

## Ringier to bring *Men's Health* and *Women's Health* to West Africa

Ringier Africa's new media publisher, is expanding its news & media portfolio with the digital launch of *Men's Health* and *Women's Health* in Nigeria and Ghana.



The expansion of *Women's Health* and *Men's Health* into Nigeria and Ghana sees the brand's first foray into the African market, outside of South Africa - fully digital. Launched in 2005 and read globally by over 3 million people, the monthly glossies will be available in Ghana and Nigeria. Ringier Africa's publishing arm, RADP, sees considerable potential in engaging a new generation of health & exercise fans and body conscious readers, who will now have a new source of expert information and guidance.

Ringier Africa & Asia CEO, Robin Lingg says: "Men's Health and Women's Health are quality lifestyle publishing brands that resonate with and inspire people focussed on healthy, active lifestyles, all around the globe. We are seeing a growing fitness community in Africa, many of whom want to have a one-stop place for news and editorial on style, fitness and advice on living well. At Ringier Africa, we continuously strive to connect hyper-engaged consumers with premium, insightful content, through our pan-African digital brand: We are very pleased to be further diversifying our audience and bringing Men's Health and Women's Health into the Ringier publishing portfolio, and to West African consumers."

Ringier Africa GM, Leonard Stiegeler says: "Ringier's 'Pulse'-pan-African publishing brand has been able to introduce tens of millions of Africans to trusted news and quality entertainment online - and has become the leading new media publisher in SSA. We are glad to use this channel to introduce the leading global fitness publications into the West African market."

"We are thrilled to expand Men's Health and Women's Health further into the African market with Ringier in Nigeria and Ghana," said Rob Novick, senior vice president, International, Business Development & Partnerships, Rodale Inc.. "These two brands have performed well out of the gate in over 60 countries, so we are confident that the growing fitness and wellness interest in West Africa will offer a prime opportunity for us to share our content and expertise."

Harnessing Ringier's considerable global experience in digital publishing, RADP will distribute Men's Health and Women's Health across Nigeria and Ghana, and will also aggregate and share much of the outlets' lifestyle, health and wellbeing content through the <http://Pulse.ng> and <http://Pulse.com.gh> platforms, which currently garner tens of millions of view per month, as well as across dedicated social media channels

Tim Kollmann, Ringier's Managing Director of RADP adds, "As publishing market leaders in Africa, the

RADP team is thrilled to be bringing two of the world's most recognised titles into West Africa. Our research reveals that there is a fast-growing trend for quality news and features on fitness, exercise and good living the continent, so we believe that now is really an optimum time to be introducing these two publications into the marketplace".

*Distributed by APO on behalf of Ringier AG.*

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