

“ASK THE EXPERTS”: THE ROLE OF THE ADVISORY BOARD AT *WOMEN’S HEALTH* AND ITS IMPACT ON THE MAGAZINE’S HEALTH COVERAGE

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Abstract

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.