34
» 42% are aged between 35 and 54
» 32% are aged between 55 and 74
» 108 minutes* mean time spent reading an issue
» 92% have been prompted to buy a recommended food product
» Over a third of readers try out four or more recipes from the magazine


Bev Cowell
Weight lost – 2st 13lbs

Mark Cowell
Weight lost – 9st 8½lbs
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.”

Keiyshia Sullivan
Weight lost – 6st 1lb
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.
SLIMMING WORLD brings a tasty twist to everything from flasks and easy way to beef up weeknight recipes the Slimming World plan – meaning it’s a quick packed with flavour and completely Syn free on paste makes a tasty and convenient though, that the beef extract for generations. Did you know, of Beef Bovril have been famous Bring real, big flavour to your family extra oomph to your favourite dishes – while you can save pennies as well as Syns! So pop a jar in your shopping basket and add a little in our Classic spaghetti Bolognese and Steak side dish that packs a savoury punch. Or try it of soup to meaty casseroles – you can even stir recipe inspiration RRP £3.49 for a 250g jar. ● Beef Bovril is available of Miles-Bramwell Executive Services trading as Slimming World.

Syns per serving: FREE

per serving.

a few whole basil leaves, add a Stir in the sauce, then divide 3
further 5 minutes.

Remove the lid and cook for a 15 minutes, stirring occasionally.

heat to low. Cover and simmer for 1

the mince for 4-5 minutes. Add cooking spray and place over 1

Meanwhile, cook the spaghetti 2

Ready in about 3 Serves (sauce only)

YOUR NEXT PURCHASE

✱ Peri-peri chicken & chips

4 Serves

Ready in about 4 kg floury potatoes, such as

1 garlic clove, crushed

1 tbsp tomato purée

peeled and cut into thin chips

1 large red pepper, deseeded

1 large yellow pepper, deseeded

Juice of 3 limes

4 tbsp fat-free natural yogurt

and cut into strips

2 garlic cloves, finely chopped

150g closed-cup mushrooms, diced

1 courgette, diced

1 carrots, peeled and diced

3 large onions, halved and sliced

Low-calorie cooking spray

Serves

Steak hotpot

170°C/gas 5 and line a large baking tin. Roast for 10 minutes.

season and place in the prepared tin with baking paper. Mix together all the peri-peri sauce, tomato purée, 3

remaining onions, pour over the carrots, garlic, tomatoes and herbs. Scatter over the 3

Meanwhile, mix together all the coleslaw ingredients. Divide the 4 plates to serve.

Peri-Peri Sauce

Meanwhile, mix together all the 3

3

the rest of the work is done for you – all and then put your feet up while the it a doddle to whizz up your favourite boostng Speed Free veggies into Soup Maker – for fresh, fuss-free people – or you can batch cook your just time you’ll be saving. Soup is a brilliantly budget-friendly way of using of 60 per cent on the RRP £99.99 – with free number 501018, at the order your Soup Maker or to find readers the chance to buy magazine Slimming World

HOT SAVINGS

display advertising

Advertorials

Sponsored recipe booklets/covermounts

Bound/loose inserts

Competitions

Reader offers

We sold over 5,000 Morphy Richards soup makers, making it our most successful promotion to date.

Jessica Kelly
Morphy Richards
Digital magazine opportunities for your brand

» Tap into our digital audience enjoying Slimming World Magazine on iPad, iPhone, Android or Kindle Fire tablet.

» Make your print magazine advert active inside our digital magazine with a hyperlink to your website.

» Book and supply a bespoke digital advert, optimised for the digital reader.

» 6,497* average digital circulation.

*ABC July-Dec 2018
## Booking deadlines

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Deadlines for covermount sponsorship on application
Rate card

Print magazine

- Display DPS £11,400
- Display page £6,000
- Advertorial DPS £17,100
- Advertorial page £9,000
- Charity events advertising page £3,000
- 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

Ad specifications available on request