



# Media pack

Proud to be  
published in  
HULL, UK City  
of Culture 2017



**Find out more: [www.henaturist.net](http://www.henaturist.net)**





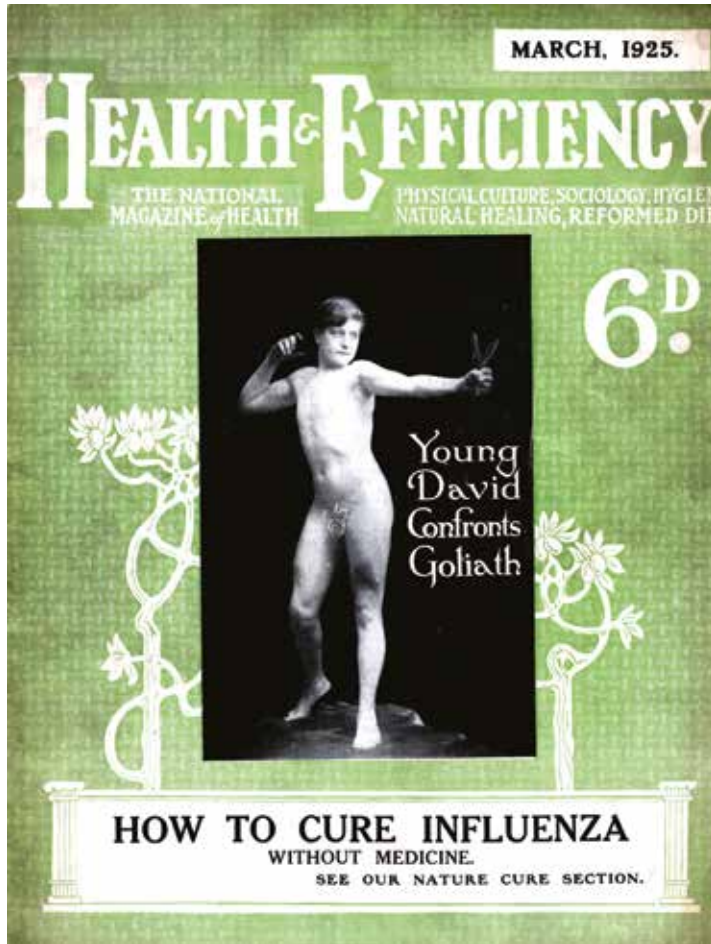
## Introduction

**H&E naturist** (originally *Health and Efficiency*) is the world's leading monthly commercial magazine focusing on the naturist and nudist lifestyle.

Its regular articles and columns focus largely on travel, health and culture, as well as various features on arts and books with a naked theme.

*H&E* is edited by Sam Hawcroft (pictured left), and published by the company she runs, Hawk Editorial Ltd, based in Hull, East Yorkshire – which will be the UK City of Culture in 2017.

*Travel ... health ... lifestyle ... culture  
News ... reviews ... opinions ... events*



## History

*H&E* prides itself on its rich history – indeed, there can be few magazines that have been in print for longer.

*Health & Efficiency* was first published in 1900. Back then the magazine covered health topics such as diet, exercise, herbalism and general advice on living a healthy lifestyle and making your body work more efficiently.

In the 1920s when nudists began publicising their activities and sun clubs began to form, *Health & Efficiency* became an early champion of their cause through publishing their letters, articles and photos. Later, this material occupied a greater proportion of the magazine, particularly as it absorbed other naturist and health periodicals, including *Health and Vim* and *Sunbathing and Health Magazine*.

After the Second World War, nudism experienced a massive expansion and the monthly *H&E* – as it became known – was in pole position in promoting the nudist lifestyle. Throughout the 1950s and into the 1960s *H&E*'s reputation as the “nudist bible” grew. *H&E*'s audience was made up of nudists who were members of British clubs and those who used British beaches. A small minority who were lucky enough to be able to afford holidays abroad, and sampled the delights of French and Yugoslavian nudist facilities, provided *H&E* with the first “naturists abroad” travel reports.



This was a hint of things to come, for, by the 1970s, cheaper foreign travel allowed many more British naturists to visit the south of France, Spain, Greece and Yugoslavia. *H&E* reflected this change and soon became an international naturist magazine providing news, travel reports, features and photography from around the naturist world.

In 2014 *H&E* acquired the archive of ex-editor Murray Wren, including hundreds of naturist images available for licence.

The magazine has had a number of publishers and editors, and has been based in London, Epsom and Goole, before moving to its current home in Hull in 2012.



# Online

H&E's online presence is at [www.henaturist.net](http://www.henaturist.net)

Latest figures show the website gets, on average, 2,000 unique visitors a day.

The magazine's **Facebook** page has more than 5,300 'likes', and there are nearly 4,500 followers on **Twitter**.

In March 2013, the *H&E* **app** for Apple and Android devices was launched in conjunction with developers Apazine. In its first week, the free sample issue was downloaded more than 80,000 times, seeing the app briefly break into the global app charts – a fantastic result for a niche title.

The paid-for monthly titles continue to see upwards of 300 app downloads a month.

There is also an online page-turning digital edition, which is accessible to subscribers via web browsers and compatible with smartphones and tablets. This can be found at <http://subs.henaturist.net>, and it also includes back issues going back to January 2010 as well as exclusive extra photo galleries.



# Distribution and readership

**H&E is distributed by Comag, and sold on the newsstand across the UK in about 200 WHSmith High Street stores, major WHSmith Travel stores (such as Heathrow Airport and London King's Cross) and hundreds of independent newsagents. It is the only naturist magazine commercially available.**

The magazine's current reach is around 6,000-8,000 in the UK and abroad, but its total readership is likely to be far in excess of that, given the fact that many subscribers and over-the-counter buyers are naturist couples and families, or members of clubs who may share it around, and of course also because of the steady increase in online readers.

Unlike the print edition which goes off sale after a month's display, past issues are archived on the online system, allowing greater exposure for advertisers.



# Subscriptions

H&E's subscriptions service is managed by Warners Subscriptions, based in Bourne, Lincolnshire.

In 2013, direct debit was introduced as an additional payment method, making it far easier for readers to spread their payments at just £9.75 a quarter, and new subscribers and those switching to direct debit can get their first three issues for just £1.



You can subscribe to *H&E* in a number of different ways:

- Online, at <https://subscribeme.to/he-naturist>
- Over the phone to a dedicated hotline on **01778 395173** – open Monday-Saturday, including bank holidays
- By **post**, with forms (printed in the magazine every month) addressed to Warners Subscriptions Service, West Street, Bourne, Lincolnshire PE10 9PH



# Contributing to H&E

H&E is entirely led by contributions from freelance journalists and readers, and we are always seeking fresh and invigorating naturist and naked-themed material, as well as photos reflecting the diversity of naturist life in Britain.

Regular contributors include Charlie Simonds, whose photo-features have appeared in *H&E* for more than three decades; Rayner Otter, creator of the long-running Bare Beaches and Nude Atlas series; Spanish correspondent Theresa O'Shea; Portugal correspondent Paul Rouse; Focus en France columnist James Avery; and a group of Manchester students known as the Naked Vegan Cooks.

If you would like to send a feature in to *H&E*, please do so in the following ways:

Send the copy via e-mail to: **editor@henaturist.net** – preferably as a Word document (.doc) or plain text (.txt) file attachment – or on a CD/DVD along with your images (if applicable).

We do not accept hand-written submissions or typed manuscripts for OCR scanning. There is no guarantee (unless otherwise agreed) that material will be used, and it may take many months before your article is used unless it is especially time-sensitive.

For full contribution guidelines, visit **[www.henaturist.net/contribute](http://www.henaturist.net/contribute)**





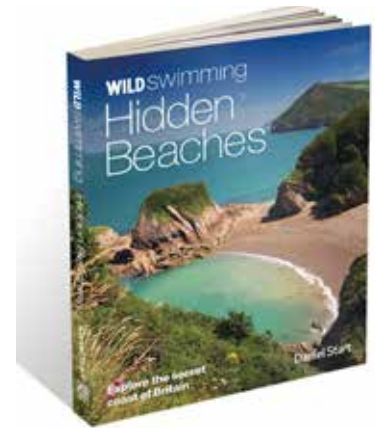
# H&E retail and marketing

The H&E Shop is online at [www.henaturist.net/shop](http://www.henaturist.net/shop), and stocks a wide range of items including back issues, naturist-related books, and merchandise such as magazine binders, mugs, mouse mats and tea towels.

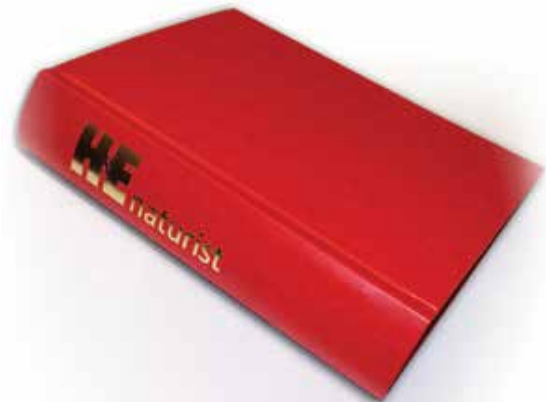
H&E also has a presence on eBay at [stores.ebay.co.uk/H-E-naturist](http://stores.ebay.co.uk/H-E-naturist), selling a more limited range of items due to eBay's policy on nudity.

H&E is happy to consider requests to stock items that may be of interest to naturist readers. For instance, with a self-published book we would normally consider buying a maximum of 10 units to test how well they sell before proceeding with a larger order.

Please email [editor@henaturist.net](mailto:editor@henaturist.net) if you are interested in selling through H&E.



The **H&E newsletter** gives out regular information about new issues, subscriptions and new items in the shop – sign up at <http://eepurl.com/1i6xP>



# Advertising rates – small ads

The **Classifieds** section is highly popular, and is mainly taken up by advertisers offering a wide variety of naturist massage services, but there are also sections for Personal, Photography, For Sale and Tradesmen adverts depending on demand. As of November 2015, *H&E's* online Classifieds page is the top result on Google for the search term 'naturist massage'.

*Basic lineage:* £35 + VAT for 25 words approx

*Box (single-column):* £50 + VAT (other sizes, plus pictures, etc, negotiable)

*Personal ads:* £10 inc VAT

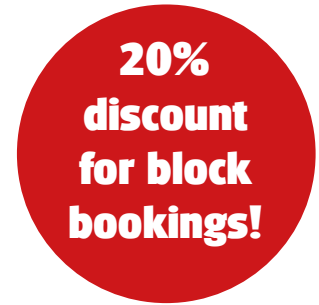
The **Holiday & Accommodation** section is aimed at smaller holiday businesses, B&Bs, private individuals offering accommodation, and those offering naturist property services – and as such is a cheaper option than main display. All Classified and Holiday & Accommodation advertisements go in dedicated sections on the *H&E* website (but not on the homepage).

1-column square box: £60 + VAT

2-column deep box: £120 + VAT



# Advertising rates – main display



**H&E offers a range of promotion opportunities in print and online.**

All main display adverts within the magazine go on the H&E website homepage (in the form of 125x125 ad squares).

In addition to this, we also offer marketing to existing display advertisers via Facebook and Twitter – we aim to give regular plugs to naturist businesses, and are very happy to tweet and retweet promotions, especially if the business submits a spreadsheet of future tweets.

There are also opportunities to host promotional YouTube videos within the online edition.

	<b>1/8-page</b>	<b>1/4-page</b>	<b>1/2-page</b>	<b>Full Page</b>
<b>Price</b>	£145 + VAT	£235 + VAT	£350 + VAT	£500 + VAT
<b>Landscape size</b>	88mm W x 62.5mm H	n/a	180mm W x 129mm H	n/a
<b>Portrait size</b>	44mm W x 129mm H	88mm W x 129mm H	88mm W x 262mm H	With page margin: 180mm W x 262mm H; full page: A4 size with 3mm bleed, all text at least 15mm in from edge

All adverts must be supplied as CMYK PDFs, but we can design them for you at no extra cost if you're not sure how to do this. Please send all text and high-res pictures SEPARATELY.

# Deadlines 2016

Issue	Editorial	Adverts	On sale
<b>January 2016</b>	Monday, November 23, 2015	Monday, November 30, 2015	Thursday, December 17, 2015
<b>February 2016</b>	Tuesday, December 29, 2015	Monday, January 4, 2016	Thursday, January 21, 2016
<b>March 2016</b>	Monday, February 1, 2016	Monday, February 8, 2016	Thursday, February 25, 2016
<b>April 2016</b>	Monday, February 29, 2016	Monday, March 7, 2016	Thursday, March 24, 2016
<b>May 2016</b>	Tuesday, March 29, 2016	Monday, April 4, 2016	Thursday, April 21, 2016
<b>June 2016</b>	Monday, April 25, 2016	Tuesday, May 3, 2016	Thursday, May 19, 2016
<b>July 2016</b>	Tuesday, May 31, 2016	Monday, June 6, 2016	Thursday, June 23, 2016
<b>August 2016</b>	Monday, June 27, 2016	Monday, July 4, 2016	Thursday, July 21, 2016
<b>September 2016</b>	Monday, August 1, 2016	Monday, August 8, 2016	Thursday, August 25, 2016
<b>October 2016</b>	Tuesday, August 30, 2016	Monday, September 5, 2016	Thursday, September 22, 2016
<b>November 2016</b>	Monday, September 26, 2016	Monday, October 3, 2016	Thursday, October 20, 2016
<b>December 2016</b>	Monday, October 24, 2016	Monday, October 31, 2016	Thursday, November 17, 2016
<b>January 2017</b>	Monday, November 21, 2016	Monday, November 28, 2016	Thursday, December 15, 2016
<b>February 2017</b>	Monday, January 2, 2017	Monday, January 9, 2017	Thursday, January 26, 2017