

Health Intelligence's new design and content flies in the face of convention

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"Doctor, doctor, something's wrong with me! I'm bored with every magazine I read." There's *nothing* the matter with you, says *Health Intelligence*, SA's most credible health magazine. With its **expanded content that's both challenging and daring, and a brand new, style-conscious cover**, it flies in the face of the conventional and unimaginative.



For the first time ever, a local print publication has the courage to speak up about the boredom intelligent readers are feeling with most health and lifestyle magazines... and *doing* something about it. Digging deep and more sceptically into the "science" of health issues and exposing the naked truth of pharmaceutical exploitation, *Health Intelligence* is the magazine for the reader with a searching mind and impeccable taste

What readers want

Health Intelligence operates on the bleeding edge of what *readers* - not marketers - demand. Intelligent readers are bored with all the hollowed out clichés, like "lifestyle", "well-being", "healthy living" and "longevity", bandied about by magazines catering for mass appeal. They yawn at the scandals of celebrities they couldn't care less about the next ten steps to a flat stomach and they already *know* there's more to lovemaking than foreplay and positions - there are brains involved, too.

That's precisely why *Health Intelligence* never makes the mistake of underestimating you. Instead, it dares you to be different. It provokes you. It challenges you to take sides, to have an opinion, to get on top of everything from cancer breakthroughs to bioidentical hormones, diabetes to diet, arthritis to antioxidants, facial fillers to fructose intolerance. There's guidance in the form of protocols and advice from leaders in their field, not followers. In fact, the *Health Intelligence* advisory board boasts a membership of 30 international and local medical elites, including doctors, pharmacists, specialist physicians, cardiologists, endocrinologists, gynaecologists, dieticians, scientists and nutritionists.

But beware, reading *Health Intelligence* is not an everyday doctor's visit. It's an audience with a thought leader who won't hesitate to go against what everyone expects and does, and to do so with both guts and panache.

Superior pedigree

Since its launch in January 2010, *Health Intelligence* has become a serious contender on the local market notching up reader loyalties with every issue. Within a mere eight editions, it's outselling both new and established health titles. Besides its eye-catching new look, it also recently expanded its usual 112 jam-packed pages to 128, in order to incorporate more of the gutsy and dynamic content its readers have come to enjoy and demand. The writing style is sharp and impactful. Each article is thoroughly researched and backed up by a minimum of 10 references to peer-reviewed studies per main feature, guaranteeing that what it reports is superior to other health magazines and making sure everyone from specialists to home makers hang on its proverbial lips. In short, *Health Intelligence* is proud to be the intelligent person's health magazine.

The 8th Edition will hit the shelves of retailers including Clicks, CNA, Dis-Chem Pharmacies, Exclusive Books, PNA, Spar stores, selected pharmacies and health stores nationwide, during the week of 14 March 2011.

What to expect in the next issue:

- EIGHT MYTHS OF BIOIDENTICAL HORMONES - Clearing up the confusion
- WHO'S GOT YOUR DOCTOR'S BACK? - The ethics, the patients and the law
- CONTAMINATION, COVER-UPS AND COMING CLEAN - Top pharmaceutical company's dirty tricks
- ARE YOU A HIGH-FUNCTIONING ALCOHOLIC? - On the rocks, but not rock bottom
- FRACTURED MIND - A link between schizophrenia, prescription medicine and illicit drugs
- HYSTERECTOMIES ARE 90% UNNECESSARY - Don't have the cut unless it's cancer
- HEAVY METAL FISH - The mercury on our menus

- FILLERS AND THE FACE OF YOUTH - A top aesthetic doctor gives the facts

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