

# ROSEMARY CONLEY



# diet & fitness

## Media pack 2010/11

Rosemary Conley, CBE, is the UK's leading diet and fitness expert and has **40 years' trusted experience** in helping the nation to slim down, shape up and get fitter and healthier. Combined sales of her **31 books and 30 DVDs/videos** now exceed nine million.

Rosemary maintains a **high media profile** and regularly appears on **national television and radio**. In addition, national newspapers and magazines frequently feature interviews with Rosemary and her successful slimmer's.

Rosemary Conley Diet & Fitness magazine was launched in 1996 and recently celebrated its **115 issue**.



Rosemary Conley  
Diet and Fitness Clubs

rosemary  
conley.tv

ROSEMARY CONLEY  
diet & fitness magazine

[www.rosemaryconley.com](http://www.rosemaryconley.com)

# Magazine



## Key facts

- Launched in January 1996
- 9 issues per year
- Cover price £2.75
- ABC January-June 2011 **82,137**  
Source ABC January June 2011
- Ranked **80** in the UK and Republic of Ireland's Top 100 Actively Purchased Magazines Source ABC January June 2011
- Copy sales are split between members of our Diet & Fitness Clubs and Subscribers (38%) and Newsstand buyers (62%)
- On sale in over 17,000 news outlets (UK)

## Reader profile

- Our readership is **203,000**
- 85% of our readers are female
- 62% of our readers are ABC1
- 49% of our readers are aged between 15 and 44
- 60% of our readers spend between 1 and 3+ hours reading our magazine  
Source NRS April 10 - March 11

**R**OSEMARY CONLEY DIET & FITNESS MAGAZINE is packed with amazing diets for successful weight loss, inspirational real-life slimmer stories, easy and effective workouts and fabulous recipe and food ideas. It offers advice from Rosemary Conley and a panel of experts including Dr Hilary Jones, Professor Raj Persaud and celebrity stylist Nicky Hambleton-Jones.



## Fabulous food

**Exclusive diets, low-fat recipes and delicious food ideas to help you lose weight and stay slim.**  
 From scrumptious meals to naughty puds, every issue is packed with food you can enjoy guilt free!



## Looking gorgeous

**Fashion and beauty to help you look and feel fabulous.**  
 Celebrity stylist Nicky Hambleton-Jones offers style for your shape plus our beauty expert helps you feel pampered from head to toe.



## Inspiration

**Amazing slimmer stories to motivate and inspire you.**  
 Read how our slimmers reached their goals and how losing weight has transformed lives.



## Fit and healthy

**Super-effective workouts and expert advice to help you get your body and mind in shape.**  
 Whether you're new to exercise, or a fitness fanatic our workouts will help get you in the best shape ever. Plus, our team of experts are on hand, including Dr Hilary Jones, Professor Raj Persaud and Dr Susan Jebb to offer advice on emotional and physical issues.

**PLUS  
 COMPETITIONS,  
 READER OFFERS  
 AND MUCH  
 MORE!**

**T**HERE ARE MANY opportunities to engage with our loyal audience.

From straight forward branded advertising and advertorials to special projects such as sampling at roadshows and in classes, reader surveys, as well as online redemption vouchers. All available on request.

## Rate Card

Inside front cover DPS .....	£14,400
Inside front cover .....	£8,520
Inside back cover .....	£8,175
Outside back cover .....	£8,300
DPS .....	£12,900
Full page .....	£6,500
Half Page .....	£3,600
Quarter page .....	£1,500
Inserts .....	£40 per 1,000

Additional promotional opportunities and advertorials available on request...

## Get in touch...

For Advertising and promotion contact *Diana David* on  
Email: [Diana@dianadavid.co.uk](mailto:Diana@dianadavid.co.uk)  
Tel: **0208 8812521**  
Mob: **07974273427**

For Marketing enquires contact *Lucy Middleton* on  
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Tel: **01509 622018**

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**T**HE ROSEMARY CONLEY brand extends to much more than just the magazine. It also consists of its own TV channel [rosemaryconley.tv](http://rosemaryconley.tv), diet and exercise clubs all over the country run by a hugely successful franchise business, an online slimming club and the brand's home website, which directs visitors to all elements of the business at the click of a button!

[www.rosemaryconley.tv](http://www.rosemaryconley.tv)

[www.rosemaryconley.tv](http://www.rosemaryconley.tv) offers viewers the choice of 6 channels of programmes packed with health and fitness features, food and recipe demonstrations, exercises to join in at home, celebrity interviews, special interest features, behind-the-scenes footage, an online shopping channel plus news and motivation from Rosemary herself!

Rosemary is joined on [www.rosemaryconley.tv](http://www.rosemaryconley.tv) by a variety of presenters including GMTV's Dr Hilary Jones, Psychiatrist Prof Raj Persaud, Nutrition Scientist Dr Susan Jebb and celebrity Chef Dean Simpole-Clarke.

In January 2011 alone we had over a staggering **60,000 viewers** and over **235,000 page views**

For information on advertising opportunities please contact **Claire Bloxham** on **020 8735 3730**.



## Rosemary Conley Diet and Fitness Clubs

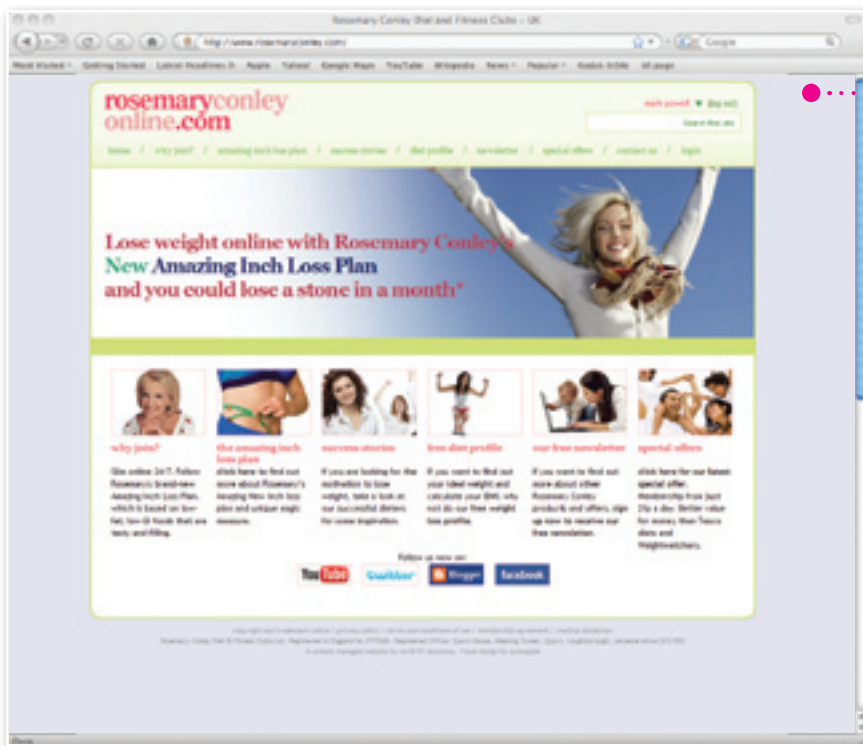
Our highly successful Clubs have been helping people lose weight and get healthier and fitter since 1993. Franchising has made it possible to provide this invaluable service for the benefit of members all over the UK.

The Rosemary Conley approach is unique. Ours is the **ONLY** national slimming organisation in the UK that includes exercise in every class with nutritional guidance. Our workouts are designed for everyone, no matter what age, size, or fitness levels.

Week-long sampling opportunities are also available throughout the network of classes across the UK. For more information, contact **Diana David** on [diana@dianadavid.co.uk](mailto:diana@dianadavid.co.uk) or call **0208 8812521**.

- **180** Franchisees
- **2,000** Rosemary Conley Classes each week
- **80,000** Members

[www.rosemaryconley.com](http://www.rosemaryconley.com)



# Rosemary conleyonline

For those slimmers unable to get to a class, Rosemaryconleyonline provides diet and exercise advice 24/7 from the comfort of their own homes.

We have an online community of 4,000 members from all over the world, which is continually growing.

Members have the support of dedicated weight loss and exercise coaches as well as weekly emag articles giving them the latest in health and fitness advice.

As part of their online membership, they also have access to a virtual coffee shop, chat room, food and fitness diary, regular competitions, weight loss challenges, special offers and a huge recipe database.

For Partnership and Marketing opportunities, please contact **Louise** on [louise.stevens@rosemaryconley.com](mailto:louise.stevens@rosemaryconley.com) or call **01332 512230**.

# Rosemary Conley.com

Our home site is easy to navigate and allows visitors to access all elements of the Rosemary Conley brand at the touch of button.

- **1,111,236** Visits in 2010
- **648,523** Absolute Unique Visitors in 2010
- **6,798,589** Page Views in 2010
- **6.12** Average Page Views in 2010

Source Google Analytics

