

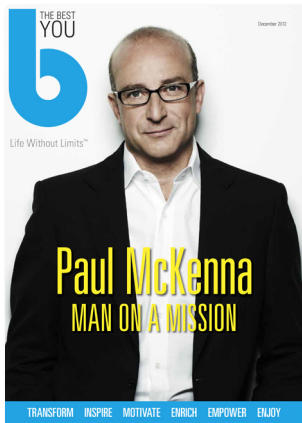


MEDIA KIT 2013



THE BEST YOU

The Best You is a web portal and Britain's first one-stop shop for Personal Development and self help. Its emphasis is on wellbeing, business, complementary medicine and mentoring.



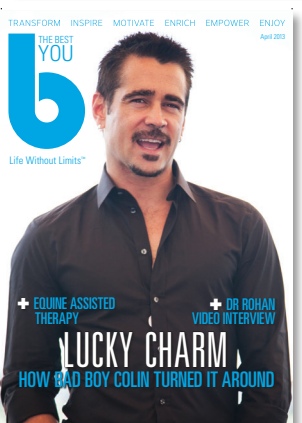
There are countless self-help products on the market, all with different approaches to Personal Development, which is at its highest in these times. It is rapidly and consistently growing, as virtually everyone aspires to improve their mind, body, relationships, health, finances and achieve over all greater success. But before now there hasn't been a single place where you can explore them all. This is a unique new platform which has been brought about to cover a niche in the market, describing the Best of the Best in all areas of life. From free e-books, through to well-priced books, CDs, DVDs, online viewing and downloads, all the way to premium value seminars from world leaders in personal development

such as Richard Branson, Paul McKenna, Tony Robbins and Lord Sugar, so we really know what we're talking about in this area, and we know our audience.

The Best You Corporation Ltd has been in the Personal Development business since 2008, and in November 2012 The Best You digital and print magazine was launched. We have already attracted thousands of readers and have secured the position of the UK's leading Personal Development magazine.



The magazine is filled with advice on confidence, motivation, focus, feeling and looking great, and doing whatever it takes to help you improve your life. What's more, this is far more than a magazine. It contains video interviews with celebrities and big names, who share their advice, their experience and their observations on life. We work only with leaders in their industry, those who are innovative, creative, inspiring and a natural fit for our audience and ethos. Just click through to watch the interviews – which give yet more advice and tips. In all, The Best You is a smart, multimedia experience that will inspire, inform and entertain all at once – and guide you to become The Best You.



Editor / Publisher: Bernardo Moya
Deputy Editor: Zoë Henry
Associate Editor: Matthew Wingett
Graphic Design: Joanna Frackiewicz
New Media: Allan Banford
Advertising: Ruby Visaria

WHAT'S IN THE BEST YOU

Our magazine is divided up into eight sections in order to create a cohesive yet varied reading experience.

REGULARS

Each issue starts off with a welcoming letter by Editor Bernardo Moya, who sets the theme for the current issue of The Best You. Other regular features include "Top Tips" pages, which give you advice on being The Best You, Book Reviews, where we review a selection of books available through the portal. And we end every issue with hope in our We Support article, where we feature a charity that is particularly close to our hearts.

FEATURES

This is the section that holds our cover story, which to date have featured the likes of self-help guru Paul McKenna, celebrity chef Gordon Ramsay, and critically acclaimed fashion designer and filmmaker, Tom Ford. We follow the cover story up with a second feature, which is often accompanied by a clickable video interview.

INNER YOU

Connect with the wonderful, special and powerful inside. Learn new ways to get your mind and body in balance. This is the section in which we feature articles on alternative remedies, practices that require a bit of faith, and encourage readers to get in touch with their inner selves.

ENJOY LIFE

Laughter, humour, travel and love – these add the sparkle that make life worth living. In this section we feature the things in life that make you smile. So if you've been feeling down in the dumps, this is the section for you.

LIVE LOVE LEGACY

What do you want to be remembered for? What are your relationships like with those around you? How does life treat you, and how do you treat your life? This is the section where we show you that there is so much good in you. Enrich your life with the passion you feel and the connections you make.

FEEL & LOOK GOOD

Feeling good about yourself makes the joy shine from your eyes and your skin. It makes others respond to you in new ways, and it gives you a whole new outlook on life. Everybody wants to feel and look good, and in this section we show you how.

WEALTH & RICHES

This section is really the crux of the whole magazine, but we're not only talking about financial wealth and riches. Being wealthy and successful is a state of mind, and in this section we feature men and women who have achieved many levels of wealth and success.

21ST CENTURY LIVING

The pace of change can sometimes bewilder, but also gives amazing opportunities to meet new people. In this section we discover new things that allow us to thrive. Bring out the best in you by discovering the latest innovations that will put you ahead of the pack.



WHO IS READING THE BEST YOU?



The Best You has a very varied readership, with the readers ranging from 20 to 60 years old, ABC demographic. The publications appeals to both men and women, and because it is predominantly a digital magazine, we have readers from all over the world.

GENDER DEMOGRAPHICS

Men	45%
Women	55%

AGE DEMOGRAPHICS

20 - 29	12%
30 - 39	32%
40 - 49	46%
50 - 59	10%

OUR READERS

Total database	100,000+
Total opt-ins	63,000+
Paid subscribers	900+
One time readers	4,000+
Downloaders of apps	4,000+

10,000 printed copies are distributed monthly throughout the United Kingdom.

Our publication is unique because our website serves as a one-stop self-help shop as well as a magazine portal, so readers arrive at the website ready to spend. This is a mind set that bodes well for advertisers. The average spend of our customers is £1,293 on seminars and £84.54 on products. We also have a system with a unique link, which allows us to measure how many times people have clicked onto your page.

WANT TO ADVERTISE WITH THE BEST YOU?



2013 DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
June 2013	3 May 2013	10 May 2013
July 2013	31 May 2013	7 June 2013
August 2013	5 July 2013	12 July 2013
September 2013	2 August 2013	9 August 2013
October 2013	30 August 2013	6 September 2013
November 2013	4 October 2013	11 October 2013
December 2013	1 November 2013	8 November 2013

AD RATES

IFC	£6,500
IBC	£6,500
OBC	£7,500
DPS	£5,500
Single page	£3,000
Half page	£1,800
Online banner	£250
Prices are exclusive of VAT	



Sponsorship and bespoke opportunities, such as special editions, seminars and email marketing, are available on request.

We like to build long term relationships with our clients so there is scope for a wider range of possibilities rather than a one-off advertisement.