

A large, light blue graphic of a heart shape with a wavy border, containing a pink grid pattern. The text 'WELLSPRING' is centered over this graphic.

# WELLSPRING

THE MONTHLY MAGAZINE FOR HEALTHY LIVING

**MEDIA KIT**

# WHAT IS THE WELLSPRING?



As the Orthodox Jewish community's only health magazine, The Wellspring provides the community with research-based, informative, and engaging articles on health and wellness.

The Wellspring, a monthly health publication sold throughout the US and Canada, was created to educate and inform the Jewish community on topics related to health and wellness, as well as to provide insight and suggestions to promote a healthy lifestyle.

The Wellspring's staff is comprised of seasoned nutritionists, personal trainers, and talented writers, who collaborated to set a new standard in the health and wellness media arena.

# THE WELLSPRING SECTIONS

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The Wellspring has become the trusted resource in health and wellness for thousands of discerning readers throughout the U.S. and Canada, generating a greater awareness toward this important endeavor while encouraging a healthy balance of mindfulness and moderation.

## WELL INFORMED

The first section of The Wellspring delivers current health-related information from some of the community's most popular health and wellness experts on topics such as nutrition, dental health, fitness, spiritual health, and general health.

## LIVING WELL

Living Well is packed with compelling features, personal stories, and in-depth analyses of various lifestyle choices that pertain to readers of all stages.

## WELLbeing

Wellbeing provides valuable insight on emotional health, including relationships, self-growth, and parenting, from a wholesome Torah perspective.

## seasoned

As The Wellspring's food section, Seasoned's recipes and food prep ideas are all in line with our vision of healthy balance: not only nutritionally dense, but also visually appealing and packed with flavor. They're the recipes you'll want to clip and save for years to come.



# WHY ADVERTISE IN THE WELLSPRING?

Although the general world may be flooded with various health magazines and periodicals, The Wellspring readership is largely composed of Orthodox Jewish readers who see this magazine as their sole window into the world of health. Most readers of The Wellspring attempt to distance themselves from contemporary culture, choosing instead to gain their health-related knowledge from this resourceful publication. Having established trust in the heavily researched and high-quality data they've come to expect in The Wellspring pages, they see this magazine as their #1 source for the latest information on nutrition, health, and medicine. Thus, while advertisers may spend millions on ad campaigns in the wider world, almost none of The Wellspring readers will see it. An ad in The Wellspring has an impact on a niche audience: precisely the consumers that are otherwise hard to reach. Since readers have come to trust The Wellspring as "the experts on health," an ad in its pages is subconsciously associated as an endorsement of the advertised brand.





# WHO WILL YOU REACH?

The Wellspring reaches a very desirable but otherwise hard-to-reach target market. The Wellspring readers are family-centered, health-minded, and highly motivated consumers, who place a strong emphasis on their family's quality of life.

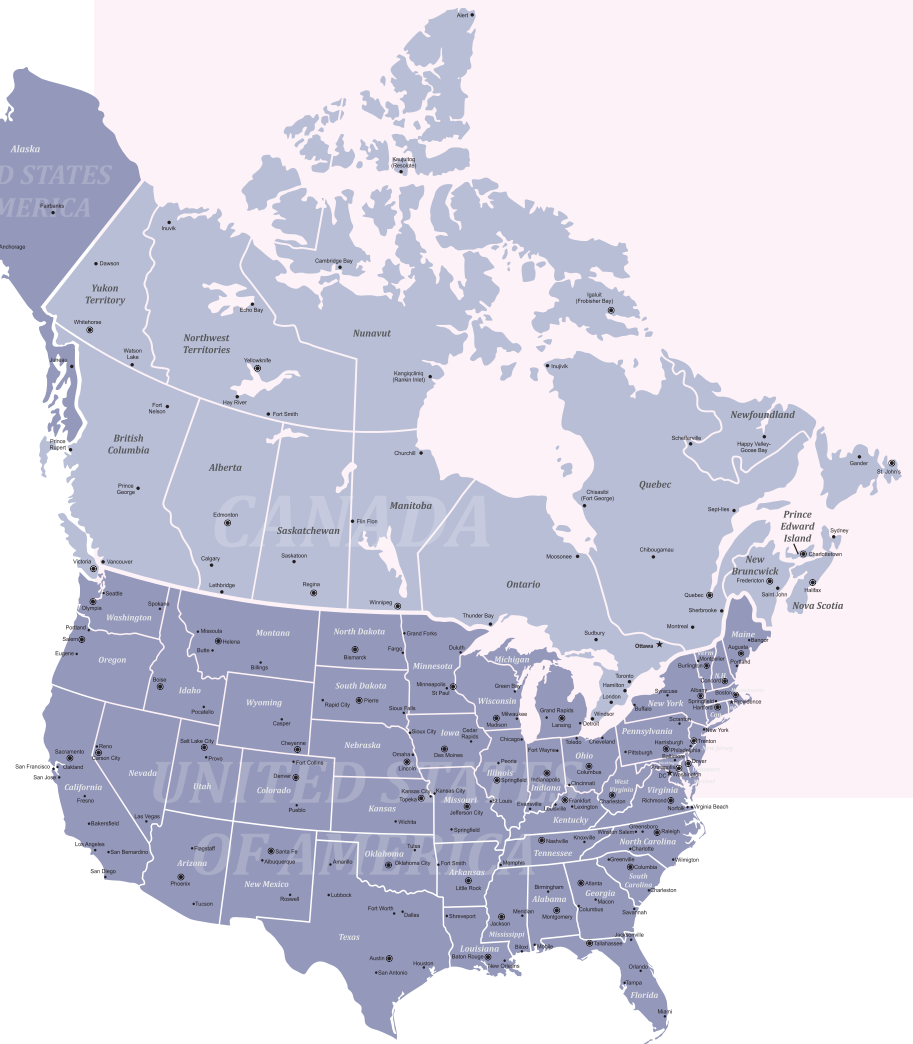
The age range of The Wellspring's readership is broad: it provides materials of interest to the entire family. The highly popular Seasoned recipe section is of interest to homemakers, especially health-minded women, and the remainder of the pages attract women and men in every age bracket. A large portion of The Wellspring articles provides guidance and suggestions on running a health-minded home, which is especially of interest to young mothers and fathers. The Wellspring also seeks to provide the elderly population and its caregivers with the latest information on health and supplementation related to the aging process. Because many of The Wellspring readers are health-minded, they invest heavily in their families' current and future needs. Many of them are ready to try both conventional and unconventional methods to ensure that their loved ones lead a most healthy, quality life.

The Wellspring's core readership in the United States is primarily concentrated in major metropolitan areas of the Northeast and West Coast.



# WHERE IS THE WELLSPRING DISTRIBUTED?

The Wellspring is currently available to readers in the U.S., Canada and Europe. It is sold in supermarkets, health food stores, and pharmacies throughout the U.S. and Canada, as well as through postal subscription.



# EXPOSURE OPPORTUNITIES

To maximize exposure potential, The Wellspring offers the following options to advertisers:

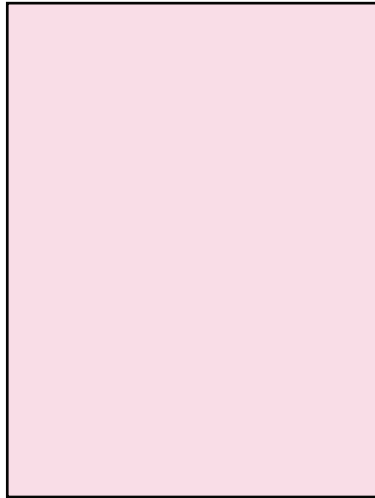
- ▶ FULL PAGE
  - ▶ 6-MONTH COMMITMENT
  - ▶ HALF PAGE
  - ▶ 1-YEAR COMMITMENT
- FULL PAGE AD WITH CONFERENCE INTERVIEW

Consistent exposure in The Wellspring allows for more extensive branding and brand recognition.

In The Wellspring's highly popular Conference column, the advertiser receives an opportunity to be interviewed by a seasoned writer regarding the details of the product or service they provide. In this space, readers get intimately acquainted with the benefits of the product or service, as well as a personal connection to the brand. Past interviewees in this column report an influx of sales and inquiries. References available upon request.



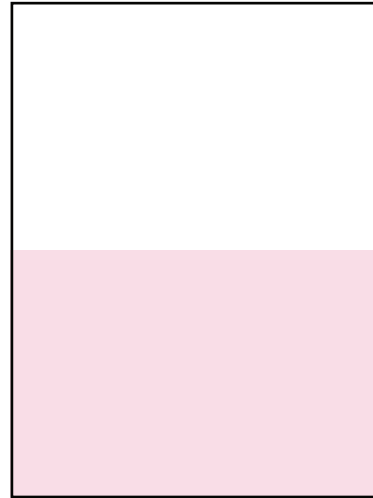
# AD SIZES



## FULL PAGE

8.375" x 10.875"

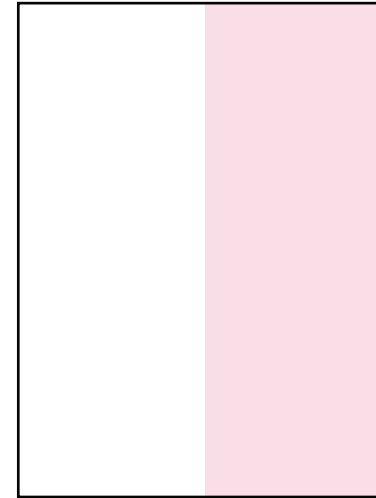
\$1350



## 1/2 HORIZONTAL

5" x 10.3"

\$750



## 1/2 VERTICAL

3.75" x 10.3"

\$750

Please reach out to your sales representative for pricing when committing to either 6 months or a year.







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