

### **ABOUT**





Hope+Wellth is a digital and print lifestyle publication at the intersection of wellness, purpose and empowered living. Created by the founders of MoodWellth™, Hope+Wellth was born out of the radical realization that healing should not be a holding pattern. Our mission is to help readers break free from the "healing loop" and move boldly into the life they're meant to lead; one rich with joy, ambition, alignment, and wholeness.

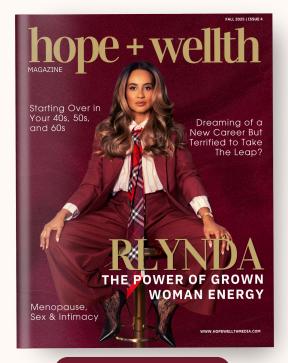
Every issue is a vibrant, soulcentered blend of storytelling, wellness guidance, and intentional living, featuring voices that reflect the complexity, creativity and power of women of color who are reclaiming our narratives. From wellness and entrepreneurship to identity, creativity, leadership and advocacy, we spotlight real stories of transformation, purpose and more importantly, possibility.

At Hope+Wellth, we don't ask women to choose between selfwork and success. We believe you can have both: growth and grace, rest and resilience, alignment and ambition.





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.



Fall 2025 Issue



July 2025 Issue



October 2024 Issue



April 2025 Issue

## AUDIENCE+READERSHIP



Our readers are wellness-minded, purpose-driven women of color who range from Millenials to GenX. They are doing their inner work but are also ready to build, expand and thrive. They're business owners, creatives, educators, advocates (including pro-aging), leaders, moms and everyday women seeking brands that speak to their values, reflect their identities and fuel their growth. Below is a breakdown of our demographics.

99% 25% 69% 5% FEMALE AGE: 18-34 AGE: 35-54 AGE: 55+



- Health & Wellness
- Entrepreneurship
- Leadership
- Parenting/Family
- Travel
- Pro-aging (including menopause)
- Mental health
- Beauty/Fashion
- Home Decor
- Personal Development
- Financial Planning
- Success and Self-Care



# **Engaged Readers**

In under a year, Hope+Wellth has built a fast-growing, high-impact platform that's resonating across the U.S. and beyond. We have experienced rapid growth and strong engagement across print, digital and email, powered by purpose-driven, wellness-minded readers. Take a look at some of our quick stats below.

- We don't rely on social media algorithms to build community we prioritize real connection by having meaningful conversations with our readers, writers, and partners to understand who they are and what they need.
- 100+ print copies old with no retail placement or paid distribution
- Read in all 50 states and the UK and Canada growing global interests in less than a year
- Over 170,000 website hits in 2025 that's just the first five months of the year
- Over 25,000 monthly visits to our digital magazine issues
- 42% average newsletter open rate nearly double the industry average
- Over 500 email subscribers a values-aligned, high-intent audience





# **Essential Package**

## **Impact Package**

# **Premiere Package**

(for 1 month

## Icon Package

### **Custom Packages Available**

Looking for something tailored? We can create a custom digital 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	\$4,000
Full Page	\$2,000
▶ Half Page	\$1,000
▶ Quarter Page	\$500
Cover 1 Sponsor (Inside Front Cover - Left)	\$3,500
Cover 2 Sponsor (Inside Back Cover - Right)	\$3,500
Cover 3 Sponsor (Back Cover)	\$5,500

We are very selective and intentional about who we choose for the cover of each issue. Therefore, we don't charge for front cover placement.







#### ▶ ACCEPTED FILE FORMATS:

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

#### ▶ 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 advertise@hopeandwellth.com. For print, file size must be larger than 2 megabytes. For digital, file size must be 8 megabytes or less.

