

GREEN LIFESTYLE magazine

media kit



You have never seen another publication like Green Lifestyle Magazine. Imagine an online magazine with the benefits of a news website, a blog, and a print publication all rolled into one. Imagine a near **infinite rate of return** for your advertising investment. Imagine a magazine that will transform the digital publishing industry.

Skeptical? Keep reading, and find out why **Green Lifestyle Magazine will be the most popular content driven, page turning publication on the world wide web.** And find out why advertising with Green Lifestyle Magazine is the best advertising investment an eco-ethical business can make.

Contents



Why is Green Lifestyle Different?.....	3
Advertising with Green Lifestyle.....	4
Targeted Reader Profile.....	5
Editorial Calendar.....	6
Pricing and Specifications.....	7

Why is Green Lifestyle Different?



All of the other online magazines have been doing it all wrong!

Green Lifestyle Magazine is Designed for the Internet

You may have heard print is dead. While we don't think that this statement is entirely accurate, many print publications are attempting to transition to the digital format—but they aren't doing it right! They try to make their magazines look like a print publication. Readers are forced to scroll from side to side and zoom in and out just to read the text.

The internet is not something we are just “trying out.” It's what we do. It's where we live. Each page of Green Lifestyle Magazine is designed to fit your screen. No scrolling. No zooming. Just one click of a button brings you to the next page. It's the easiest reading available on the internet.

Green Lifestyle Does Not Use Flash

Flash is great for video, but it is slow to load and text is blurry. Most of the other online magazines use Flash. Our magazine text is in HTML. It's crisp, clean, and very light, meaning it loads fast, even for readers with low-speed internet connections or cell phones.

Social Media-- A New Level of Interactivity

Digg, StumbleUpon, Reddit, Facebook, Twitter—social media is the new craze. We know how to drive traffic. We know how to bring an article to the front page of Digg. We know how to engage with Twitter and Facebook users.

We are the first digital magazine designed to fully utilize and cater to social media. We do this through:

- Click and share features
- Comment section on every page
- HTML text that is easy to copy and paste
- Each article has one SEO friendly URL

We are the **ONLY** digital magazine that is **fully compatible with social media** networking and **search engine optimization**. When our articles “go viral” so do your ads.

Advertising with Green Lifestyle



Near Infinite Return on Investment

Most of the advertising on the internet is pay-per-click, per week, or per impression. Advertisements in print publications are short lived.

When you advertise with Green Lifestyle Magazine **your advertisement is permanent**. Readers will continue to discover past articles via search engines and social media long after the next issue is available. Your return on investment continues to grow as time goes on.

Engage Your audience

With Green Lifestyle's digital platform, you can engage readers with multimedia advertisements. Audio, video, a quiz, even a game-- the possibilities are limited only by your imagination.

Trust

Readers will know that **only businesses with integrity advertise with Green Lifestyle Magazine**. Supporting Green Lifestyle Magazine makes a statement. We will let our readers know how important it is to support our advertisers.

Targeted Reader Profile



Demographics

Green Lifestyle Magazine, a progressive new online publication, targets readers interested in environmental issues, healthy lifestyles, human and animal rights, conservation, alternative energy, and much more.

- 50% female, 50% male
- Target age range 25-55
- Willing to pay premium for environmentally friendly products
- Concerned about human rights.
- Cares about animal treatment

Traffic

We guarantee **60,000 unique visitors** for our first issue within our first 30 days or your money back!

Editorial Calendar

September 2009 - Labor Rights

While Americans celebrate Labor Day, Green Lifestyle will be Spreading awareness about global and national labor rights with features like Conflict Materials in Electronics, and How to Live Sweat Shop Free.

October 2009 - Green Your Home

Green home building, and greening your existing home. Green Lifestyle will reveal how to make your home more energy efficient with technologies like water heaters, light bulbs, and green appliances. We'll also cover milk paint, recycled flooring, eco-friendly house cleaning products, etc.

November 2009 - Water

Is water a basic human right? How the UN and NGOs are both helping and complicating the global water crisis, why the crisis exists. We will discuss issues of water shortage that aren't covered in the mainstream media.

December/January 2009-2010 - Globalization

Globalization and culture will reveal the impact of global economies on earth-centric cultures, food shortages; poverty caused by world-wide trade, the sex trade/ traffic in women and children; deforestation and climate change caused by international demand for crops or mined goods, reforestation initiatives made possible through global efforts, global conservation organizations, truth about foreign aid, and spotlight or profile on leaders in greening globalization.

February 2010 - Love

The love issue will include green family planning, green products for intimacy, the best green baby products, finding a good OB/GYN, the eco-impact of birth control, the eco-impact of dating, and how to have a green wedding.

March 2010 - Saving Energy

Our saving energy issue will highlight electricity, where it comes from, how to conserve it, the truth behind its production, ways to reduce both need and consumption, and alternative energy including solar, wind, and tidal energy.

April 2010- Don't be Fooled!

Don't be fooled by greenwashing. Readers will learn about legislation on product labeling and companies with eco-ethics will get some much needed recognition. We will also cover how to read a product label, how to be a greenwashing detective, and the trend of "cause marketing" and what it means for consumers and companies.

May 2010 - Crops

We will focus on high impact crops including corn, coffee and cotton, the slave trade in coffee, and pesticide use and chemical impact with all major crops. We will review fair trade fashions highlighting organic cotton and cotton alternatives. We will also, feature articles on hemp and bamboo.

June/July 2010 - Transportation

From hybrids to gas guzzlers, from airplanes to bicycles, this issue is all about traveling with eco-knowledge. We will also cover the truth about carbon offsets—is it just marketing hype?

August 2010 - Green Schools

We'll cover schools going green, school lunch programs, and the use of alternative energy in Schools. We will highlight both public and private schools and showcase their green efforts.

Advertising Rates and Specifications

	Full	Half	Third	Quarter	Sixth
1-2 Issues	\$1500 per issue	\$1250 per issue	\$1000 per issue	\$750 per issue	\$500 per issue
3-5 Issues	\$1400 per issue	\$1150 per issue	\$900 per issue	\$650 per issue	\$400 per issue
6+ Issues	\$1200 per issue	\$950 per issue	\$700 per issue	\$450 per issue	\$200 per issue
Dimensions (pixels)	900w x 560h 72 DPI	430w x 560h 72 DPI	270w x 560h 72 DPI	430w x 250h 72 DPI	270w x 250h 72 DPI

Discounted rates are contingent upon prepayment.

Premium Page: \$200 additional (including but not limited to 2nd, 3rd, and last page, popular feature)

Add \$75 for custom linking

Add \$500 for any digital media including, but not limited to, audio, video, slide shows, reader surveys, interactive media such as games or quizzes, and lead generation forms.