

Women's Health and Men's Health
Launch Fitfluencer Network



**Steph Claire Smith * Laura Henshaw * Leah Itsines * Katie Williams * Tim Robards
Luke Hines * Andrew Pap * Jessica Sepel * Katie Brennan * Sarah Stevenson * Jeff Lack**

Friday 28 July, 2017: Women's Health and Men's Health Australia today announced the launch of their Fitfluencers Network - Australia's most recognisable health, fitness wellness and style influencers **with a collective reach of over 2.4 million followers on Instagram.**

The founding members of *Women's Health's* Fitfluencer network include Steph Claire Smith, Laura Henshaw, Leah Itsines, Jessica Sepel, Katie Williams, Sarah Stevenson and Katie Brennan.

Influencers who have signed up as Men's Health Action Heroes include wellness fanatic Tim Robards, personal trainer Andrew Papadopoulos, nutritionist Luke Hines and stylist Jeff Lack.

Jackie Frank, General Manager, Fashion, Beauty & Health, Pacific Magazines comments: “This collaboration provides our advertisers and clients with the opportunity to tap into a powerful amplified network, allowing them to reach new audiences across multiple platforms, whilst benefiting from Pacific’s market leading Health portfolio.”

All Fitfluencers and Action Heroes will create content for womenshealth.com.au and menshealth.com.au, including online editorial executions. They will also collaborate on selected advertising commercial briefs.

Jacqui Mooney, Editor, *Women’s Health* comments, "Our Fitfluencer network pairs the power of the Women’s Health brand with the individuality of some of Australia’s best-known influencers within the health and wellness sphere.”

Luke Benedictus, Editor, *Men’s Health* adds: “We’re delighted to launch this innovative Action Heroes network as a unique offering to our readers and commercial partners alike.”

In addition to the launch of the Fitfluencer network, Pacific’s health stable today announced a digital internship program, whereby one young health, wellness and fitness enthusiast will join the health stable, working across the Women’s Health and Men’s Health brands for a period of 10 weeks.

To enter, applicants are required to film a short video showcasing their health and wellness passion. Entrants must tag #WHintern and email your CV and cover letter to womenshealth@pacificmags.com.au

Ends.

For further information, please contact:

Rochelle Griggs, Pacific Magazines

Ph: 02 9394 2326

E: Rochelle.Griggs@pacificmags.com.au