

women's fitness

GET FIT FOR LIFE



MEDIA
KIT

WHAT WE ARE:

Women's Fitness is the #1 print magazine for women interested in health and wellness in Australia / New Zealand.



WHO WE SPEAK TO:
OUR READER

Female

Based in Australia
/New Zealand

30-50

Looking for
inspiration,
education and
expert advice

Eager to travel



Loves all things
health and fitness

80% are
willing to invest

High disposable
income

Seeking
recommendations
to optimise her
wellbeing

ASPIRES TO BE THE BEST VERSION OF HERSELF -
WE SHOW HER HOW TO GET THERE.

CONTENT PILLARS



Live well

Mindset mantras, mindfulness hacks, and expert insights - to enhance clarity, boost positivity, and empower your daily life.



Eat Well

Nourish to thrive with nutrient dense recipes, gut loving wholefoods and superfood snacks - as advised by our resident nutritionists, dieticians and naturopaths.



Move Well

Energising workouts, tailored training plans, and the hottest fitness trends... making movement appealing, accessible and available to all.



Sleep Well

Sleep: the underlying pillar of mental, physical and emotional wellbeing. We share science based strategies so you get your best night sleep - tonight.



Travel Well

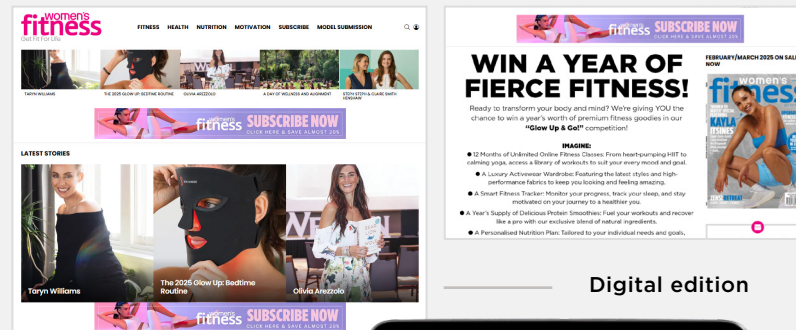
Wanderlust worthy destinations, best of the best hotels, and undiscovered gems you need to visit... to inspire, excite and ignite action.

OUR PLATFORMS

Print across Australia and New Zealand



Website



Giveaways

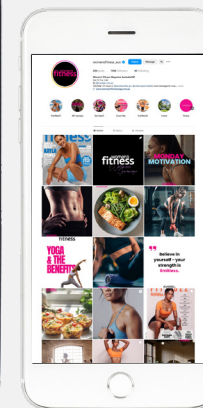


Events

Digital edition



Socials



Sampling



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OUR REACH

200,000
readership (AU/NZ)

SOLD IN
Coles / Woolworths across AU

100,000+
Instagram Followers



PACKAGES

Essential Package

Single page spread

1-2 images, supplied

Expert quotes from industry leaders

Link to your website

Print and online

FROM \$5,000 + GST

Hydralyte™
Sports Effervescent Electrolyte Tablets

WHY USE HYDRALYTE?

- Rehydrates faster than water alone
- Helps restore body electrolytes
- Relieves muscle cramps & symptoms of dehydration
- Helps enhance exercise performance
- HASTA Certified
- Low in sugar

Keeping hydrated when you're working isn't just as important as doing the work itself in our opinion. Don't forget to throw these into your sports bottle for hydration. HASTA certified with electrolytes and added minerals including magnesium, calcium, zinc, iron, manganese and copper that are lost to sweat when you're playing your game Hydralyte Sports Effervescent Tablets are the perfect before, during and after workout buddy.

Hydralyte is a leading rehydration and electrolyte solution for nearly 20 years. These products are simple, safe and highly effective. Being Australia's #1 ORS (Oral Rehydration Solution) in every state and territory, Hydralyte has a proven track record to look towards to bring you a variety of formats and your favourite flavours to keep you hydrated. They do this by using their scientific expertise, developing high quality products that rehydrate you faster than water alone, all done by a team that fully understand how to connect to helping you get back to your best self. They also have a proven track record with WHO (World Health Organisation) criteria, using the absolute minimal ingredients required to make a true ORS, so they aren't important. They do other things too, like support various charities, sponsor kids in need, and when major disasters strike like the bushfires they lend a helping hand; after all, they are in the business of making people's worlds better.

For more information go to www.hydralyte.com.au

About Hydralyte

Hydralyte believe in making your world better and have been doing so for nearly 20 years! Their philosophy is simple...a hydrated body is a happy body and they believe when you and your loved ones feel great, life is more enjoyable.

Being Australia's #1 ORS (Oral Rehydration Solution) is no easy task; it means they have and continue to work tirelessly to bring you a variety of formats and great tasting flavours to keep life flowing. They do this by using their scientific expertise, developing high quality products that rehydrate you faster than water alone, all done by a team that fully understand how to connect to helping you get back to your best self.

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SYNTERNALS
New premium supplement brand, SynTernals™, joins nutraceuticals health and beauty market.

The most renowned biological scientist, biochemist and founder of Optigenic Biotech Venice, Dr. Zaccaro, announced the launch of SynTernals™, a new premium supplement brand set to make waves. The brand launches with its first product, NRGize+™, a NAD+ booster supplement crafted to enhance your healthspan and regenerate the body's vitality.

Modern life throws a lot of challenges our way, from chronic stress and nutrient deficiencies. These challenges can take a toll and one of the ways they show their impact is through declining levels of NAD+. NAD+ is a fundamental molecule in our bodies it acts like cellular fuel cell, powering essential processes like energy production and repair. SynTernals developed NRGize+ to address the root cause. By targeting and boosting NAD+ levels, NRGize+ aims to combat the cellular damage caused by modern life's challenges.

SynTernals stands apart in the market for its commitment to high-quality, evidence-based supplements. As a product that is 100% Australian-made, AUSP, listed (TGA approved), and founded on robust scientific principles, NRGize+ represents the pinnacle of their expertise in nutritional science. NRGize+ is made for individuals concerned with free radical damage, age-related health decline, and those seeking to boost their NAD+ levels. By promoting cellular well-being and addressing their needs, NRGize+ fosters a healthy and vibrant environment that contributes to overall vitality and healthspan to support an energetic, healthier you.

For further information visit SynTernals Health www.synternals.com

Power Boost!

- Rejuvenated Energy Fuel more energized throughout the day and provide fuel for all our cell processes.
- Enhanced Performance Support your body's natural ability to break down food for optimal health.
- Stronger Defences. Shield your cells from daily wear and tear with powerful antioxidants.
- Optimal Well-being Experience positive impacts on the gut, nervous system, brain and even your skin.

Don't miss out on this new product! Visit www.synternals.com today!

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Power Boost!

Introducing Modex®
Do More. Naturally. Every Day.

Modex's philosophy is that your supplements only work when your body does. Their vision is to help every athlete's body perform more efficiently. Just as nature intended, Modex improves blood flow and reduces inflammation, enabling the nutrients you put in your body to. Do More. Naturally. Every Day.

The only supplement that doesn't need to add anything to your body

Modex's unique action via its active ingredient Pycenogenol, stimulates your body to perform essential functions. Helping your body work more efficiently and allowing you to maximise the benefits of what you feed it every day.

For more efficient performance

Pycenogenol™, a potent antioxidant and anti-inflammatory ingredient that enhances endothelial function and blood microcirculation. It helps reduce inflammation and stimulates the production of hyaluronic acid and collagen, alleviating joint discomfort.

Modex has the following TGA listed claims and may assist athletes by:

- Improving aerobic and anaerobic performance
- Reducing muscle soreness and fatigue
- Reducing joint discomfort
- Reducing inflammation
- Improving blood circulation
- Improving skin hydration
- Improving skin elasticity
- Improving skin tone
- Improving skin texture
- Improving skin firmness
- Improving skin elasticity
- Improving skin hydration
- Improving skin texture
- Improving skin firmness

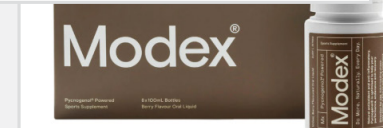
Free At-Rage-Cole
Elite Middle Distance Swimmer

"I have just finished up my 4 weeks worth of training, and have been amazed with the results. Notably, I have had a significantly lower heart rate on my aerobic runs and have experienced decreased muscle soreness and increased energy between my sessions. Most significantly, I have noticed a huge improvement in the past 4 weeks in my 1000m swim time. I am excited to see how this changes the month being that I am still training Modex. A great natural supplement for anyone wanting to do their job improve their performance but their well-being & health too!"

Horgan Mitchell
Olympian

"What surprised my interest in this product was the plethora of scientific evidence on its natural active ingredient Pycenogenol and natural benefits. It has always been something that I have been interested in. It assists with immunity, performance, recovery and mental focus. It is a game-changer for training people living busy lives!"

For more information go to www.modexnatural.com



The only supplement that doesn't need to add anything to your body. Modex's unique action via its active ingredient Pycenogenol, stimulates your body to perform essential functions. Helping your body work more efficiently and allowing you to maximise the benefits of what you feed it every day.



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- Print and online

FROM \$9,000 + GST

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Hydro INVIGORATE

Discover the transformative power of hydrogen water!

Infused with molecular hydrogen, this innovative beverage offers a range of remarkable benefits. Hydrogen water is celebrated for its potent antioxidant properties, helping to neutralize harmful free radicals and reduce oxidative stress. It supports enhanced energy levels, improved hydration, and overall well-being. Experience the cutting-edge solution for a healthier lifestyle and unlock your body's full potential with every sip. Elevate your hydration routine—choose Hydrogen water today! Unlock a new level of wellness with hydrogen water! Imagine a drink that not only quenches your thirst but also energizes and rejuvenates you from within. Hydrogen water, enriched with molecular hydrogen, is your secret weapon against oxidative stress and fatigue. It's designed to boost your energy.

GRAB YOUR HYDRO INVIGORATE via this link to get your bottle for only \$89 (usually \$149) www.hydroinvigorate.com.au/fitness



22 Women's Fitness womenfitnessmag.com.au



Antioxidant levels equivalent to 756 apples, 516 bananas, and 38 carrots in just 1.5 litres

enhance hydration, and support overall health. With its powerful antioxidant properties, hydrogen water helps neutralize harmful free radicals and promotes a more vibrant, active lifestyle. Don't just drink water—supercharge it with hydrogen and experience the difference. Make the smart choice for your health today!

Introducing Hydro Invigorate—your ultimate companion for revitalizing hydration. As a pioneering brand in the market, Hydro Invigorate harnesses the power of molecular hydrogen to deliver unparalleled health benefits. Infused with cutting-edge technology, our hydrogen-rich water helps combat oxidative stress, boost energy levels, and enhance overall well-being. Experience a new era of hydration that not only quenches your thirst but also supports your body's natural vitality. Elevate your daily routine with Hydro Invigorate and feel the difference with every refreshing sip. Embrace a healthier, more energized you with Hydro Invigorate—where innovation meets hydration. I'm excited to introduce you to "Hydro Invigorate," an emerging Australian brand producing these high-quality bottles at competitive prices. Hydrogen water offers remarkable benefits, including antioxidant levels equivalent to 756 apples, 516 bananas, and 38 carrots in just 1.5 litres. It supports energy levels, skin health, weight management, cognitive function, stress reduction, immune support, joint strength, hydration, and athletic performance.

Follow more info visit www.hydroinvigorate.com.au

23 Women's Fitness

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ro Invigorate

Discover the transformative power of hydrogen water!

Grab your Hydro Invigorate via this link to get your bottle for only \$89 (usually \$149) www.hydroinvigorate.com.au/fitness

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Unlock a new level of wellness with hydrogen water! Imagine a drink that not only quenches your thirst but also energizes and rejuvenates you from within. Hydrogen water, enriched with molecular hydrogen, is your secret weapon against oxidative stress and fatigue. It's designed to boost your energy, enhance hydration, and support overall health. With its powerful antioxidant properties, hydrogen water helps neutralize harmful free radicals and promotes a more vibrant, active lifestyle. Don't just drink water—supercharge it with hydrogen and experience the difference. Make the smart choice for your health today!

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FIT BUZZ

From where we'd rather be

ZENSI RETREAT

Introducing Zensi Retreat – an oasis of luxury, stillness and serenity, as part of our new feature series, 'From where we'd rather be'. Set amidst the vast, spacious and serene landscapes of Mudgee, 3.5 hours outside of Sydney, Zensi Retreat is the perfect balance between luxury and tranquility, enticing you to rest, rejuvenate and restore in mind, body and soul. With its blend of nature and minimalist design, the newly built Zensi has emerged as the ultimate destination for retreats in 2025 – and we can't wait to visit.

Consciously curated for stillness

The evolution of Zensi is a story of passion and purpose. Co-founded by dynamic duo and partners Ruby Chapman and Ray Tayoun, every element has been intentionally designed to instill you with a deep sense of peace. Ruby, an award-winning interior designer, and her partner Ray, the architectural mind, consciously created the space to serve stillness. "Zensi is built on a deep respect for nature and the energy of the space. We wanted to inspire a different pace of living and thinking, encouraging you to slow down, appreciate beauty, and reconnecting with yourself." With earthy tones, curved architecture, and natural materials, and custom designed sofas, they definitely have achieved this, and so much more.



44 Women's Fitness womenfitnessmag.com.au

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of days (or even a week, if you are lucky). And, in fact, we are so taken by the space that our travel editor and resident sleep expert, China Arzozio, will be hosting her much-anticipated Sleep Retreat here. While we can't share too much just yet, this experience will not just be a chance for deep rest and rejuvenation. While it will serve this, it will go further – think recalibration, reenergisation, and reconnection to your best self.

An oasis of luxury and serenity

The retreat's architecture and design are modern and understated, with interiors that feel both luxurious and grounding. Open spaces and natural light enhance the sense of freedom and calm, while thoughtfully created areas—such as the yoga deck, meditation corner, magazine spa, invite us to pause, reflect, and be present. With two distinct experiences – Zensi Villa and Zensi House, depending on your needs, preferences and group, you can select what suits your needs. When it comes to the villa, no stone has been left unturned when it comes to opulence. Think private plunge spa, your own sauna, and a curated design that encapsulates your senses.

Your invitation to Transform

Zensi Retreat is more than just a place to stay—it's a sanctuary for the soul. Whether you're seeking deep relaxation, a meaningful connection to nature, or a transformative wellness experience, Zensi offers everything you need to feel renewed again – back to your brightest, best self, in one matter

To learn more about Zensi Retreat and to book your stay, visit www.zensiretreat.com.au. Or join the upcoming Sleep Retreat, email china@zensiretreat.com.au. Book it now – your tranquil oasis is waiting.



Women's Fitness 45

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Where we'd rather be: Zensi Retreat

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4 pages



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Front page call out



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Print and online



FROM \$14,000 + GST

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Hawaii A LUXURY ESCAPE

Hawaii's timeless beauty is unmatched, and on this trip, I explored it through four stunning luxury hotels, each offering something unique. Starting at Hotel Kauai on picturesque Hanalei Bay, I started, kayaked, indulged in spa treatments, and soaked in the island's breathtaking sights, from dramatic coastlines to cascading waterfalls. Then, it was onto the island of Oahu, where more stunning hotels awaited, each showcasing its own take on Hawaiian luxury and charm. I'm so excited to share my trip with you and hopefully entice you to plan your own getaway and lap up some well-deserved lux.

HOTEL HANALEI BAY: A LUXURIOUS WELLNESS ESCAPE IN KAUAI

If you've ever dreamed of a place where nature, luxury, and wellness come together in perfect harmony, 1 Hotel Hanalei Bay is it. Nestled on the edge of Kauai's iconic Hanalei Bay, the resort offers panoramic views of the ocean, dramatic volcanic mountains, and verdant landscapes that showcase the island's natural beauty.

From the moment you arrive, the resort's eco-conscious design makes an impression. Reclaimed wood, lush greenery, and open-air spaces create an inviting atmosphere that blends seamlessly with its surroundings. It's a haven where luxury is thoughtfully aligned with environmental responsibility. The wellness offerings at 1 Hotel Hanalei Bay are truly exceptional.

The spa provides an array of rejuvenating treatments, from state-of-the-art therapies like a hyperbaric chamber and chakra beads to relaxing warm and cold plunge pools that soothe the body and mind. Sunrise yoga sessions on the beachfront and fitness classes tailored to every level ensure that wellness is integrated into every part of your stay.

Start your mornings at 1 Hotel's kitchen, indulging in a buffet that

celebrates fresh, local ingredients. Whether you're savouring tropical fruits, island-inspired pastries, or nourishing wellness dishes, every bite fuels your body and soul for the adventures ahead. Speaking of adventures, renting a kayak is a must. Paddle along Kauai's stunning coastline, marvelling at towering cliffs and serene waters. For a bird's-eye view of the island, book a helicopter tour with Blue Hawaiian to experience breathtaking, panoramic volcanic landscapes. Coast from above.

Driving here is also a highlight. At Weleia, I enjoyed some of the finest Japanese cuisine I've ever tasted—exquisite sushi and flavourful dishes that left a lasting



HALEKULANI HOTEL, WAIKIKI: TIMELESS ELEGANCE BY THE BEACH

Waikiki has long been synonymous with dreamy vacations, but staying at Halekulani酒店 elevates the experience to a whole new level. Nestled on the shores of Waikiki Beach, this iconic property combines unparalleled luxury with unbeatable ocean views, making it the ultimate retreat for relaxation and indulgence.

Waking up at Halekulani is an experience in itself. From my ultra-comfortable room with a view to die for (could watch the waves rolling in and catch glimpses of early surfers carving their way through the water, indeed, I joined them just outside the hotel. Surfing with Diamond

Head as the backdrop was nothing short of magical—a unforgettable Waikiki moment that will stay with me forever. After a morning in the waves, the hotel's poolside dining was the perfect indulgence. Lounging by the serene pool, shaded by Halekulani's iconic palm trees, I enjoyed fresh, flavourful meals and expertly crafted cocktails. The tropical-inspired menu perfectly complemented the stunning views of Waikiki Beach's jet steps away.

In the evening, one of the most charming places to be is House Without a Key, Halekulani's signature outdoor gathering spot. The ambiance is laid-back yet refined, offering the perfect setting to watch the sunset while enjoying refreshing cocktails and light bites. As the sun dipped below the horizon, the sound of live Hawaiian music

THE OUTRIGGER REEF WAIKIKI BEACH RESORT: A COASTAL HAVEN IN THE HEART OF WAIKIKI

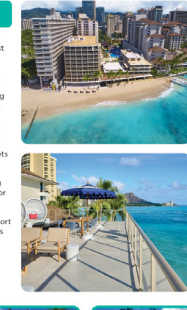
Set on the golden sands of the world-famous Waikiki Beach, the Outrigger Reef Waikiki Beach Resort is where luxury meets aloha spirit. My stay here was nothing short of magical, with a room offering sweeping, unparalleled views of the endless Pacific Ocean—a front-row seat to Hawaii's stunning natural beauty.

The resort recently unveiled its beautifully renovated rooms, blending contemporary design with touches of Hawaiian culture for a space that feels both luxurious and welcoming. And for those who crave an elevated experience, the Voyager 47 Club Lounge is a must. Here, guests are treated to premium sunrise breakfasts and evening sunset

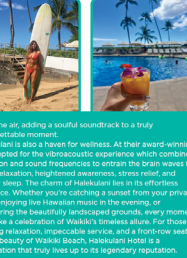
refreshments, all while enjoying what I'd confidently call the best beachfront view of any club lounge in Waikiki. Location is everything, and the Outrigger Reef delivers. It's perfectly situated within walking distance of Waikiki's bustling shops, restaurants, and attractions, yet it still offers a tranquil escape where the ocean's rhythm sets the pace.

Whether you're seeking a relaxing beachside retreat or a central base for exploring the vibrant energy of Waikiki, this resort truly has it all. From its luxurious amenities to its unbeatable location, the Outrigger Reef Waikiki Beach Resort is the perfect gateway to an unforgettable Hawaiian experience.

FIT BUZZ



filled the air, adding a soulful soundtrack to a truly unforgettable moment. Halekulani is also a haven for wellness. At their award-winning spa, I opted for the vibroacoustic experience which combines vibration and sound frequencies to enhance the human body for deep relaxation, heightened awareness, stress relief, and quality sleep. The charm of Halekulani lies in its thoughtful elegance. Whether you're catching a sunset from your private lanai, enjoying live Hawaiian music in the evening, or wandering the beautifully landscaped grounds, every moment feels like a celebration of Waikiki's timeless allure. For those seeking relaxation, spa and wellness, and a front-row seat to the beauty of Waikiki Beach, Halekulani is a destination that truly lives up to its legendary reputation.

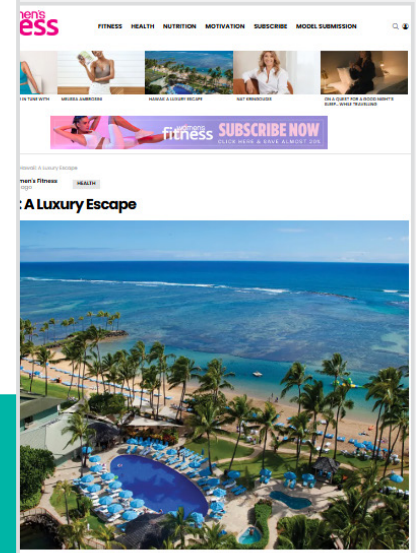


40 Women's Fitness

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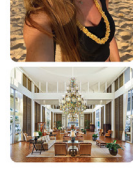
42 Women's Fitness womenfitnessmag.com.au Women's Fitness 43

FIT BUZZ

THE KAHALA RESORT: A HAWAIIAN ESCAPE WITH A TOUCH OF ELEGANCE

Nestled on a tranquil stretch of Oahu's coastline, the Kahala Resort feels like a world away from the bustling energy of Waikiki, yet it's just a short drive from Honolulu. With its serene beachfront setting and timeless elegance, this luxurious hideaway offers the perfect blend of relaxation and indulgence.

The rooms at The Kahala are everything you'd hope for in a five-star resort: spacious, beautifully appointed, and designed with comfort in mind. From the moment you step inside, you'll feel a sense of calm, as if the ocean breeze itself had whispered you into a state of serenity. The resort's pool is a standout feature, perfectly positioned just



steps from the beach. Whether you're soaking up the sun with a cocktail in hand or taking a refreshing dip, the poolside experience is as stylish as it gets. One of the Kahala's most unique and unforgettable offerings is its resident eagles. Watching these playful creatures glide gracefully through the water is nothing short of mesmerizing—a magical experience that adds a touch of wonder to your stay.

From its stunning location to its world-class amenities, the Kahala Resort captures the spirit of Hawaiian hospitality in every detail. It's the kind of place where memories are made, and relaxation comes effortlessly.

Whether you're travelling for romance, family, or simply a well-deserved escape, this resort promises an experience where treasure long after you leave its sandy shores.

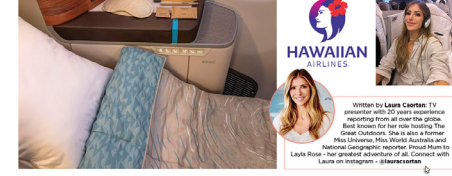
42 Women's Fitness

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Getting There: Flight Review HAWAIIAN AIRLINES Premium Cabin

Hawaiian Airlines' Premium Cabin offers a seamless journey from Sydney to Honolulu, combining comfort, convenience, and the Aloha spirit of the Hawaiian Islands. With five overnight flights weekly, departing at 9:40 PM, you'll arrive mid-morning—perfect for a day at Waikiki Beach or a connection to one of 100+ daily inter-island flights.

Flight HA452, Sydney to Honolulu Departs: 9:40 PM Arrives: 10:40 AM (Same day) Aircraft: Airbus A330 Flight Time: 10 hours	Lie-Flat Comfort	Hawaiian Hospitality	Tech & Starlink Internet	Generous Luggage Allowance
	The Premium Cabin features 18 luxurious lie-flat seats in a 2-2 configuration. Each reclines into a 180-degree bed, complete with a plush pillow, quilt, and mattress pad. Privacy screens, USB ports, AC power outlets, and ample storage add to the comfort.	Dining showcases Hawai'i's flavors, with menus crafted by celebrated chefs Wade and Michelle Han-Ukaha. Expect fresh, island-inspired dishes served by Hawaiiana's friendly crew.	Stay complimentary with Starlink high-speed internet on all Sydney-Honolulu flights. Passengers also enjoy a personal touchscreen entertainment system, noise-canceling headphones, and thoughtfully designed sustainable amenity kits by Noho Home, including bath, hydrating mist, and more.	Business Class travelers enjoy two 23kg checked bags and an 11kg carry-on, ensuring plenty of room for all your holiday essentials. With its top-tier service, luxurious features, and touches of Hawai'i throughout, Hawaiian Airlines' Premium Cabin sets the tone for an unforgettable island escape. For more information, visit hawaiianairlines.com.au



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Women's Fitness 43

Written by Laura Carter, TV presenter with 20 years experience reporting on the global travel industry. Best known for her role hosting The Great Outdoors. She is also a former Miss Universe, Miss World Australia and National Geographic reporter. Travel from her Little River home-based adventure company with Laura on Instagram: @lauracarter

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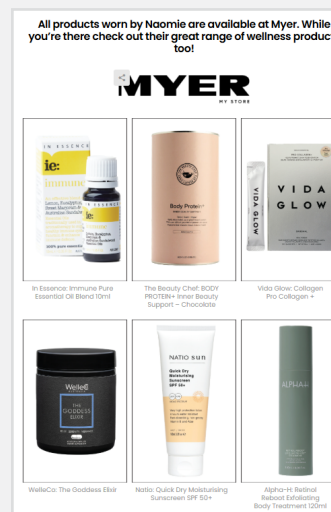
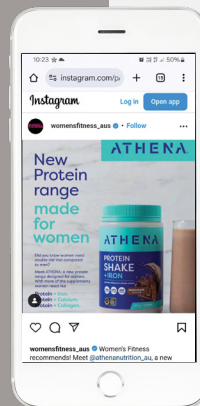
Cover Feature



Fit Buzz



Socials



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EVENTS

A DAY OF WELLNESS
AND ALIGNMENT

Palm Beach Retreat

Women's Fitness magazine proudly hosted its first-ever sponsored retreat, marking the beginning of many inspiring wellness events to come. In collaboration with Seldom, this transformative day unfolded at the stunning Palm Beach Waterfront Functions.

Fifty women gathered to embrace the theme of the retreat: Finding Inner Alignment and Purpose in Your Life. With breathtaking ocean views as the backdrop, attendees immersed themselves in a day designed to rejuvenate the mind, body, and soul.



DEADLINES

ISSUE NUMBER

ON SALE DATE (Monday)

JUN/JUL 2025

26 MAY 2025

AUG/SEP 2025

28 JUL 2025

OCT/NOV 2025

29 SEP 2025

DEC/JAN 2026

24 NOV 2025

FEB/MAR 2026

26 JAN 2026

APR/MAY 2026

30 MAR 2026

JUN/JUL 2026

25 MAY 2026

AUG/SEP 2026

27 JUL 2026

OCT/NOV 2026

28 SEP 2026



SINGLE PAGE

*210 mm X 275mm
(+5mm bleed)*

DOUBLE PAGE

*420 mm X 275mm
(+5mm bleed)*

1/2 PAGE VERTICAL

*105mm X 275mm
(+5mm bleed)*

SUBMISSION DEADLINES CLOSE 2 WEEKS PRIOR TO SALE DATE

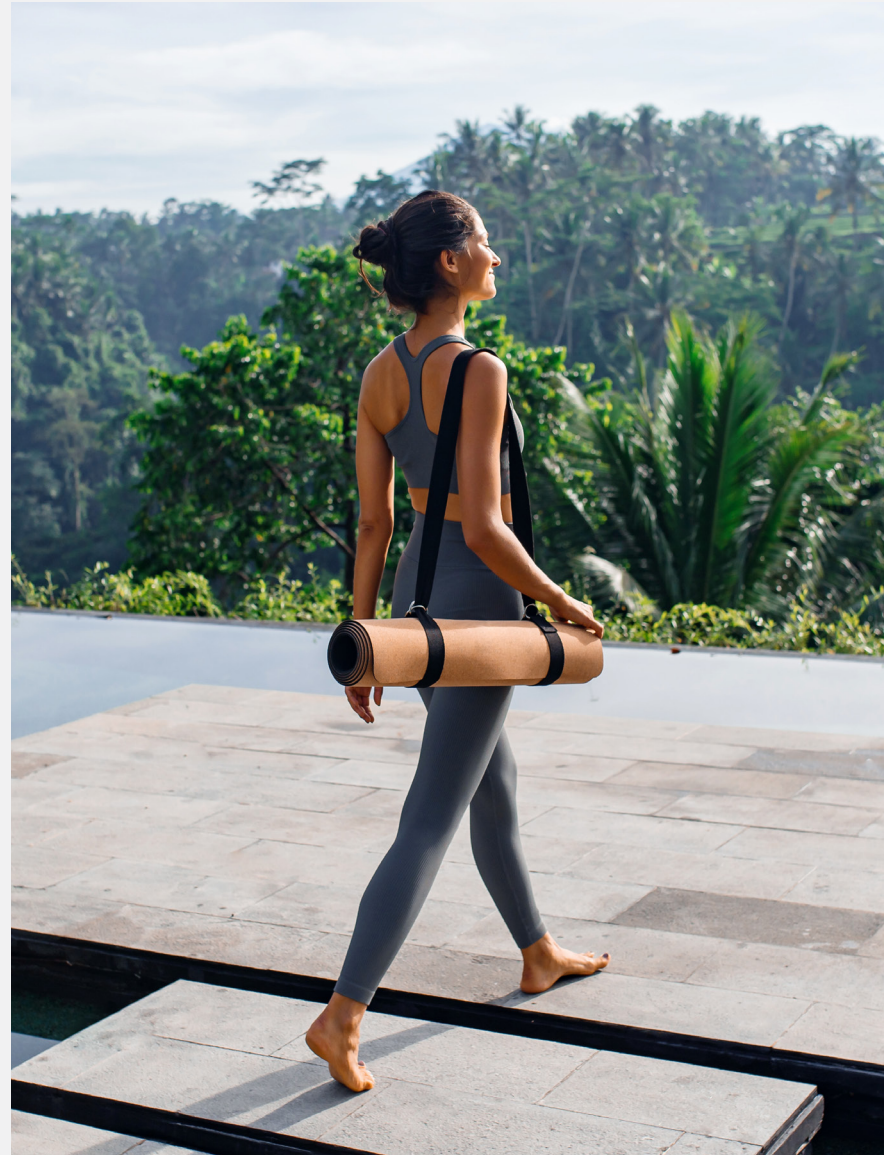
NEXT STEPS

- 1.** Email olivia@womensfitnessmag.com.au with your interest to feature. Please share your goals, timeline and budget.

- 2.** Our sponsorship team will be in touch via email / phone.

- 3.** Allow 2 weeks for content creation and approval.

- 4.** Celebrate - you're featured in Women's Fitness!



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I T ' S A L I F E S T Y L E .