Editors and advisors of Women’s Health magazine talk about the role of the advisory board in elevating the magazine’s health coverage. During semi-structured interviews, the women discuss the magazine’s need for accuracy, credibility and the importance of being more than just a list of names and impressive credentials on the masthead.

This paper affects the women’s health magazine industry by examining the advisory board, a part of the magazine staff that is not typically studied or given much thought. These interviews reveal the advisory board members at Women’s Health act as consultants, writers, brand representatives and real-world experts for the magazine. This research gives insight into one of the pioneers of the advisory board and a magazine that many look to as an authority in scientific, trustworthy health coverage for women.