



AUSTRALIA'S LATEST HEALTH TRENDS REVEALED AS MEN'S HEALTH AND WOMEN'S HEALTH TOAST MILESTONE BIRTHDAYS AS #1

Monday 4 September, 2017: *Women's Health* and *Men's Health* today celebrated milestone anniversaries with the release of new health trends research – as the collective average monthly audience footprint of the two brands soars to reach almost three million*.

Jackie Frank, General Manager, Health, Fashion and Beauty, Pacific, comments: “This week, *Men's Health* proudly celebrates its 20th birthday having consolidated its position as the country's biggest selling men's lifestyle magazine. At the same time, stable mate and publishing partner, *Women's Health* toasts a decade as Australia's biggest selling women's healthy lifestyle brand.

“Health has evolved over the last two decades from the niche to ubiquitous – anyone without health on their radar is now in the minority. Our new research captures consumer sentiment and behaviour and compares insights over time, to give a unique snapshot into the country's most compelling health trends and how our commercial partners may capitalise on them.”

Women's Health and *Men's Health Australia* today released special birthday issues fronted by Australian health icons – Buddy Franklin (*Men's Health*) and Jennifer Hawkins (*Women's Health*) with dedicated editorial delving into the retrospective evolution of health over the past 20 years.

Both brands continue to innovate and carve new territory, including the launch last month of The Fitfluencers Network: a first-of-its-kind collective of 15 of Australia's most recognisable health, fitness, wellness and style influencers. In celebration of the milestone birthdays, The Fitfluencer Network has created a bespoke content series, also launching today.

The Health Trend Report is a custom built research series first created for *Women's Health* and *Men's Health* in 2013 to now stand as the country's most comprehensive health trends review of its kind. Over 1,500 Australians participated in the most current survey, released today:

2017 HEALTH TREND REPORT SNAPSHOT:

1. Age of Agelessness

Freedom from the definitions and characteristics traditionally associated with age

2. Extended Human

Beyond the era of the quantified self, to the era of the optimised self

3. The Coping Economy

Seeking out spaces to help Australians manage stress and reconnect with ourselves and each other

4. Sleep Fitness

New ways to enhance the sleep experience and avoid the dangers of sleep deprivation

5. Out of the Blue

Mental fitness in the spotlight – rejecting labels and opening up about honest dialogue

6. The Anti-Diet

A move away from diet hysteria to a more flexible and intuitive approach to eating

Emily Sak, Head of Insights, Pacific, comments: “We have seen a cultural shift in Australia in our approach to health and with these changing attitudes and priorities we have redefined what being healthy means. In the past, it was simply the physical state of not being sick, whereas today health is more multidimensional. It’s also no longer a noun, but a verb – it has evolved to become more than a state of being and is now a process. It’s not a destination but a constant work in progress.”

When comparing the Australian health landscape over the last two decades, Sak adds: “As a country we have gone from a place where health was barely on our radar 20 years ago, through a swing in the other direction to an extreme and rigid approach to health. Now we’re in a place of balance – where health is social currency. If you’re not active in the health space, you generally aspire to be. And while health is top of mind for most of us, what it means to be ‘healthy’ can be different for each of us.”

Ends.

To arrange a presentation on the Health Trends Report, for further information or to arrange an interview, please contact:

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