

# overview

## FOCUSING ON ALL MATTERS OF NUTRITION,

exercise and healthy living, Weight Watchers helps readers find their own versions of healthy. Each issue is filled with real-life cooking and fitness advice, and how the latest health and science news applies to daily routines. Members are showcased living their lives, sharing their challenges and triumphs. **Weight Watchers encourages readers to change their relationship with food for good, while looking and feeling their best!**

## reader profile

Embracing change to their attitudes, bodies and lives, our **9.4 million readers** turn to Weight Watchers to look and feel good both emotionally and physically. She leads a busy life and wants to keep her family healthy. Smart, interested and enjoying a sense of accomplishment, these active and involved women strive to make positive changes in their lives not only for today, **but for the future.**

**weightwatchers**  
magazine

## SALES & CIRCULATION VITALITY

- One of the Top 26 Best-Selling Magazines at newsstand in the country
- Over 1MM subscriptions and over 200,000 single copy sales
- Highest net per copy of healthy lifestyle and women's categories
- All-paid subscriptions; not included with a Weight Watchers membership

## RESPONSIVE READERS

- Top scoring in GfK MRI Starch reader engagement
- #1 in its category for Mean Reading Days-Women
- #1 in its category for Average Page Exposure-Women