

MEDIA KIT

vegan HEALTH & fitness



*Diversity of healthy readership is our strength!

vegan HEALTH & fitness

unique

We were the first widely distributed magazine in the world to promote a healthy plant-based, active lifestyle. We continue to lead the way in providing cutting edge information on nutrition and exercise, in a way that is fun and remarkably easy for all.

science

We offer scientific information on a range of topics from raising healthy kids, to longevity, to avoiding disease, to improving athletic performance. We are proud to have much higher standards than other magazines for scientific claims. Our articles are known to require citations worthy of top academic journals.

inspiration

We offer inspirational stories of healthy living for all, from athletes of all ages and backgrounds from all over the world who are breaking records and accomplishing great things to folks overcoming disease and losing weight, transforming their lives. The message is simple. If they can do it, you can do it too! And, we want to help!

gear

We offer information on the most eco-friendly, hypo-allergenic, healthy gear and clothing for all sorts of athletic activities. We regularly give awards for the best products. Our recommendations are trustworthy and unbiased as we, strictly, do not accept payment for our words of praise.



recipes

We offer the healthiest, plant-based recipes that are always delicious as well as optimally nutritious. Great chefs know that flavor needs very little to no sugar, little to no salt, little to no oil, and can be gluten-free and can be raw. Nature provides all we need to enjoy life in a healthy way! We love showing you how!

experts

We offer articles written by experts that you can trust: top scientists, doctors, and athletes. Many of our columnists are best-selling authors and popular lecturers with large followings.

community

We offer a community for readers who already lead or are looking to lead a healthy and fit plant-based lifestyle, through not only the magazine pages, but our interactive website and events.

diversity

We realize that the health-seeking community that we serve is diverse, and growing rapidly. Unlike most other magazines, we try to make sure that such diversity is represented in each issue.

vegan HEALTH & fitness

our readers



Our readers are as diverse as the planet. They range in age from their early 20s to their 60s and are about 65% female to 35% male. Some have kids, and some don't. Some are serious athletes, and some just enjoy an active lifestyle. They invest in the pursuit of health and the benefits that health provides. Our readers tend to be well-educated and shop at health food markets. They make their healthy diet and lifestyle a priority.



vegan HEALTH & fitness

where to find us



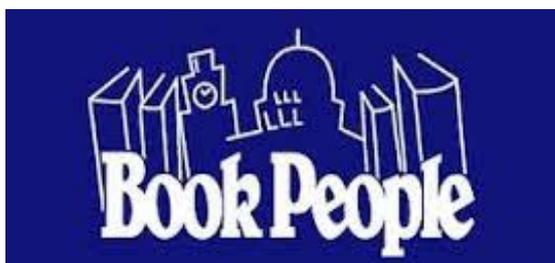
**BARNES
& NOBLE**

In thousands of health food stores, bookstores, newsstands, vegan websites and even mainstream grocery stores all over the world.*

Better grab yours fast! It sells out in many places, every issue!

Available in these countries:

Chapters
COLES
Indigo



USA
Canada
UK



*A complete, up-to-date list of all stores is available upon request.

FULL PAGE



8.375 x 10.875

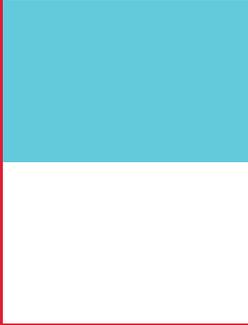


7.875 x 10.375

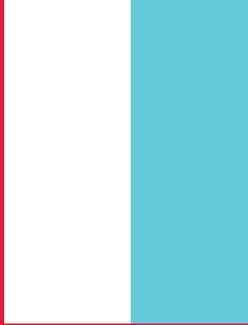


ad specs

1/2 PAGE



8.375 x 5.4375



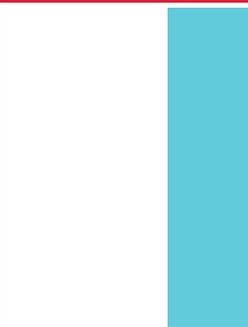
4.1785 x 10.375

Our page size is 8.375 x 10.875 inches, with a minimum of .5 inch margin. (Please see the dimensions for all ads from full page to fractional page sizes to the left here).

Ads can be submitted as a PDF, JPG, PSD, TIF, PNG, or EPS.

You can email us files up to 20 MB to Ads@VeganHealthAndFitnessMag.com. If your files are larger than 20 MB, please use WeTransfer.com. (It is the fastest and easiest website for this sort of thing--you don't have to sign up for anything, you just enter your email address, our email address, upload it and hit send.) You may also use Dropbox.com.

1/3 PAGE



2.75 x 10.375



8.375 x 3.625

The bleed is 1/8", and text must be at least 1/4" from the edge of the page, (actually, if you can keep your text 1/2" from the edge, that's even better-- this is to make sure that the text in your ad does not come too close to getting cut off by the printer).

No printers marks please! We will just have to remove them and that is very time consuming.

Magazine art work (photos, images, ads, etc.) all needs to be at least 300dpi.

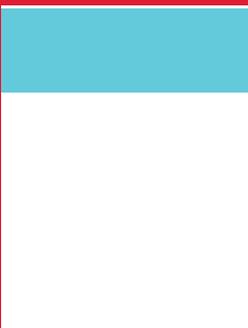
Colors must be CMYK. NO RGB and NO PANTONES please.

Web ads are also available in 250x250 pixel dimensions with 72dpi.

1/4 PAGE



4.175 x 5.4375



8.375 x 2.75

1/6 PAGE



2.75 x 5.4375



4.1875 x 3.625

circulation/cost

circulation

Our circulation numbers fluctuate with each issue. Our circulation climbs at a high rate in key retailers, with occasional tapers here and there to maintain a high sale rate. One problem we often have is that key stores such as Whole Foods Markets and other natural grocery stores order what they think is a lot of copies of *Vegan Health & Fitness Magazine* and it sells out. The next issue, they order more. It sells out again, and again, and the order numbers continue to rise. Because of this situation, many new retailers have been added as well. You see, most magazines get their circulation numbers up by putting their magazines in any store that will take them - even if those magazines don't sell. This is because magazines know that advertisers want to see high circulation numbers. But it doesn't do the advertiser any good to put their ads in magazines that don't sell. Nobody sees those ads. Instead, *Vegan Health & Fitness* has chosen to only maintain sales in stores with a demonstrated sales performance of 40% or more! In some of our key stores, like Whole Foods Markets, our sales rates are around 70-80%. This sort of targeted distribution benefits us all since it is more efficient. There is less waste and more bang for your buck.

It is this tremendous growth coupled with constant changes in distribution to maintain efficiency that makes it impossible for us to simply list circulation numbers here. We realize that other magazines do it, but we think that making distribution changes with each issue is simply smarter.

cost

Can I afford to advertise with *Vegan Health & Fitness Magazine*?

The short answer is yes, you probably can. We do not list prices here because we realize that one size does not fit all when it comes to advertising. We want to get to know your product and plans for growth and find ways to help you reach your audience as never before. Rest assured, our prices are lower than all of our competitors. Why is this? It's because we are more interested in having great products advertised in our magazine, for the benefit of our readers, than we are in making a quick buck. That means that we will work with your budget to find an advertising plan that works for your company if your company is in alignment with our values of vegan health and fitness. (Our values are outlined on page one of this media kit.)

Please email us right now and tell us all about your products and needs for advertising. A marketing specialist will get back with you right away to answer any additional questions you may have and tailor-make an advertising plan that will be both effective in reaching vegan health and fitness conscious readers and efficient for your budget.

Ads@vhfmag.com

vegan HEALTH & fitness

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2018