

Tampa Bay Wellness MAGAZINE

PURE

LIFESTYLE



ENERGY



MIND



NUTRITION



SUSTAINABILITY



FITNESS



SPIRITUALITY



NEWS

MEDIA KIT



Tampa Bay
Wellness
MAGAZINE

YOUR SOURCE IN

Hillsborough | Pinellas | Pasco

The Market

One of the fastest growing industries, still in its infancy, is Wellness! The baby boomers, 450 million strong world wide, desire natural as well as cutting edge modern approaches to feeling healthier, younger and more energetic. The younger and older generations want the same things.

Wellness is a mindset, a predisposition to adopt a series of key principles in varied life areas that lead to high levels of well-being and life satisfaction.

Tampa Bay Wellness is positioned as a catalyst for bringing individuals and providers together through expert editorial, advertising and community involvement.

Wellness Industry Numbers

- ◆ Health industry \$35 billion and growing!
- ◆ Nutrition industry \$42 billion and booming!
- ◆ Weight control industry \$33 billion
- ◆ Personal care industry \$72 billion
- ◆ Beauty industry \$58 billion and busting at the seams.



“Wellness is a multidimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being.” -Charles B. Corbin of Arizona State University

Distribution

We Print 17,000/mnth

Our publication is FREE. It is Interest-initiated distribution publication: people make the choice to pick us up because of their interest in Wellness and healthy lifestyles, and to find associated businesses! Historically we average less than a 2% return rate.

We Distribute From

Health Food Stores - Vitamin Centers - Doctors Offices
Fitness Centers - Cafes - Coffee Shops - Spiritual Centers -
Retail Shops- Museums - Colleges - Street Modulares
And many, many more! +/- 400 locations

Why Tampa Bay Wellness is the Healthy Choice

Your Market/Our Readers - Women, 70%: Age 25-65
Lifestyle Oriented Decision Makers
Proven Track Record
25 Years of Sustaining Business Relationships

- ◆ 60% of readers keep the magazine a minimum of 3 weeks
- ◆ 50% of our readers are between 34-54
- ◆ 70% of our readers are female
- ◆ 70% of our readers eventually purchase goods or services out of Tampa Bay Wellness Magazine.
- ◆ We are independently owned and operated
- ◆ We love what we do!

EDITORIAL

Our Feature editorial focus is firmly grounded in the principals of fitness, nutrition, the mind, spirituality, sustainability, energy AND what's going on.

We take submissions from all, but prioritize by our advertisers first. We love to run editorial submitted by our advertisers! We also run numerous newsbriefs each month and prioritize by advertisers here also.

www.tampabaywellness.com

813-991-0323

Marketing Info

Tampa Bay Wellness is published the 1st of each month.

DEADLINES: Space reservation and ad copy - 10th of the month prior to publication
Camera-Ready ads - 15th of prior month

Per Month Rates - Include Full Color

Print Ad Rates

Per Month

	1X	3X	6X	12X
Full page	\$545	\$505	\$465	\$425
2/3 page	\$450	\$415	\$380	\$350
1/2 page	\$355	\$285	\$255	\$225
1/3 page	\$280	\$255	\$235	\$200
1/4 page	\$205	\$175	\$155	\$135
1/6 page	\$165	\$155	\$140	\$115
1/8 page	\$125	\$105	\$85	\$65
The Well	\$65	\$55	\$45	\$35

Premium Positions

	1X	3X	6X	12X
Inside Front Cover	\$650	\$610	\$570	\$530
Page Three	\$650	\$610	\$570	\$530
Inside Back Cover	\$575	\$535	\$495	\$455
Back Cover	\$800	\$760	\$720	\$680

Professional Ad Design Services - \$50/hour
(1 hour minimum)



- All rates include full color
- All rates are per insertion
- Guaranteed position add 10%
- Rates are net. Agencies must add commission
- Non-profit discount 10%

TECHNICAL: Send artwork, with fonts embedded in an email to info@tampabaywellness.com or by www.yousendit.com. File type should be PDF at 100%, CMYK, 300dpi



calendar

print - internet

\$25 per 40 word listing

FREE Calendar listings when you run a display ad.

- Full Page - 4 FREE listings
- 2/3rds page - 3 FREE listings
- 1/2 page - 1/6th page - 2 FREE listings
- 1/8 page - 1 FREE listing

Ad size specifications: (W" X H")

- Full Page Bleed - 8.75 X 11
- Full Page - 7.25 X 9.5
- 2/3V - 4.778 X 9.5
- 2/3H - 7.25 X 6.25
- 1/2V - 3.5625 X 9.5
- 1/2H - 7.25 X 4.6875
- 1/3V - 2.3173 X 9.5
- 1/3H - 7.25 X 3
- 1/4 Vert. - 3.5626 X 4.6875
- 1/4 Horz. - 7.5 X 2.2692
- 1/6 Vert. - 2.3125 X 4.6875
- 1/6 Horz. 4.7788 X 2.2692
- 1/8 - 3.5625 X 2.2692