

# Candis

OVER  
£55½ MILLION  
TO HEALTH CHARITIES  
SINCE 1962... AND  
STILL GIVING!




Candis is  
one of the UK's  
top-selling monthly  
subscription magazines  
for women interested in  
health, happiness and  
family life

## MEDIA PACK

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# Candis



## HEALTH, HAPPINESS AND FAMILY LIFE

The compact, handbag-friendly Candis is bursting with practical, inspiring and informative content for women – and their families – to make the most of their lives. Every page works hard to deliver creative ideas, clever solutions and practical yet sympathetic advice for myriad key lifestyle choices. Always friendly and positive, each issue leaves our readers excited and ready for the month ahead.



Candis readers love seeing the world, taking an average of two holidays a year, with over 32% taking over three. 93% donate to charity in addition to their Candis membership. 78% say their health is the most important thing in life, with 67% using vitamins and supplements. Candis readers have an average of 4.6 mobile phones and tablets in their homes and spend over £2,200 each year on their car. And as 83% pass on advice or new product information from Candis to family and friends, this makes them ideal 'word-of-mouth' ambassadors for your brand.

*Debbie* **DEBBIE ATTEWELL, EDITOR**

**86,579**  
subscribers\*

**200,000**  
readership

**40-65**  
year-old core  
readership

### EACH ISSUE INCLUDES

- ★ Celebrity interviews
- ★ Health news and in-depth reports
- ★ Exclusive seasonal recipes and food
  - ★ Popular Tried & Tested consumer product pages
- ★ Fashion and beauty for the 40-65 market
  - ★ Film and book reviews
  - ★ Puzzles and competitions
  - ★ Regular columnists including Russell Grant, Anne Swithinbank and Lucy Sweet

\* ABC Jan-Jun 2018 Sources: NPL 2015 & 2018 (sample sizes no fewer than 3,400)

# Candis

## ONLINE PRESENCE CANDIS.CO.UK

★ Regularly updated content and targeted emails sent weekly with supplementary content, offers and benefits

★ Facebook and Twitter support magazine and client campaigns, affording direct access to a valuable, active and vocal readership

KIND, FUNNY, DOWN TO EARTH WITH A REAL ZEST FOR LIFE – THAT’S THE CANDIS READER. WHATEVER HER AGE, THE HEALTH AND HAPPINESS OF HER FAMILY AND FRIENDS IS KEY AND CANDIS IS THERE TO SUPPORT HER



## TECHNICAL SPECS

### COPY DEADLINES

Issue	Creative deadline	Mailed
January 2019	16 Nov	6 Dec
February 2019	14 Dec	10 Jan
March 2019	18 Jan	7 Feb
April 2019	15 Feb	7 Mar
May 2019	15 Mar	4 Apr
June 2019	12 Apr	9 May
July 2019	17 May	6 Jun
August 2019	14 Jun	4 Jul
September 2019	12 Jul	8 Aug
October 2019	16 Aug	5 Sept
November 2019	13 Sept	10 Oct
December 2019	18 Oct	7 Nov
January 2020	15 Nov	5 Dec

### DIMENSIONS

#### Double-Page Spread:

195mm x 290mm

#### Single Page:

195mm x 145mm

(plus 3mm bleed all round for both ad sizes)

### EACH ISSUE

**Frequency:** Monthly

**Finish:** Perfect bound

**Stock:** 150gsm Finesse

(cover) with 65gsm

UPM Cote (text)

**Size:** 195 (h) x 145mm (w)

**Pagination:** 140 pages

**81%**  
do not read  
other magazines

**54%**  
diet regularly

**50%**  
are pet owners

# Candis

## RATES AND CONTACT

### MULTI-PLATFORM PACKAGES

One-Month Package	Three-Month Package	Six-Month Package	Twelve-Month Package
1 x Full-Page Advert 1 x Enewsletter 1 x Website Editorial 1 Month's Social Media Coverage <b>£2,195.00</b>	3 x Full-Page Advert 1 x Solus Email 1 x Website Editorial 3 Months' Social Media Coverage <b>£1,995.00</b> per month	6 x Full-Page Advert 2 x Solus Email 2 x Website Editorial Leaderboard Advert on Website 6 Months' Social Media Coverage <b>£1,795.00</b> per month	12 x Full-Page Advert 4 x Solus Email 4 x Website Editorial Leaderboard Advert on Website 12 Months' Social Media Coverage 1 x Full Run of Inserts (subject to availability) <b>£1,595.00</b> per month

### PRINT-ONLY RATES

One Issue	£1,495.00
Three Issues	£1,295.00
Six Issues	£1,095.00
Twelve Issues	£895.00

### DIGITAL-ONLY RATES

Website Editorial & Leaderboard Advert	£1,295.00
1 x Solus Email	£795.00
1 Month's Social Media Coverage	£595.00
1 x Enewsletter	£595.00

**31,748**  
newsletter  
subscribers

**144,712**  
page impressions  
per month

**25,600**  
Twitter  
followers

**18,166**  
Facebook  
fans



### TO ADVERTISE, PLEASE CONTACT

DEAN BROWN, MEDIA SALES MANAGER

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or go to [newhallpublishing.com](http://newhallpublishing.com)

### Charitable giving

★ In 2019,  
Candis Club  
will donate  
£250,000

to a range of  
health charity projects.

Details of all the charities we support can be  
found at: [candis.co.uk/magazine/candis-big-give](http://candis.co.uk/magazine/candis-big-give)

Candis  
membership  
has enabled  
Candis Club to  
donate more than  
£55½ million to  
health charities  
since 1962