

Revamped Health Intelligence magazines on stands now

Having revamped its content and design format to a more consumer-friendly style, the bi-monthly magazine Health Intelligence, which celebrates its 28th issue this July/August is available now from newsstands and bookstores.

Interest in health

Editor Rosanne Buchanan says, "Health is the new wealth and the new black. Just look at the growing popularity of exotic foods like gogi berries or outdoor exercise like SUP (stand-up paddle boarding) and trail running. Simply put: It's cool to be well."



This trending interest in health & wellness lead to her and her team's decision to take the popular niche title to a wider audience. "We're working harder, living faster and often more stressful lives. So the remedy to this is to live a good quality of life. People are seeking topical and trusted health advice that allows them to take responsibility for their mental and physical wellbeing, easily."

The magazine's metamorphosis has been a year in the making. The cover, which features SA 'It' girl Jeannie D, pops with colour on shelf, with rich and insightful content. "Our 45-member advisory board, comprising local and international medical professionals and health experts, keeps us updated on advancements in various areas. Their input is reworked into bite-size snippets of information and easy-to-read articles that makes quality health advice more digestible, without losing its depth."

Factual content

The ubiquity of digital content has also played a role in the magazine's expansion. "It's easy to find everything and anything on the web these days and, while answers are plentiful, not all are credible. There is an increasing need for well-researched, insightful content that isn't crowdsourced or on Wikipedia, but rather based on facts and knowledge."

This could explain why circulation figures of general consumer magazines continue to decrease globally, while the magazine has enjoyed a steady 7.07% year-on-year growth - one of the few ABC audited titles to experience this in the current economic climate.

"We have our finger on the pulse. We use our channels to share behind-the-scenes, extra tidbits and fun images with our readers. In our view, digital is by no means a replacement or duplicate of our glossy; rather it's complementary as it allows us to share more about our brand and ethos in shareable snacks and bites of content," concludes Buchanan.

For more information, go to www.himag.co.za.