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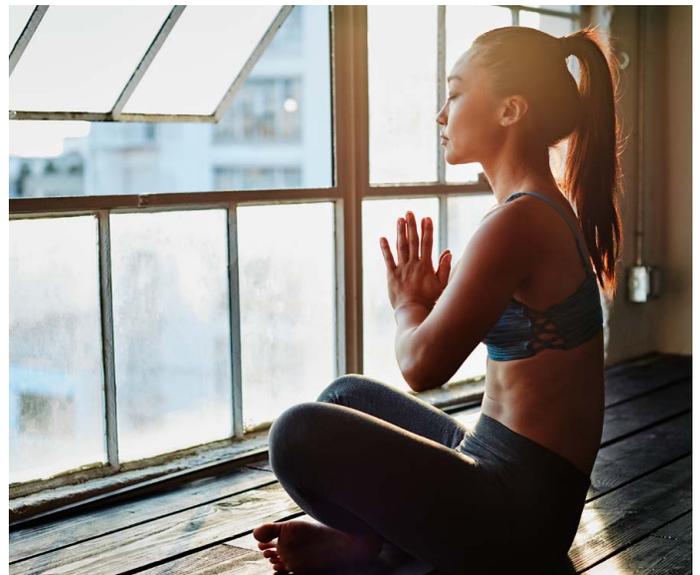
Health & Fitness Magazine Archive

Nine Major Consumer Magazines, All in One Place

This premier collection provides backfiles of consumer magazines that have not been readily available in libraries – until now. It offers digital access to the archives of nine leading US and UK publications devoted to health and fitness topics, including key titles such as *Prevention*, *Men's Health*, *Women's Health*, and *Flex*.

Selected for their relevance to research in many major and growing subject areas, the print formats of these magazines have been widely cited in many scholarly publications:

- *Men's Health*, *Flex*, and *Men's Fitness* support the growth area of men's/masculinity studies. Each publication offers a rich source of material relating to topics such as:
 - Male body image and ideals – these titles have been used in research approaching this topic from various perspectives (e.g. psychology, gender identity, masculinity, mental health, anthropology/ethnology, sexuality, fitness, and marketing).
 - Sex roles (representation of masculinity in popular culture/media, and family life/relationships).



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- Publications dedicated to the health and well-being of women such as *Prevention*, *Women's Health*, *Women's Health Activist*, and *Zest* support research in **women's studies** topics (family life, sex roles, sexuality, female body image/ideals, and history of birth control/reproductive rights).
- *Prevention*, a leading American healthy lifestyle magazine founded in 1950, has been frequently cited in **childhood/youth studies** research (topics include child/adolescent health, child psychology/mental health, and education policy).
- Each of these titles attests to the **history of health and public health policy over the decades** – major topics covered include regulation of drug/steroid use, approaches to health threats/epidemics, regional health disparities, and media presentation of health issues.
- In addition to supporting many research areas in the humanities and social sciences, these magazines have been referenced in **scientific** publications covering **medicine, biology, nursing, psychiatry**, and more.

This collection of health-inspired magazines provides wide-ranging insights into many aspects of 20th/21st-century history, society, and culture, spanning more than five decades.

FEATURES

- Coverage spanning 1950 to 2015 – 60+ years of content
- A large body of content across nine magazines - approximately 350K pages in total
- Article-level indexing with color images and searchable text
- Document-type indexing permitting retrieval of specific content such as advertisements, photographs, and letters.
- Cover to cover full-color digitization to maximize the rich visual content.

PUBLICATIONS

- *Flex* [US] (1983 to 2015)
- *Men's Fitness* [US] (1985 to 2015)
- *Men's Fitness* [UK] (1999 to 2015)
- *Men's Health* [US] (1986 to 2015)
- *Prevention* [US] (1950 to 2015)
- *Women's Health* [US] (2005 to 2015)
- *Women's Health Activist* [US] (1975 to 2015)
- *Women's Health Weekly* [US] (1994 to 2015)
- *Zest* [UK] (1994 to 2014)

* Coverage is by default from issue 1 to 2015 (or publication ceased date), with issues scanned from cover to cover. The rarity of the source material, however, means that there will be some small coverage gaps (issues/pages).

RELATED PRODUCTS

Take your research further with Health & Fitness Magazine Archive, which is highly complementary to the **Women's Magazine Archive**, **Men's Magazine Archive** and **GQ Archive** collections. Build on your women's and men's studies resources with more material on fitness, health, and well-being topics by adding Health & Fitness Magazine Archive to your arsenal today.



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