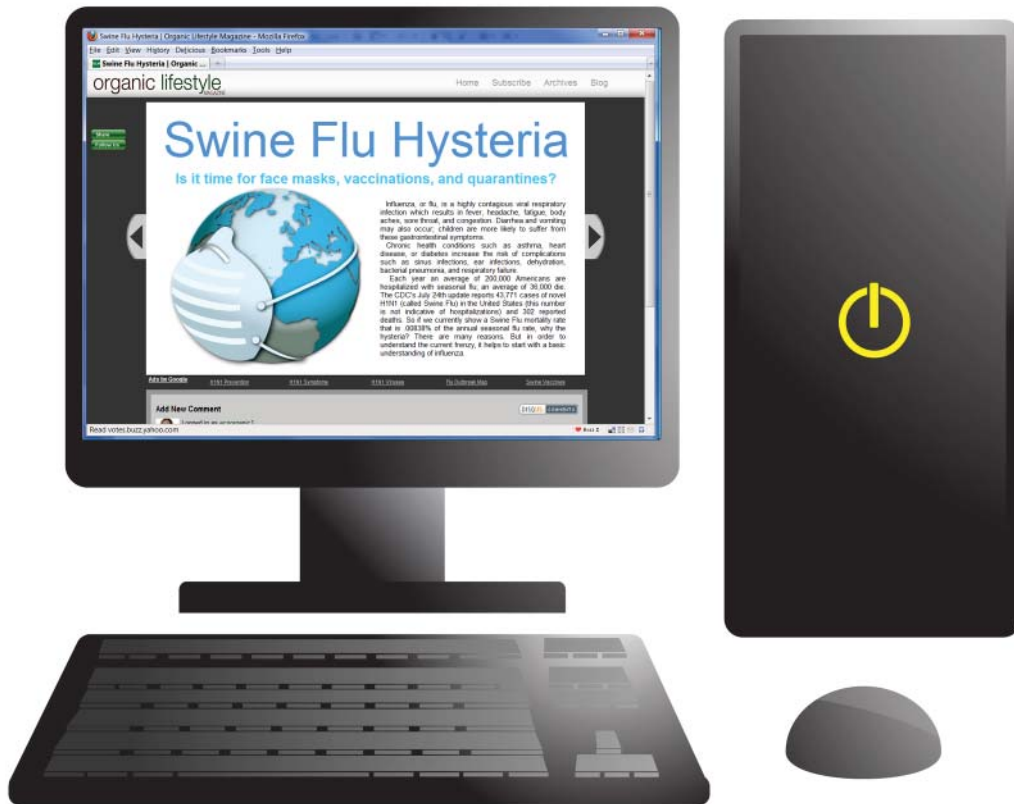


Media Kit

organic lifestyle
MAGAZINE

GREEN LIFESTYLE
magazine

Introduction



You have never seen another publication like these two magazines, Organic Lifestyle Magazine (OLM) and Green Lifestyle Magazine (G-Life). 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 supporting advertising in OLM and G-Life is **the best investment** an eco-ethical, health-minded business can make.



Contents

Why OLM or G-Life?.....	3
Advertising with OLM.....	4
Reader Profile.....	5
Editorial Calendar.....	6
Pricing and Specifications.....	7

Why OLM or G-Life?

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

OLM and G-Life are 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. This is why page-turning, digital publications are not yet successful on the internet.

The internet is not something we are just “trying out.” It's what we do. It's where we live. Each page of OLM 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.

OLM Does Not Use Flash

Flash is great for video, but for an online publication 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. That said, if you have a flash advertisement we can certainly put that in our publication.

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.

These are the first digital magazines designed to fully, properly, 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

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





Advertising with OLM and G-Life

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 OLM and/or G-Life you have choices. If you choose permanent a placement advertisement, **your advertisement is permanent**. Unlike any other form of advertising, 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. You may also choose temporary advertising like most other websites offer or you can mix it up to maximize your return on investment.

Engage Your Audience

With OLM'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

Our readers know how important it is to support our advertisers, and they know we choose advertisers who share our values. **Advertising in Organic Lifestyle Magazine and Green Lifestyle Magazine makes a statement**—that you are a business with integrity, a business our readers can trust.

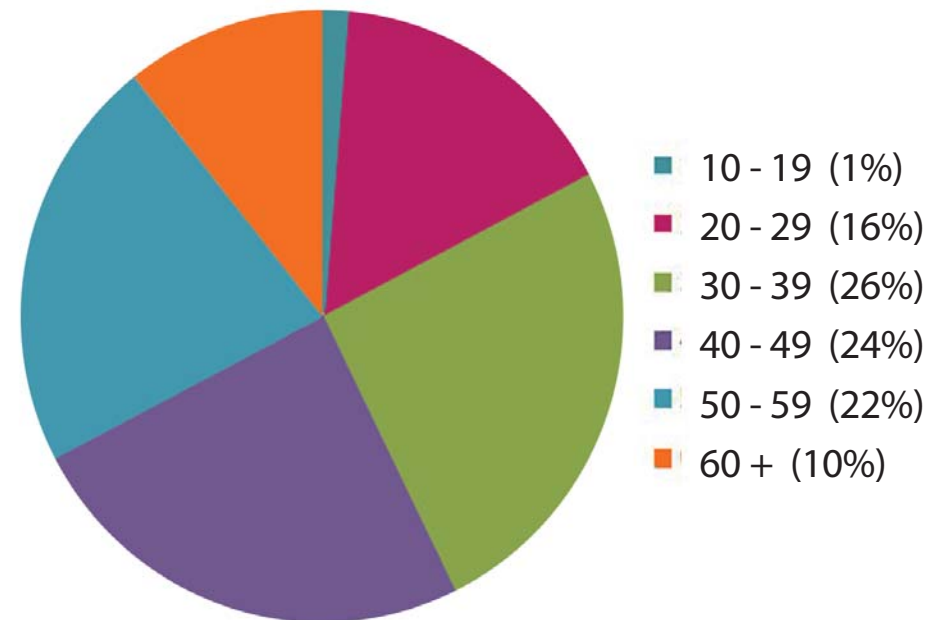


Subscriber Profile

More than 300,000 readers visit G-Life and OLM each month, with a bounce rate of less than 45%. While it is difficult to accurately obtain demographic information from our hundreds of thousands of readers, we do gather this information from our subscribers.

- 60% female, 40% male
- Median age of 42, but varies widely

Age Chart



- The average subscriber views more than 2 articles each visit
- The average reader spends 1 minute and 32 seconds reading during each visit (not including single event visitors)
- These averages are significantly higher than our competitors'

Advertising Rates and Specifications

We offer four types of advertising:

Blog Advertising - Small group advertisements that are 120 by 120 pixels, shown to the right of the blog articles and the home pages.

Permanent Placement - Your advertisement is permanent (guaranteed for at least one year).

CPM - Your standard “cost per 1,000 impressions” with prices ranging from \$15 to \$50.

Sponsorship - We offer a wide variety of sponsorship advertising to meet a wide range of marketing budgets and goals.

The following pages contain pricing information.

Blog Advertising

The screenshot shows the Organic Lifestyle Magazine website. At the top, there is a navigation bar with links for Home, Magazine Issues, Blog, Advertise, Write for OLM, and Contact Us, along with a search box. The main header features the 'organic lifestyle MAGAZINE' logo. Below the header, there is a social media section with a 'Like' button and a notification that Michael Edwards, Lee Richerson, and 511 others like this. The main content area is divided into several sections:

- Featured Article:** A large article titled 'From Understanding Food Labels to The Chemical Dumbing Down of Society, if you're looking to achieve optimum health, this is the issue for you.' It includes sub-headers like 'Natural Deodorant', 'Organic vs Local', 'Is Caffeine Making You Fat?', 'How to Breathe', 'Chemical Dumbing Down Of Society', 'Healthier Coffee', and 'How To Read and Understand Food Labels'.
- Organic Lifestyle Magazine's Most Popular Articles:** A grid of five article thumbnails with titles: 'Yoga, a Beginner's Guide', 'Monsanto Company Profile', 'Training and Your Heart Rate', 'The Vegan Bodybuilder', and 'How to Make a Tincture'.
- Organic Lifestyle Magazine's Most Popular Blog Posts:** A list of three blog posts: 'Healthy Sugar Alternatives' (published 6/12/2009), 'Manifestation' (published 4/14/2011), and 'Mulberries and Mulberry Recipes' (published 6/29/2011).
- Advertisements:** On the right side, there are several ad blocks. One is for 'Shambhala Audio' with the text 'ADVERTISE HERE FOR \$100 A MONTH'. Another is for 'OIL OF WILD OREGANO' with the text 'Good for all that ails you inside & out'. There are also smaller ads for 'Shambhala Audio' and 'OIL OF WILD OREGANO'.

The cost per advertisement for our blog advertising is \$100 a month per square. The advertisements rotate so that each advertisement will get equal views in each position. Payment is set up as reoccurring and may be canceled at anytime.

Permanent Placement

When you advertise in print the advertisement is permanent, but the advertisement is as good as gone when the next issue comes out.

When buying advertising space on the internet, the advertiser pays either per impression, per click, or for a specific period of time. When the advertiser quits paying, the advertisement is removed.

Advertising in Organic Lifestyle Magazine and Green Lifestyle Magazine is different!

Permanent placement advertising is better than conventional internet advertising or print media. As you may have guessed by the name, permanent placement ads are left in their spot indefinitely.

Choose from full page, half page, quarter page, and sixth page advertising (see page 11 for details).

Full page ad: \$750

Half page ad: \$500

Third page ad: \$300

Quarter page ad: \$200

Sixth page ad: \$100

Specific Placement: add \$100

Premium Placement: add \$100

Media ads such as audio, video, or interactive: add \$200

If you wish us to design your advertisement, we can do so for an additional fee depending on size and other specifics.

Ad specs are on page 11.

Cost per 1,000 Impressions

With a tight budget, traditional CPM advertisement may be the way to go. Our pricing for CPM depends on the size of the advertisement.

Full page ad CPM: \$50

Half page ad CPM: \$40

Third page ad CPM: \$30

Quarter page ad CPM: \$20

Sixth page ad CPM: \$15

Ad specs are on page 11

Sponsorship Advertising

Sponsorship advertising ranges from \$1,000 to \$4,000 per week, with discounts for monthly pricing, and feature banner, leaderboard, blog, email, full, and half page advertisements.

For more information on sponsorship advertising, email us at advertise@organicmail.net

Advertising Specifications

Full

900w x 560h

Half

430w x 560h

Third

270w x 560h

Quarter

430w x 250h

Sixth

270w x 250h

Blog

240w x 560h

Banner

468w x 60h

Leaderboard

728w x 90h

To advertise, or for more information, email us at advertise@organicmail.net