# THE BEST YOU MAGAZINE

MEDIA KIT + OPPORTUNITIES

# THE BEST YOU MAGAZINE

is the leading personal and professional growth publication, featuring the most effective and current innovations in lifestyle-enhancement, self-improvement, professional growth and personal development.

# **LAUNCHED IN 2015 WITH OVER 55 ISSUES**

We are an established name that offers articles with advice from industry leaders and aspiring influencers, as well as original interviews, research, visionary brands, modern technologies and essential tips for becoming the Best You!

# **DEMOGRAPHICS**

THE BEST YOU

A Highly Engaged and Discerning Audience













Delivering an Audience of People Who:



## **ENGAGE**

86% describe themselves as change and growth seekers.

76% are looking to improve their emotional and physical well-being.

76% are looking to improve their performance in the workplace and find more happiness in their personal lives.

# **PURCHASE**

Collectively spend millions per year on self-improvement products, books, courses and holistic training.

94% enjoy the study of self-help and are "repeat" customers of self-help and personal/professional development-related products.



44% of readers work in the personal and professional development field and are twice as likely to influence the purchase decisions of their customers, clients and social network.



## **EDITORIAL PILLARS**



#### **INNER YOU**

Exploring ideas and practices that lead to greater calm, control and creativity.

## FEEL AND LOOK GOOD

From nutrition tips to the latest fitness craze, and from experts in the power of herbs to the best time-saving gadgets, this is about the practical steps we can take to enhance our lives, inside and out

#### **ENJOY LIFE**

As well as inspiring stories of people who have led extraordinary lives, this section takes in travel, experiences and ideas to live well and fully.

# WEALTH AND RICHES

Looking at the true meaning of wealth - living the best life possible - we profile wealth mentors and those who understand how to give back meaningfully.

#### **LIVE LOVE LEGACY**

How do successful people achieve their goals? We profile leaders in their field, whether that be business, music, sport or philanthropy to find out.

### 21ST CENTURY LIVING NEW TECH AN AI

The section with a focus on the newest technology for a better life and integrating Al into our daily lives and business

# **NEXT ISSUES**

Editorial & Advertising schedule



# **APR-JUNE**

Copy deadline: 3/15/24 Available: 04/01/24

# **JULY-SEP**

Copy deadline: 06/15/24 Available: 07/0124

# **OCT-DEC**

Copy deadline: 09.15.24 Available: 10/01/24

# **PERSONAL COVER STORY**





# A HIGH-IMPACT PERSONALISED MAGAZINE & COVER STORY!

#### What You Get:

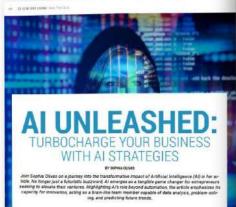
- Featured front cover
- Premium 3-page article
- Dedicated editor's letter
- A personalised The Best You Magazine!

SPECIAL OFFER:

\$ 3,500

## **CUSTOM ARTICLE**





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"THE PLAYING FIELD IS POISED **NESSES THAT** DISADVANTAGE."

PAUL DAUGHERTY. CHIEF TECHNOLOGY AND INNOVATION OFFICER. ACCENTURE

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#### **SHARE YOUR STORY!**

#### What You Get:

- Premium 3-page article
- Included in The Best You Magazine web page.
- Featured as a Best You contributor.
- Article and profile with links to your web page and social media.
- Prominent share via social media, and emails with our vast readers, audience and subscribers.
- You will receive 5 printed copies.

PRICE: \$2,500-

SPECIAL OFFER:

# **BOOK FEATURE**





#### BOOK CLUB

#### The Secret of Happiness – Greg Reid

What is the Secret of Happiness? Join author Greg Reid as he tells the story of his transformative two-year journey with a diverse group of individuals from all walks of life—from actors and musicians to monks and intellectuals—to answer one of the greatest questions of all time. In The Secret of Happiness, Reid delves into the profound and sometimes contradictory insights gathered from this journey. This enlightening parable unveils the knowledge and epiphanies acquired as they seek to unravel life's greatest question, and readers are invited on this captivating exploration, where wisdom from all walks of life converges to reveal a universal truth about the essence of true fulfillment.

Visit Greg Reid for more information. Available on Amazon and Biones & Noble!

# HIGHLIGHT YOUR BOOK!

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- Review of your book on the magazine and website
- Link to buy
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# THE BEST YOU

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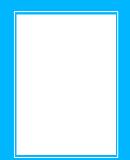
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# THE BEST YOU

## **REDUCED - RATE CARD**

Offer Valid Until October 24



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\$ 3,700 \$ 1,999

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**3X FULL PAGE BUNDLE (per issue)**\$ 699

3X HALF PAGE BUNDLE

\$ 399 (per issue)

#### **Advertisement Specs:**

- Full Page: 768x1024 px
- Spread: 1536x1024 px
- Half Page Horizontal: 768x512 px
- Half Page Vertical: 384x1024 px

Accepted formats: jpg/png. RGB, 150 DPI resolution.

