

# longevity

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2018  
ANNUAL EDITION



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## THE AGE OF PERSONALISED HEALTH

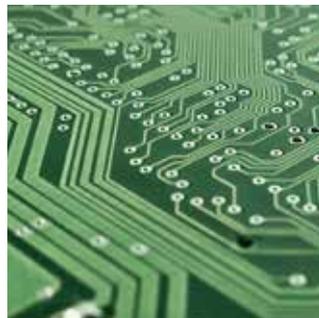
This year, *Longevity* will publish its first comprehensive annual edition. The topic will be “The Age of Personalised Health.”

Personalised health stems from the understanding that each individual is different, and therefore their approach to how they look after themselves should be different too. The global awareness and demand for personalisation is being put into practice in all aspects of our daily lives

including: basic healthcare, advanced diagnostics and medical breakthroughs, psychology and mental health care, fitness and exercise, diet and nutrition, beauty and aesthetics, and even environmental health.

*Longevity's* Annual 2018 Edition will unveil the latest information, trends and innovations in the age of personalised health - and introduce you to the companies and specialists who lead it.

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## PERSONALISED HEALTH, TODAY, TOMORROW

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*Longevity* will unpack the concept of personalised health in this in-depth issue, which will include interviews with leading specialists locally and internationally.

The medical industry is moving towards a more integrative approach. The latest research is based on concepts like eco-biology, autoimmunity, disease prevention and management.

Legislation is changing in various parts of the world as the medical profession recognises how natural treatments, such

as cannabis and hemp oil, can add value to traditional approaches. We will look at what some of these trends are and how they will add meaning to our lives.

Technology is enabling medical breakthroughs, making prognosis and therefore prevention more affordable and accessible.

We will share the trends, what the future holds and what you can do **RIGHT NOW** to ensure you live longer, better, happier.



## THE BEST IN PERSONALISED AGING REVIEW

*Longevity* will be releasing its Best in Aging annual review, with a special focus on personalised beauty and aesthetics. This comprehensive survey will reveal what local industry experts deem to be the best products, treatments and services available in healthy aging are here in South Africa, to date. Panellists will comprise mainly of specialists from a broad spectrum of aesthetic, cosmetic, and medical disciplines. However, we will also include appropriate professional authorities from the retail environment. The results\* will be shared in this special annual edition of *Longevity*.

This is the second year that *Longevity* will publish the survey. It is the ultimate guide to what aging products and treatments you should have.

### CATEGORIES INCLUDE:

- **Dietary supplements** on the market used to augment daily intake of nutrients necessary for healthy skin, hair, nails, teeth and eyes. This category includes any professionally rendered dietary supplements by medical health professionals.
- **Non-invasive** beauty, problem-solving treatments for face, skin, hair, teeth and body. This category includes any professionally rendered non-invasive treatment by an aesthetic clinic or specialist.
- **Surgical treatments** for face, skin, hair, teeth and body. This category includes any professionally rendered surgical treatment by a plastic or reconstructive surgeon.
- **Spas** that offer an array of personalised products, treatments and facilities for face and body. This category includes any professionally rendered spa facilities by aesthetic professionals or spa industry experts.
- **Over-the-counter and specialised cosmetic products** for face, skin, hair, nails, teeth and body (including cosmetics). This category includes any professionally rendered products by a cosmetic industry expert, aesthetic clinic or specialist.

The criteria for the Best in Aging selection will focus on: Personalised approach; proven, consistent delivery; customer satisfaction; value for investment; relevance and appropriateness; innovation; problem-solving abilities and sustainability as an aging solution. The Best in Aging survey will be overseen by a professional research resource, and the content and interviews will be conducted by the editorial team at *Longevity*. We will be offering a variety of special advertising and promotional opportunities that include both print and digital activations.



*It's important to note that this is not a prize-giving. It is a detailed review of what specialists and professionals uphold as the most innovative, cost-effective and result-driven ranges of products, treatments and services in anti-aging.*

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SOME OF OUR OTHER EDITORIAL HIGHLIGHTS INCLUDE:

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## BODY

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- **Eyes in Focus: The Windows to Your Youth**

Your eyes are not only the windows to your soul, but to your youth as well; they are one of the first indicators of premature aging. In this issue, we take a look at what's at the forefront for eye and eyesight care – from products, treatments and eyewear to basic daily care information.

- **Personalising Your Fitness Regime**

More awareness has gone into the need for creating personalised fitness regimes that go beyond that of a personal trainer. Today, people want to know their bodies from a genetic level before they decide what exercise is right for them.

- **Eating the Right Food**

How to change your diet to change your health, for life!

Recipes, ideas, technology and people to help you achieve your healthy eating goals.



## MIND

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- **A look at how the mind defines our health and outlook to life.**

We will unpack the illness and disease that is stopping us from living our best lives and ask the experts to share what we can do about it.

## SOUL

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- **What We Cared About in 2018**

We will share our best stories; the conferences, people and places we have visited; and profile the leaders in our industry that help make us healthier and better. We will feature the stories that made the headlines, the research you need to know about and the people who made important contributions in this year.

- **Healthy Homes**

Personalisation should be a fully encompassed approach to living that gets implemented into your



home as well. We share the top ways to personalise your home to your own and your family's specific health needs.

“The war to save our world. It's one thing [to focus on] saving ourselves and living a better life, but what about the world we live in.”

People all over the world have made steps towards leading more sustainable lives in order to save our planet. In this edition, we reveal the positive steps forward society has made to deal with three pivotal issues: plastic, pollution, and the water crisis.

We will publish a special section on the developments in science that will mitigate the risk of climate change, waste, and depletion of natural resources. We will turn the tide on plastic and offer you practical tips on what you can do to help our earth be a healthier place.

## LONGEVITY EXPERT COLUMNISTS:

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Longevity will feature its regular and most popular columnists in this edition. They will share their ideas and inspiration for making the year ahead the best one you've ever had.

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## FORMAT:

*Longevity* will publish this bumper edition in high quality format.

High Quality Format:  
300gsm cover and  
90gsm paper

Distributed nationally

Our editorial is shared online  
to an audience of 65 000  
and this edition will also be  
available in downloadable  
PDF format



Print order:  
24 000

Readership:  
60 000

The book will also be  
available digitally on  
[www.longevitylive.com](http://www.longevitylive.com)

This is an edition to collect, to read over the summer holiday period  
and to use as a valuable source of information for the year to come.

Do not miss out on this annual opportunity to showcase your brand or skills in our annual. *Longevity* reaches a readership of affluent and loyal readers who care about their health and want to know more about products and services to help them live longer, better and happier lives.

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## INFORMATION KIT

**MALE  
READERS  
30%**

**FEMALE  
READERS  
70%**

LONGEVITY'S MAGAZINE CIRCULATION HAS SHOWN AN INCREASE OF 10% IN PAID-FOR COPY SALES YEAR ON YEAR, IN A MARKET WHERE MOST CATEGORIES ARE IN DECLINE. IMPORTANTLY, OUR WEBSITE HAS SHOWN PHENOMENAL GROWTH OVER THE PAST YEAR. WE ARE CURRENTLY REACHING OVER 11,823 UNIQUE, QUALITY, ENGAGED VISITORS PER MONTH, AND COMBINED TOTAL ENGAGEMENTS ACROSS OUR WEB PLATFORM AND SOCIAL MEDIA ARE OVER 25,744 MONTHLY. THE INCREASE IN TRAFFIC AND ENGAGEMENT IS 124% YEAR-ON-YEAR

### MEDIA CONSUMPTION\*

**60%**  
OF LONGEVITY  
READERS SHOP  
ONLINE

**51%**  
OF LONGEVITY  
READERS READ  
MAGAZINES  
ONLINE

**81%**  
OF LONGEVITY  
READERS HAVE  
A POSITIVE  
ATTITUDE WHEN  
STARTING EACH  
DAY

**28%**  
OF LONGEVITY  
READERS ARE  
SPENDING MORE  
THAN A YEAR  
AGO

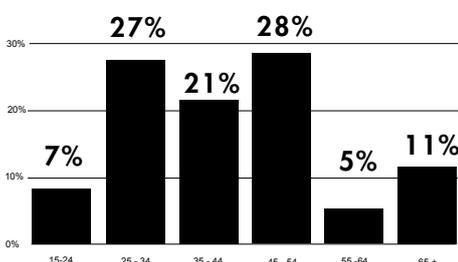
\* BRANDMAP 2015

### LIFESTYLE

**25%**  
ARE IN TOP MANAGEMENT  
POSITIONS AND  
**17%**  
ARE PROFESSIONALS

**36%**  
ARE PRIVATE BANK CLIENTS

### DEMOGRAPHICS



### OCCUPATION

45% OF LONGEVITY READERS ARE GRADUATES/POST-GRADUATES. 9% ARE IN HEALTH AND MEDICAL RELATED PROFESSIONS; 17% ARE PROFESSIONALS AND 25% ARE IN TOP OR SENIOR MANAGEMENT. **THE LONGEVITY READER IS HIGHLY EDUCATED, WORKS AND EARNS A SIGNIFICANTLY HIGHER INCOME THAN THE READERS OF OTHER LIFESTYLE MAGAZINES**

### HOW WE REACH THEM

THE PRINT EDITION IS DISTRIBUTED NATIONALLY THROUGH LEADING RETAIL OUTLETS, INCLUDING SPECIALIST PARTNERSHIPS WITH SLOW LOUNGE, SELECTED CORPORATE WELLNESS PROGRAMES AND HOSPITALS NATIONWIDE. COMBINING OUR READERSHIP OF

**52 000\***

AND OUR ONLINE AND EVENT ACTIVATION  
PLATFORMS ALLOWS US TO REACH UPWARDS OF

**80 000\***  
PEOPLE

### DID YOU KNOW?

40% OF LONGEVITY READERS HAVE TRAVELLED LOCALLY OR INTERNATIONALLY IN THE PAST 6 MONTHS

### HOUSEHOLD INCOME

**37%**  
OF OUR READERS ARE LSM 10+ AND **14%**  
HAVE A HOUSEHOLD MONTHLY INCOME  
OF R100,000 OR MORE

LONGEVITY IS UNIQUE  
IN THAT  
**30% OF OUR READERSHIP  
IS MALE**

**16%**  
OF OUR READERS OWN  
THEIR OWN BUSINESSES

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## RATES:

PRINT	
Advertorial	R 28 000
Supplied advertisement	R 26 000
DPS: Supplied material	R 48 000 Excluding VAT
DPS Advertorial	R 50 000 Excluding VAT
HALF PAGES (VERTICAL OR HORIZONTAL):	
Supplied material	R 14 000 Excluding VAT
Advertorial	R16 000 Excluding VAT
DIGITAL	
Digital package of R 7,500 to include	Webvertorial ((images and copy to be supplied by client).
	x1 Facebook post
	x 2 tweets
	R 1000 boosting

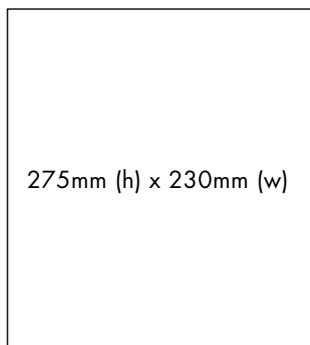
(This to include copy writing and layout/ design. Client to supply one image, 500 words and logo. Should client not have an image, we can arrange a shoot if necessary.)

Client to be profiled as "Leader" or "Meet the Specialist.". We will provide four questions for the client to answer in copy.

**PHOTOGRAPHIC PROFILE OPPORTUNITY:** *Longevity* will offer a co-ordinated professional photographic opportunity in a studio for any profile published. This will include professional make-up support at a studio in Johannesburg or Cape Town. Client will own the photograph taken. Price on request.

# PRINT ADVERTISEMENT CREATIVE SPECIFICATIONS

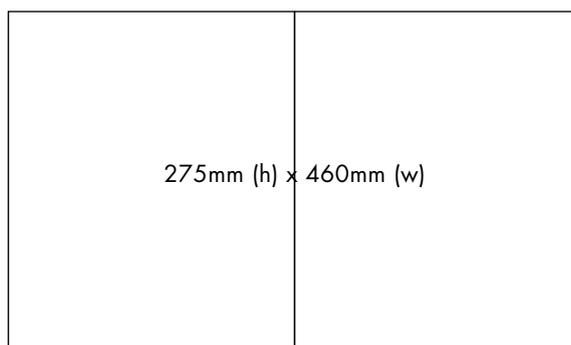
## BOOK SIZE



### SINGLE-PAGE ADVERTISEMENT

TRIM: 275mm (h) x 230mm (w)

BLEED: 5mm



### DOUBLE-PAGE ADVERTISEMENT

TRIM: 275mm (h) x 460mm (w)

BLEED: 5mm

## DIGITAL MATERIAL REQUIREMENTS

**Formats:** *Longevity* accepts digital ads in the following formats, sent via websend or wetransfer:

- **PDF:** Press-optimised PDFs including all elements, eg high-resolution images (minimum 300 dpi) and all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.
- **EPS:** Fonts and high-resolution images embedded.

**Proofs:** A high-colour proof is essential; colour/laser inkjet printouts are not sufficient. *Longevity* will not be held responsible for variations in the final printed colour.

**Colour:** *Longevity* is not responsible for colour discrepancies that might occur when images are converted from RGB to CMYK.

**Furniture:** Remove all furniture (ie coloured bars, exposure bars and registration marks). Crop marks can be added, but only if absolutely necessary.

## FILE FORMATS:

- **File type:** PDF (PDF/X-1a format) with all fonts and high-resolution images embedded
- **Color space:** Process CMYK (no spot colours or RGB)
- **Resolution:** 300 DPI
- **Marks:** Include trim and bleed marks

## MAIN BOOK MATERIAL SPECIFICATIONS

FORMAT	TRIM	WITH BLEED	TYPE
DPS	275mm x 460mm	285mm x 470mm	245mm x 430mm
Full Page	275mm x 230mm	285mm x 240mm	245mm x 200mm
1/2 page horizontal	137mm x 230mm	147mm x 240mm	107mm x 200mm
1/2 page vertical	275mm x 115mm	285mm x 125mm	245mm x 90mm
1/3 page horizontal	90mm x 230mm	100mm x 240mm	80mm x 220mm
1/3 page vertical	275mm x 77mm	285mm x 87mm	265mm x 60mm
Classified block	98mm x 38mm	103mm x 43mm	92mm x 32mm

## DEADLINES:

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SHELF
LONGEVITY ANNUAL ISSUE 2018	08/10/2018	22/10/2018	13/11/2018



PARTNER WITH

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