

MEDIA KIT

2025

hope + wellth
MAGAZINE





Hope+Wellth is a multifaceted media company passionately focused on the holistic health and wellness of BIPOC women. Founded by the creators of MoodWellth, we are visionary women of color who are committed to creating and curating content that resonates with the diverse experiences and needs of our community.

Hope+Wellth is dedicated to empowering BIPOC women by providing holistic health and wellness content that informs, inspires, and uplifts. Through our diverse media offerings, we have created a supportive community that celebrates and nurtures the mind, body, and soul of every woman we reach.

Our first issue featuring the inspiring author and therapist, Faith Broussard Cade, launched in October 2024 and thousands of readers have tapped in since then. With four issues per year (**January, April, July and October**), we are even more excited to offer even more content that inspires our readers to hope, to be well and to achieve wealth in every area of their lives.



October 2024 Issue



April 2025 Issue

We're proud to connect with a growing community of women dedicated to improving their mental, physical, emotional, spiritual and financial well-being. Our audience engages with us across multiple platforms, including our magazine, website, email newsletter and social media channels. Below is a breakdown of our demographics.



99%
FEMALE

25%
AGE: 18-34

69%
AGE: 35-54

5%
AGE: 55+

Why Our Audience is Valuable

- **Highly Engaged:** Our email subscribers consistently open, click and engage with content.
- **Top Interests:** Our readers actively seek out brands that promote mental health, physical health, spiritual health, financial health, lifestyle, style/beauty, relationships, self care, community care, entrepreneurship, and pop culture.
- **Diverse Audience:** Our community spans across multiple demographics, regions and backgrounds including all 50 states — offering sponsors and advertisers a broad reach.
- **Longevity of Content:** Sponsored content (articles, videos and social posts) remain permanently hosted, providing long-term visibility to our sponsors and advertisers

Quick Stats Overview

Platform	Reach	Engagement Rate	Visibility Potential
Email List	456	42% open rate	Direct Inbox Visibility
Website	5,151	2.5 min/page & conversion 9% rate	Long-term Content Hosting
Social Media (All Platforms)	3,225	16.1K Monthly Impressions	Product+Brand Exposure
Digital Magazine	289,534	All 50 States and many countries	Evergreen Visibility

REACH NEARLY 300,000 WOMEN



Thanks to our affiliate partners that include doctor's offices, yoga studios, nonprofits, boutiques, therapy practices and online communities, the digital version of our magazine is currently distributed for free worldwide with readers from all 50 US states as well as readers from the following countries and for those who still like the feel of a hard copy in their hands, our print version is available on demand.

UNITED STATES - ALL 50 STATES

UNITED KINGDOM

CANADA

NIGERIA

DOMINICAN REPUBLIC

IRELAND

SWEDEN

PHILIPPINES

GERMANY

CHINA

KENYA

PORTUGAL

MEXICO

INDONESIA

PAKISTAN

INDIA

SOUTH AFRICA



COLLECTIVE RESILIENCE

Our inaugural issue of the bi-annual Hope+Wellth magazine centers on the theme of collective resilience, inspiring BIPOC women to heal and grow together. Through powerful stories, expert insights, and practical advice, this issue highlights the strength and solidarity of our community. It is a celebration of the unique journeys of BIPOC women, offering inspiration and support as we navigate challenges and triumphs together. Partner with us as we begin this journey of healing, growth, and empowerment.



\$150

(for 1 month)

Essential Sponsorship

A great option for brands looking to establish awareness.

- ✔ Newsletter Feature: Logo placement + short brand mention (up to 50 words) in one edition
- ✔ Website Ad: Sidebar banner ad (1 month)
- ✔ Magazine Placement: Logo placement in the sponsor section of our free digital magazine for one issue

\$300

(for 1 month)

Impact Sponsorship

For brands wanting more visibility and deeper audience engagement.

- ✔ Newsletter Feature: Sponsored content mention (up to 100 words) in two editions
- ✔ Website Ad: Homepage banner ad (1 month)
- ✔ Magazine Placement: Logo placement in the sponsor section of our free digital magazine for one issue
- ✔ Video Sponsorship: Logo placement in one In The Moment video

\$450

(for 1 month)

Premiere Sponsorship

Maximum exposure for brands looking to lead the conversation in wellness and self-care.

- ✔ Newsletter Feature: Full sponsored content section (up to 150 words) in three editions
- ✔ Website Ad: Homepage + article banner ads (1 month)
- ✔ Magazine Placement: Logo placement in the sponsorship section of our free digital magazine for one issue
- ✔ Video Sponsorship: Brand mention + logo placement in two In The Moment videos
- ✔ Custom Article: One sponsored article on our website

Bundle Packages – Best Value!

\$1200

(for 3 months)

Gold Bundle

- ✔ Everything in Premiere Sponsorship (for 3 months)
- ✔ **Bonus:** One additional sponsored article on our website

\$2200

(for 6 months)

Platinum Bundle

- ✔ Everything in Premiere Sponsorship (for 6 months)
- ✔ **Bonus:** One exclusive feature interview with your brand in our digital magazine

Custom Sponsorships Available

Looking for something tailored? We can create a custom sponsorship package that aligns with your brand's goals. Partner with us to reach an audience that's actively investing in their wellness, success, and self-care. Let's build something meaningful together!

RATES

▶ 2 Page Spread	_____	\$7,500
▶ Full Page	_____	\$4,000
▶ Half Page	_____	\$2,500
▶ Third Page	_____	\$1,500
▶ Cover 1 & 2 Sponsor (Inside Front Cover - Left or Right)	_____	\$6,000
▶ Cover 3 Sponsor (Inside Back Cover - Right)	_____	\$6,000
▶ Cover 4 Sponsor (Back Cover)	_____	\$8,000

PRINT + DIGITAL PACKAGE: OFFER A 20% DISCOUNT FOR THOSE WHO ADVERTISE IN BOTH OUR PRINT AND DIGITAL CHANNELS

WWW.HOPEWELLTHMEDIA.COM

FOR MORE INFORMATION, CONTACT: INFO@HOPEANDWELLTH.COM



▶ **ACCEPTED FILE FORMATS:**

High Res PDF, EPS or AI file - 300 dpi - include a .125" bleed around the ad.

Advertisements may be submitted as **JPEG, PNG, GIF or animated GIF** files. We do not accept flash or rich media files (i.e. HTML or other). Use image specs for the web, not print 72 dots per inch, RGB color. If an ad is animated (no Flash animation please), the maximum animation time is one single loop of no more than 15 seconds. Subtle repetitive animation is allowed, but please no rapid strobing, flashing or blinking of any text or graphic elements. Functional web elements must work as users expect, including buttons, dropdowns and list boxes. Content visible through transparent layers must be accessible to users.

▶ **LINKS:**

If you're submitting a JPEG, GIF, PNG or animated GIF, we will code the destination link for you. Just provide us with the link you wish your ad to open and we'll do the rest.

▶ **SUBMISSION:**

Ads may be submitted via email to info@hopeandwellth.com. File size must be 8 megabytes or LESS.

