

Press release – for immediate release

nextmedia

healthyfood
GUIDE

my everyday
wellbeing
powered by healthyfood.com

Nextmedia acquires *healthyfood.com* and *myeverydaywellbeing.com*

Today, *nextmedia Pty Ltd* announced it has purchased print and digital brands *Healthy Food Guide* and *My Everyday Wellbeing* from NZ based publisher *Healthy Life Media Ltd*.

Healthy Food Guide magazine was launched in New Zealand and Australia in 2005 and, from 2012, *nextmedia* has published the Australian edition under license. Workplace wellbeing platform *My Everyday Wellbeing* was originally launched in 2018 and rebranded in 2021.

Both these brands provide credible, science-backed information on how to live a healthier life. Currently *healthyfood.com* has paid digital subscribers from 35 countries and *My Everyday Wellbeing* has many leading corporates subscribed to its product which promotes health and wellbeing to employees.

Arek Widawski, managing director of *nextmedia* says: "We have worked with *Healthy Food Guide* for many years, so know the brand well. Now, with *healthyfood.com* also under our publishing umbrella, we will be able to offer a much more complex platform to our readers. We think that *My Everyday Wellbeing* is a perfect product for the times, we have big plans for the growth of these brands both domestically and internationally".

Phil Ryan, managing director of *Healthy Life Media* and founder of both brands says: "We are truly excited to see a global publisher take these two brands on their next phase of growth. Several years ago, we reset the NZ business to being 100 per cent digital and have been growing ever since, *nextmedia* are now poised to accelerate this growth. It has been a pleasure to work with so many fine people on these brands and I wish to sincerely thank all those involved over the years."

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