

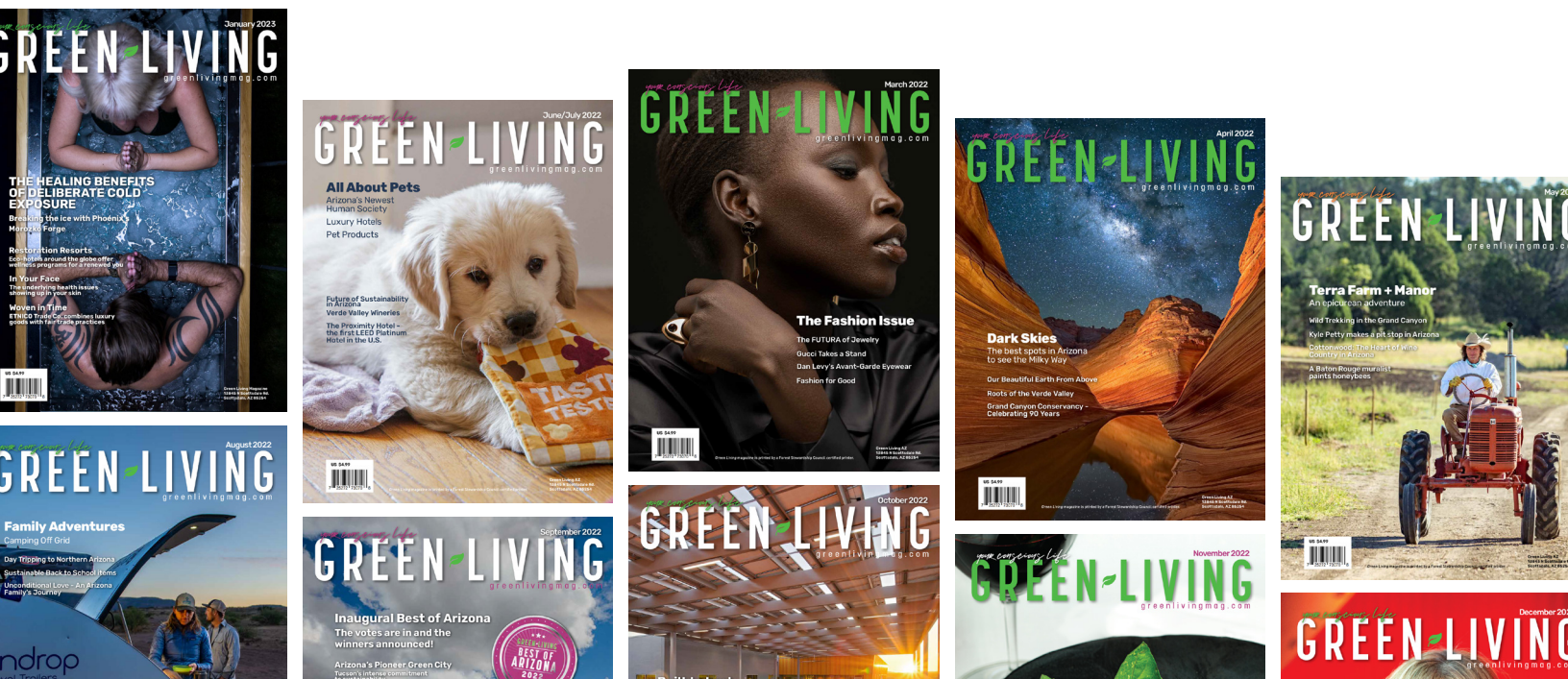


your conscious life GREEN LIVING

greenlivingmag.com

MAGAZINE | ONLINE | EVENTS

2023 Media Kit





Over the last twelve years, we've built a loyal and engaged audience of conscious consumers who are regularly looking for new ways to be more sustainable.

Our readers look to *Green Living* to introduce them to new brands and inspire them to make every day more eco-friendly. They love our magazine, anticipate our newsletters, attend our events, and recommend us to their family and friends.

Partner with *Green Living*

If you are planning to:

- Increase your brand awareness and/or drive sales
- Reach conscious consumers who shop according to their values
- Tell your story
- Show how your brand or service makes a meaningful difference
- Support positive media

***Green Living* is the platform you need!**

OUR AUDIENCE

102,162 average monthly reach – print & digital

CIRCULATION

12,000

monthly print run

2,000+

print & digital subscribers

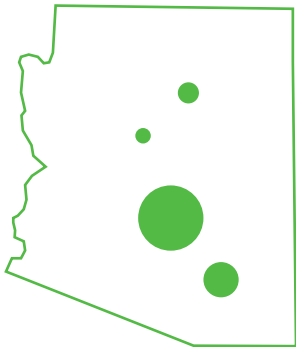


3.25x average readers per issue

96% of readers live in Arizona

83% live in Phoenix metro area

DISTRIBUTION



375+

distribution locations

- Coffee shops/restaurants
- Grocery stores
- Libraries
- Spas/Wellness centers
- Doctor/Dentist offices and more...

DIGITAL

63,000+

average monthly impressions



27k+

social media followers

10k+

monthly website visits





12.5k+

email subscribers

READERSHIP

39,000

monthly readership

73%  **27%** 

54% are between the ages of **25-54**

71% are between the ages of **35-64**

59% have an annual income of **\$75,000+**

44% have an annual income of **\$100,000+**

76% earned a college degree

31% earned a graduate degree



72% own a home



In the next 12 months:

87% plan on home improvement or major home-related purchase

61% plan to travel domestically or to international destinations

78% will purchase products they learn about from *Green Living*



EDITORIAL CALENDAR

JANUARY

Health & Wellness

Special ad section/focus:

Health & wellness practitioners,
Valentine's Day gift guide*

Space closes: 12/09/2022

Materials due: 12/16/2022

FEBRUARY

Sports

Special ad section/focus:

Minority-owned businesses

Space closes: 01/13/2023

Materials due: 01/20/2023

MARCH

Honoring Women

Special ad section/focus:

Women in business**

Space closes: 02/10/2023

Materials due: 02/17/2023

APRIL

Eco/Earth Day

Special ad section/focus:

Eco-related products and events*

Space closes: 03/10/2023

Materials due: 03/17/2023

MAY

Travel

Special ad section/focus:

Travel spots and experiences,
Mother's Day Gift Guide*

Space closes: 04/10/2023

Materials due: 04/17/2023

JUNE/JULY

Home & Garden

Special ad section/focus:

Home products and realtors**

Space closes: 05/12/2023

Materials due: 05/19/2023

AUGUST

Families & Pets

Special ad section/focus:

Children, pets

Space closes: 07/14/2023

Materials due: 07/21/2023

SEPTEMBER

Best Of Arizona

Special ad section/focus:

Best of award winners

Space closes: 08/11/2023

Materials due: 08/18/2023

OCTOBER

Design

Special ad section/focus:

Furniture, interior design

Space closes: 09/11/2023

Materials due: 09/18/2023

NOVEMBER

Food & Drink

Special ad section/focus:

Restaurants, food purveyors,
Holiday gift guide*

Space closes: 10/13/2023

Materials due: 10/20/2023

DECEMBER

Holiday

Special ad section/focus:

Holiday gift guide*

Space closes: 11/10/2023

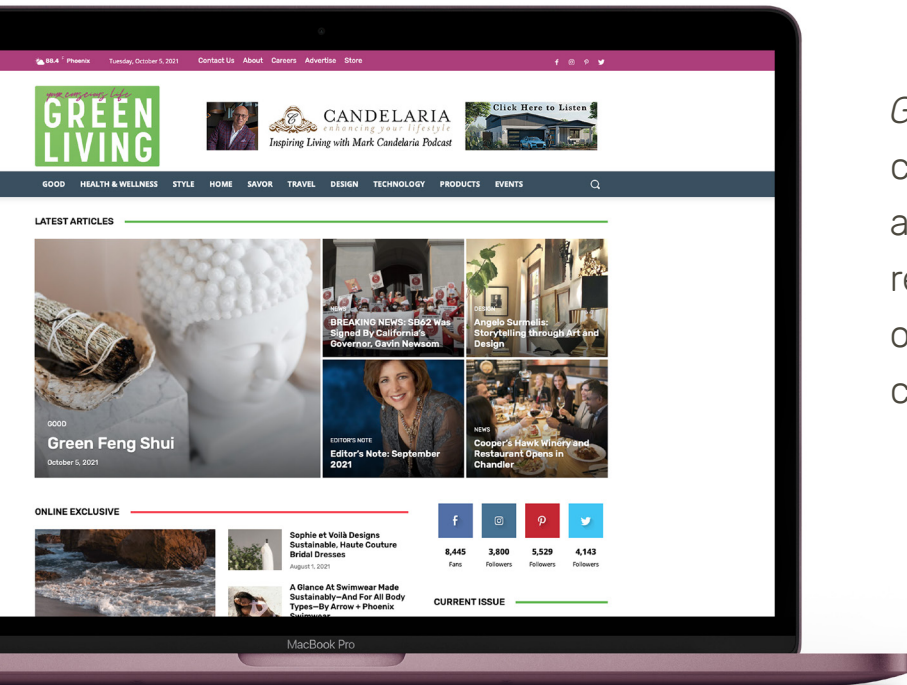
Materials due: 11/17/2023



* Display ad plus formatted editorial

** Formatted ad

DIGITAL MARKETING

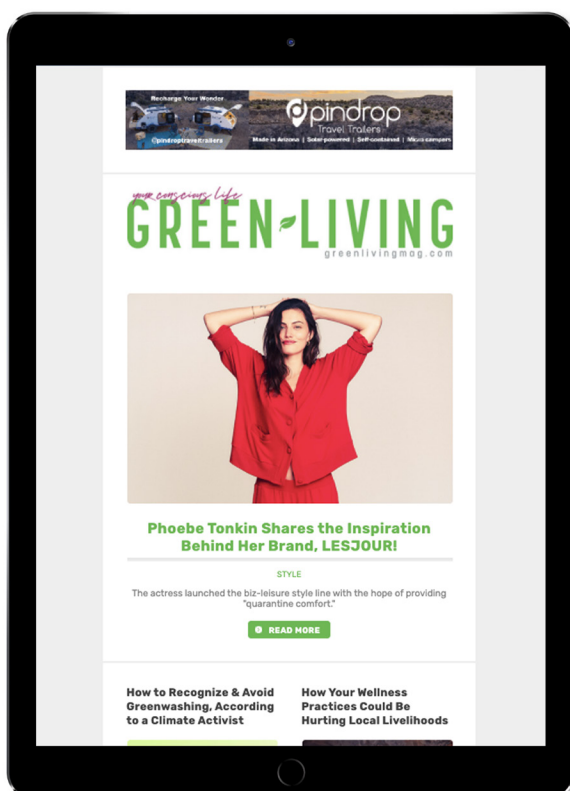
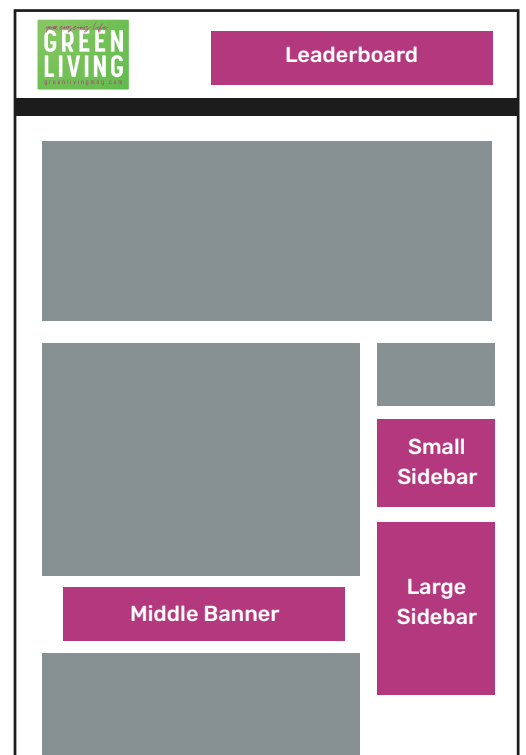


Green Living constantly provides daily content and diverse connections to a growing digital audience locally, regionally and nationally. Engage with our most influential viewers and affluent customers with creative solutions.

GREENLIVINGMAG.COM

Home to timely local and national content that both complements and enhances the print magazine. Optimized for mobile use, the website also gives viewers a daily dose of sustainability news, health & wellness tips, and an ever-growing events calendar.

Opportunities are available for banner and sidebar ads on homepage and article pages.



EMAIL MARKETING

Every week, *Green Living* connects to newsletter subscribers, providing direct access to our exclusive online content, upcoming events, and highlighting magazine stories.

We have multiple advertising options available ranging from dedicated email blasts to our entire database to customized banner ads within our weekly newsletter.

ONLINE & INTEGRATED

Integrated campaigns are customized to meet your goals. Custom quotes can be provided.



We are very pleased with our partnership with *Green Living* magazine. Our consumer inquiries have greatly increased, giving us the demographic knowledge we've been seeking. Our weekly call and internet volume has seen a solid increase. The *Green Living* readership has shown interest in our residential swimming pool and spa systems, which are very high end, high quality products with longer than normal sales cycles. So we want to thank the wonderful staff at *Green Living* for a job well done!



Mike Low, Vice President
Exceptional Water Systems

SPONSORED CONTENT

Present yourself as an authority in your niche and provide added value to your consumers. Sponsored content is a great way to get your company name and story out and increase brand recognition. Our team of writers can help you craft the perfect article to tailor your message to *Green Living* readers..

Green Living offers advertisers a "win-win" situation, as the magazine's readers are offered valuable content while advertisers benefit from being featured in an organic way. The creative and editorial teams at *Green Living* produce sponsored material that is engagingly written, eye-catching, and effective.

MAGAZINE

Standard ad rates apply (see ad rates & specs)

WEBSITE

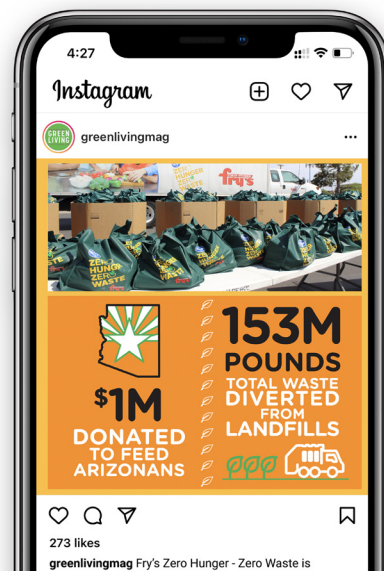
Duration on Site	Rate*
Evergreen	\$1000
6 Months	\$600
1 Month	\$300
Copy by Green Living Editors	\$300-\$500



SOCIAL MEDIA

With six platforms and counting, *Green Living* is able to partner on creative messaging to connect directly with viewers in a variety of digital arenas.

We can conceive and execute multi-channel contests and giveaways and other promotions to boost follows and engagement in support of your social media marketing efforts and goals.



AD RATES & SPECS

MAGAZINE

Size/Placement	3 ISSUES* (Price×3)	6 ISSUES* (Price×6)	11 ISSUES* (Price×11)
Back Cover	\$6,275	\$5,950	\$5,350
Centergate	\$4,900	\$4,650	\$4,200
Inside Covers	\$4,550	\$4,325	\$3,900
Double Page	\$3,875	\$3,675	\$3,300
Full Page	\$2,475	\$2,250	\$2,025
1/2 Page	\$1,350	\$1,175	\$1,050
1/3 Page	\$1,100	\$925	\$825
1/4 Page	\$775	\$650	\$575

WEBSITE

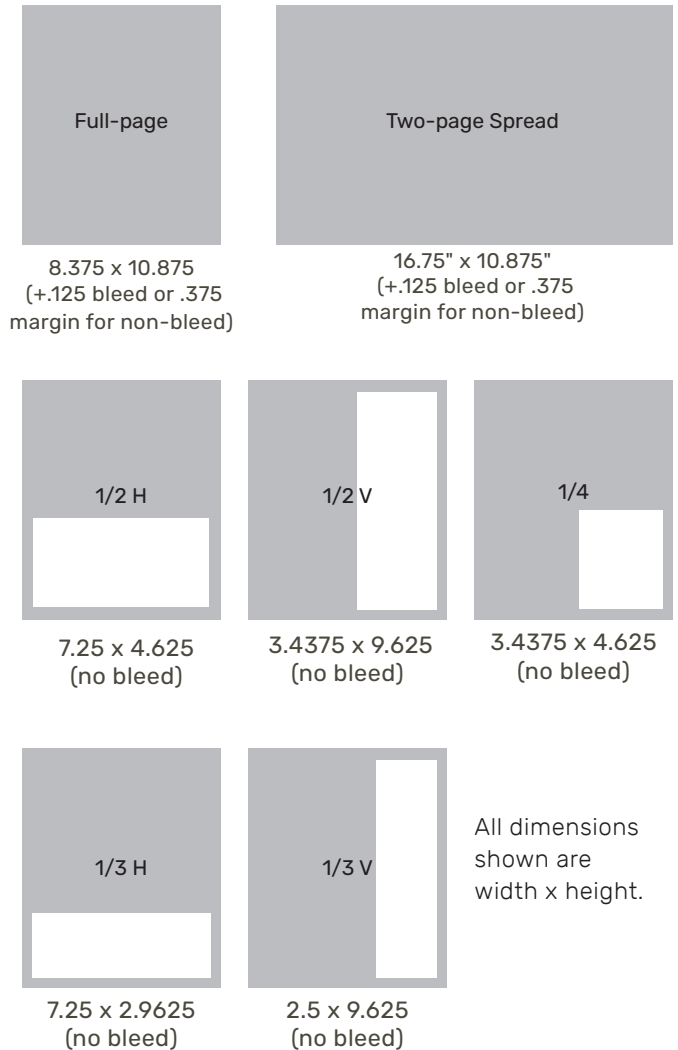
Placement	Sizes	Rate*
Leaderboard	728w x 90h	\$600 per mo
Large Sidebar	300w x 500h	\$425 per mo
Small Sidebar	300w x 250h	\$375 per mo
Middle Banner	728w x 90h	\$300 per mo
Event Listing	website link	\$50 per mo

EMAIL BLAST

Placement	Sizes	Rate*
Email Blast Full	530w x 795h	\$675 per time
Email Promo Banner	530w x 180h	\$375 per time

NEWSLETTER

Placement	Sizes	Rate*
Sponsored Article	640W X 375H	\$400 per time
Email Banner	560W X 100H	\$275 per time



PRINT-READY FILE SPECIFICATIONS

- > Hi-Res PDF/X-1a files are preferred. We also accept TIFF, PNG, and JPG files.
- > Files should be full trim size with **no crop marks**.
- > All RGB images and spot colors should be converted to CMYK.
- > Images must be high-resolution (300 ppi).
- > For full page ads, allow a .25" safety margin on all sides and .125" bleed on all sides.
- > A .5 pt rule will be added to non-bleed ads without a border or background.

DIGITAL FILE SPECIFICATIONS

- > All banner ads should be sRGB JPG files.
- > JPG compression should be 60%.
- > Files should be exact pixel dimensions at 144 PPI.
- > Targeted hyperlinks should be provided with file.

* Published ad rates do not include taxes.

PARTNERSHIPS

Build a long-term relationship with our conscious consumer audience across all *Green Living* channels. Choose from one of the packages below, or work with our sales team to customize the perfect combination of print ads, content marketing, engaging social media content, giveaways, *Green Living* events, and email marketing to reach your target audience.

PRINT & DIGITAL

SOLAR

\$2,899/month

2-page spread in *Green Living* magazine
11 months (\$36,300 value)

Value-Added Benefits

- One page advertorial (\$2500 value)
- Digital article blog post (\$1,000 value)
- Social media campaign (\$1,500 value)
- 1 custom email blast (\$675 value)
- Giveaway on *Green Living's* Facebook, Instagram, or Twitter that cross-promotes with your social media
- Instagram Live
- Includes 1 choice of the following:
 - Promotional email banner ad - 1 per month for 6 months (\$1,650 value)
 - Banner ad on greenliving.com - 1 per month for 6 months (\$3,300 value)

WIND

\$1,999/month

Full page ad in *Green Living* magazine
11 months (\$22,275 value)

Value-Added Benefits

- Digital article blog post (\$1,000 value)
- Social media campaign (\$1,500 value)
- 1 custom email blast (\$675 value)
- Giveaway on *Green Living's* Facebook, Instagram, or Twitter that cross-promotes with your social media
- Instagram Live
- Includes 1 choice of the following:
 - Promotional email banner ad - 1 per month for 6 months (\$1,650 value)
 - Banner ad on greenliving.com - 1 per month for 6 months (\$3,300 value)

HYDRO

\$999/month

1/2 page ad in *Green Living* magazine
11 months (\$11,550 value)

Value-Added Benefits

- Digital article blog post (\$1,000 value)
- Social media campaign (\$1,500 value)
- Giveaway on *Green Living's* Facebook, Instagram, or Twitter that cross-promotes with your social media
- Instagram Live
- Includes 1 choice of the following:
 - Promotional email banner ad - 1 per month for 6 months (\$1,650 value)
 - Banner ad on greenliving.com - 1 per month for 6 months (\$3,300 value)

DIGITAL

GEO

\$699/month

Digital article blog post (\$1,000 value)
1 custom email blast (\$675 value)

Value-Added Benefits

- 1/4 page ad in *Green Living* magazine
1 per month/11 months (\$8,100 value)
- Social media campaign (\$1,500 value)
- Web banner 1 per month/12 months (\$6,000 value)
- Instagram Live
- Includes 1 choice of the following:
 - Newsletter banner ad (\$2,250)
 - Email blast banner (\$2,400)

BIO

\$499/month

Digital article blog post (\$1,000 value)

Value-Added Benefits

- Social media campaign (\$1,500 value)
- Web banner 1 per month/12 months (\$6,000 value)
- Instagram Live
- Includes 1 choice of the following:
 - Newsletter banner ad (\$2,250)
 - Email blast banner (\$2,400)

“

Our community has grown from our exposure with *Green Living* and we have received sales from the print and digital ads we place. I did not hesitate to renew my ad block and take advantage of their events when possible. We are extremely excited about our partnership with *Green Living*!

”

Suzette Smith
Owner, Garden Goddess

EVENTS



Green Living produces a variety of engaging events and other interactive experiences throughout the year. Through these events, our conscious community has the opportunity to interact with others who share our mutual passion for people and the planet.

Green Living's signature eco-events often echo magazine issue themes, such as our October Design issue and the Designing the Community event that followed. Other

past *Green Living* events include our One-Day Wellness Workshop and retreats.

We also offer brokered sponsorship opportunities with partnered events, as well as events for business networking.

Green Living always delivers enthusiastic and receptive audiences with multi-channel promotion that will catch your target's attention.

Face-to-Face

Green Living events offer brands the opportunity to interact directly with readers.

Align

By sponsoring eco-events you are aligning your brand with an eco-conscious community.

Showcase

Most events have booth spaces where you can get your products directly to readers.

2023 EVENT HIGHLIGHTS

APRIL

Future of Sustainability

The leaders of city and state government, thought leaders, and businesses gather to discuss leading Arizona's future in sustainability.

AUGUST

Sustainable Pet Expo

Following the August Families and Pets issue of *Green Living*, this event is an expo dedicated to our furry family members.

SEPTEMBER

Best of Arizona Awards

Following the September Best of Arizona issue, *Green Living* celebrates the winners with an awards presentation event.

OCTOBER

Sustainable Design

Professionals and the public come together to learn and share insights and ideas for better building practices and more sustainable design.

“

I wanted to send a gigantic thank you for having me as part of such a special day. I was impressed with all of the creative marketing leading up to the event. You made it easy for a speaker to promote on so many channels and created so much content that we could always share something new. It was the best I've seen thus far. I'm grateful for all of the hard work you put into the wellness event and all the ways we were able to collaborate. It was an honor speaking at this curated event with empowered female founders. Thank you, again.

”

Jackie Roby
Inspired Journey Consulting

EVENT SPONSORSHIPS



DESERT

- 1/4-page ad (\$775 value)
- 2-3 minute presentation for your company at event
- Email blast recognition
- Business logo listed in post-event editorial coverage in *Green Living* magazine
- Business logo included in all promotional ads in magazine, digital and social media marketing
- Two tickets to eco event party, if applicable



FOREST

- 1/2 page ad (\$1,300 value)
- 3-5 minute presentation for your company at event
- Booth to display promotional material
- Email blast recognition
- Social media partner perks
- Contact list of ALL guests, post-event
- Business logo listed in post-event editorial coverage in *Green Living* magazine
- Business logo included in all promotional ads in magazine, digital and social media marketing
- Four tickets to eco event party, if applicable



OCEAN

- Full-page ad (\$2,500 value)
- Booth to display promotional materials
- 5-7 minute presentation for your company at event
- Email blast recognition
- Social media partner perks
- Contact list of ALL guests, post-event
- Business logo listed in post-event editorial coverage in *Green Living* magazine
- Business logo included in all promotional ads in magazine, digital and social media marketing
- Six tickets to eco event party, if applicable



MOUNTAIN

- Double page ad (\$3,900 value)
- Booth to display promotional materials
- 7-10 minute presentation for your company at event
- Leaderboard banner ad on website
- Large newsletter banner ad
- Email blast recognition
- Email blast
- Mention in event recap in magazine
- Social media partner perks
- Contact list of ALL guests, post-event
- Business logo listed in post-event coverage in magazine
- Business logo included in all promotional ads in magazine, digital and social media marketing
- Ten tickets to eco event party, if applicable

WHAT OUR READERS SAY



“What I like most about Green Living magazine is the value that I got from it. I like the layout with the pictures and headlines.”

—Angel Marie (August 2021)



“Your new website is amazing. Job well done!”

— Julie (October 2020)



“Thank you for your magazine’s interest in this story, as well as your focus on creating a more sustainable community. The April issue is beautiful.”

— Sandy (April 2021)

Mission

Inform, empower, and connect others to make eco-conscious choices for a healthy life and planet.

Vision

We are planet aware, health and eco-conscious, local, national, and global sustainability champions who love our planet. Our mission is to support, educate, and engage the eco-conscious community.

CONTACT US

13845 N Scottsdale Rd. STE 201
Scottsdale, AZ 85254

480-840-1589
sales@greenlivingmag.com

educate. inspire. empower.

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GREEN-LIVING
greenlivingmag.com