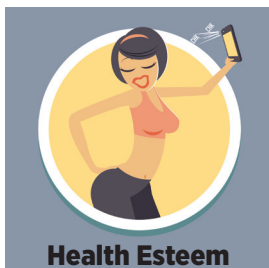


Australia's new wave of health & wellbeing trends revealed

LATEST TREND REPORT FOLLOWING A 3-YEAR RESEARCH PROGRAM

Embargoed until Tuesday, 9 July, 2013: Pacific Magazines today unveiled the country's latest health and wellbeing trends, following three years of research, including a national survey of over 60,000 women and men.*

AUSTRALIA'S LATEST HEALTH TREND REPORT:



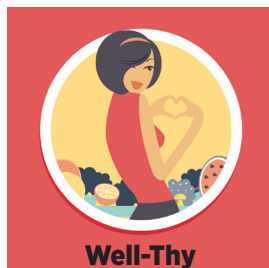
Health Esteem



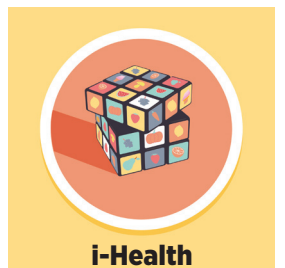
Hedged Hedonism



Against The Grain



Well-Thy



i-Health

1 Health Esteem—Forget 'Selfies', 'Healthies' Reign

Health has become aspirational, the country's social currency: everyone is talking the talk (regardless of whether they're walking the walk). The trend manifests in social media as 'healthies' have become a badge of honour, testifying to personal health achievements.

2 Hedged Hedonism

A move from denial and guilt towards balance: an acceptance and enjoyment of moving between virtuous and indulgent behaviour—or combining the two. Thinking patterns involve 'debits' (a few beers) and 'credits' (a run); consciously enjoying indulging in 'naughty' food—as long as it's 'worth it'.

3 Against (The Refined) Grain

A movement towards a more natural state of being and eating. Wholefoods and organics are on the up; product claims are skewing towards

what is left out, as opposed to what ingredients are within (gluten free, hormone free, no dairy, no wheat, no preservatives etc)

4 Well-thy

A broad ambition for better quality of life that has moved beyond the basic concepts of health as 'fitness'—with a desire for mental and spiritual health, as well as physical enrichment.

5 i-Health

A move away from a 'one size fits all' approach to the personalisation of health. Consumers actively seek products that enable an individualised health experience, from purchasing customised muesli to personalised fitness wear.

This trend extends as far as looking at consumers' DNA—with a predisposition to everything from obesity to baldness or cancer now able to be identified with genetic testing—as preventative health moves from the niche to the mainstream.

“Health is clearly a category that continues to yield great results for the Pacific Magazines business—every month our healthy lifestyle titles reach nearly a million Australians. This category is one that we firmly believe will continue to thrive in the years ahead,” comments Karen Deveson, Publisher, Pacific Magazines Healthy Lifestyle titles.

“Health in Australia is now both aspirational and mass market, permeating every aisle of the supermarket—from beauty to bread—and every consumer choice, from travel to luxury. As our brands are some of the nation’s leading health voices, we are delighted to share an insight into our ongoing research, distilled down into our latest trend report.”

The Health Trend Report was developed by Pacific Insights for Women’s Health, Men’s Health, Prevention and Bike magazines, as the country’s most comprehensive review of health trends.

“This health trend report from Pacific Magazines is particularly exciting as it has been developed using Pacific Insights’ latest trendcasting proprietary methodology,” says Miriam Condon, Strategy and Planning Director, Pacific Magazines.

“We’ve seen a cultural shift in Australian’s approach to health and the value they place on living a healthy lifestyle.

“No longer siloed to fitness ‘fanatics’, health food stores or early adopters, health is a significant part of the mainstream consciousness, whereby ‘healthies’ are just as likely to circulate on social media as party shots or the latest gourmet meal.

“Whilst some Australians are towards the pointier end of the spectrum—spending holidays on health retreats and buying coconut water in bulk—most consumers are at least dipping their toe in the health waters.”

For further information or to arrange an interview, please contact Rochelle Griggs, PR Manager, Pacific Magazines. Ph: 02 9394 2063 M: 0422 768 925 E: rochelle.griggs@pacificmags.com.au

*60,000 Australians surveyed since 2010
Source: Roy Morgan Readership, March 2013

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Women’s Health

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Bike