



# THE BEST YOU

M A G A Z I N E

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  
MAGAZINE

A Highly Engaged and Discerning Audience



**35,000+**

TOTAL AUDIENCE  
55% Women / 45% Men



**95,000+**

AUDIENCE ON  
EMAIL LIST



**38<sup>YR</sup>  
OLD**

AVERAGE  
AGE



**\$55K**

AVERAGE  
INCOME



**70%**

UNIVERSITY  
GRADUATE



**71%**

OWN  
PROPERTY

# PSYCHOGRAPHICS

THE BEST YOU  
MAGAZINE

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.



## INFLUENCE

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

THE BEST YOU  
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## INNER YOU

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

## 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.

## 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.

## 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

## 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.

## 21ST CENTURY LIVING NEW TECH AN AI

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

# NEXT ISSUES

Editorial & Advertising schedule

THE BEST YOU  
MAGAZINE

## APR-JUNE

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

## JULY- SEP

Copy deadline: 06/15/24  
Available: 07/01/24

## OCT-DEC

Copy deadline: 09.15.24  
Available: 10/01/24

MAGAZINE OPPORTUNITIES

# PERSONAL COVER STORY

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## 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**

# MAGAZINE OPPORTUNITIES CUSTOM ARTICLE

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**"THE PLAYING FIELD IS POISED TO BECOME A LOT MORE COMPETITIVE, AND BUSINESSES THAT DON'T DEPLOY AI AND DATA TO HELP THEM INNOVATE IN EVERYTHING THEY DO WILL BE AT A DISADVANTAGE."**

**PAUL DAUGHERTY,  
CHIEF TECHNOLOGY AND  
INNOVATION OFFICER,  
ACCENTURE**

Reactive AI systems are those that respond to an environment in a way that is appropriate to the current situation. They do not have any internal model of the world or their own goals. Examples of reactive AI systems include robots (Roomba vacuums, classed) but, can also include voice and visual assistants (Siri, Alexa, and Google Assistant) that can answer questions, fix the oven, generate music, predict and notify in specific situations. IBM's Deep Blue, which defeated Gary Kasparov in 1997, is a classic example of a reactive AI system that only always makes the optimal move in the business game.

Proactive AI systems, on the other hand, have an internal model of the world and their own goals. They can use this knowledge to plan and reason about their actions. Examples of proactive AI systems include self-driving cars (Waymo) that can navigate traffic and mechanical diagnosis systems (BMW Watson) that can identify diseases. Imagine a chess player that not only plays chess but also understands the emotional nuances of the game. Watson, Alexa, Siri, and Google based on experiences. It's like having a business partner who not only can execute, but also anticipates your challenges.

As much as we, Cognitive AI, in the AI world of the future, we have Reactive AI, the tactical strategist, and Cognitive AI, the analytical thinker. In the AI world of the future, we have Reactive AI, the tactical strategist, and Cognitive AI, the analytical thinker.

Another way to categorize AI systems is by their level of intelligence. Most AI systems are those that are designed to perform a specific task, such as playing chess or translating languages. They do not have the ability to reason or learn in a general way. Cognitive systems, on the other hand, are those that are capable of human-level intelligence. They can learn, have, and solve problems in a way that is indistinguishable from humans.

**LET'S BREAK DOWN THE MAJOR TYPES OF AI**  
- **Narrow AI (or Weak AI):** These are the AI systems that are designed to perform a specific task, such as playing chess or translating languages. They do not have the ability to reason or learn in a general way.

Corporate AI like IBM Watson, Google AI, play your favorite AI game, you have to win. You have to win without the help of a coach.

**General AI (or Strong AI):** This is the ultimate goal of AI research. It is a system that can perform any task that a human can do. It is a system that can learn, reason, and solve problems in a way that is indistinguishable from humans.

**Machine Learning:** This is a subset of AI that is designed to learn from data. It is a system that can learn from data and improve its performance over time.

**Deep Learning:** This is a subset of machine learning that is designed to learn from large amounts of data. It is a system that can learn from data and improve its performance over time.

**Reinforcement Learning:** This is a subset of machine learning that is designed to learn from rewards and penalties. It is a system that can learn from data and improve its performance over time.

**Generative AI:** This is a subset of AI that is designed to generate new content. It is a system that can learn from data and improve its performance over time.

The Best You Magazine

November 2023

## 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.
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PRICE: \$2,500-

SPECIAL OFFER:

**\$1,500**



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## BOOK FEATURE

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### 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 Barnes & Noble!

## HIGHLIGHT YOUR BOOK!

### What You Get:

- Review of your book on the magazine and website
- Link to buy
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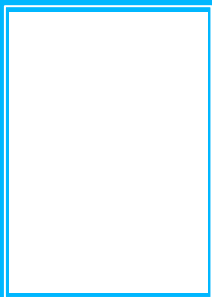


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# REDUCED -RATE CARD

Offer Valid Until October 24

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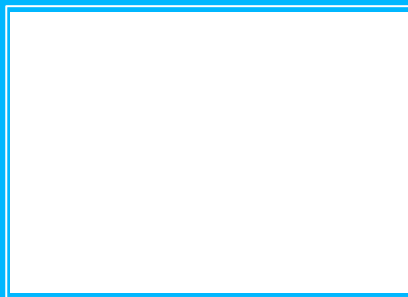


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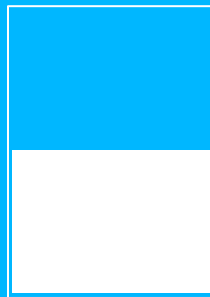
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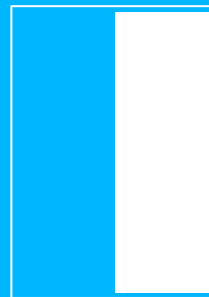
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