

MEDIA KIT

2026

hope + wellth

MAGAZINE

**Where purpose-driven brands
meet high-intent women**



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.

Every issue is a vibrant, soul-centered 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 self-work and success. We believe you can have both: growth and grace, rest and resilience, alignment and ambition.

Why Brands Partner With Hope+Wellth

Hope+Wellth offers brands a trusted, story-led environment where visibility feels natural, not disruptive.

Our readers engage deeply with long-form content and value recommendations that align with their values, wellbeing, and lived experience. Brand partners are placed within meaningful editorial, not alongside competing noise; allowing messages to be absorbed with intention and trust.

We prioritize depth, alignment, and longevity over clicks. For brands, that means thoughtful exposure to an audience that is discerning, values-driven, and ready to invest in what supports their lives—body, mind, and home.

Brand partnerships with Hope+Wellth are designed to build trust, not just awareness. For brands, this means thoughtful exposure that feels credible, contextual, and remembered.

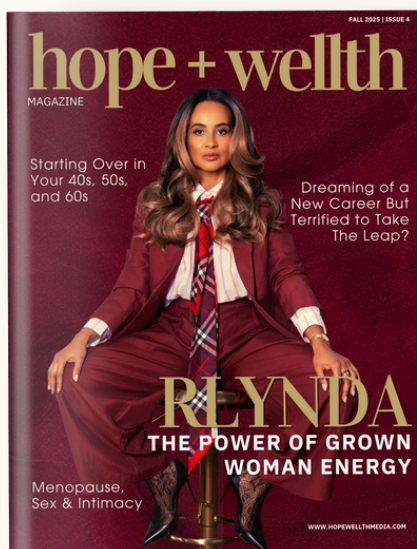
Our first issue featuring the inspiring author and therapist, Faith Broussard Cade, launched in October 2024 and thousands of readers have tapped in since then. With four issues per year (**January, April, July and October**), we are even more excited to offer even more content that inspires our readers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

Past issues naturally align with wellness, beauty, finance, travel, education, and lifestyle brands seeking thoughtful, values-aligned audiences.

Click issue to view



Winter 2026 Issue



Fall 2025 Issue



July 2025 Issue



October 2024 Issue



April 2025 Issue

Hope+Wellth reaches wellness-minded, purpose-driven women of color spanning Millennials to Gen X. Our readers are doing their inner work while building full lives - professionally, creatively, and personally. They are business owners, creatives, educators, advocates (including pro-aging), leaders, mothers, and everyday women seeking brands that align with their values, reflect their identities, and support their growth. Below is a snapshot of who we serve.

Audience Snapshot

99%
FEMALE

Age Distribution

20%
AGE: 18-34

69%
AGE: 35-54

10%
AGE: 55+

Core Reader Interests

- Health & Wellness
- Entrepreneurship & Leadership
- Parenting & Family
- Pro-Aging (including menopause)
- Success, Balance & Self-Care
- Travel
- Mental Health
- Beauty & Personal Style
- Home & Intentional Living
- Personal Development
- Financial Wellness

Our audience doesn't skim — they engage.



Engaged & Intentional Readership

In its first year, Hope+Wellth has grown into a high-impact, values-driven media platform with strong engagement across digital, email, and print.

Rather than relying on social media algorithms, we prioritize direct connection, long-form storytelling, and community-based distribution resulting in a highly engaged, trust-based audience.

Platform Highlights

- **A curated, high-intent email audience** of 600+ subscribers that consistently engages at nearly double industry averages (*42% average open rate*)
- **23,000+ monthly digital issue visits**, driven by readers seeking depth—not scroll-by content
- **470,000+ website visits in 2025**, reflecting sustained interest across editorial themes
- **Read across all 50 U.S. states, the UK, and Canada**, demonstrating expanding global relevance
- **Intentionally distributed print readership**, shared through contributors, partners, and community channels to reach aligned, values-driven readers

Why This Matters for Brands

Hope+Wellth readers are discerning, values-led, and intentional about where they invest their time and money. Brand placements appear within trusted editorial environments where messages are absorbed thoughtfully, not skipped.

For advertisers, this means meaningful exposure to an audience that prioritizes alignment, longevity, and purpose over trends or impulse.

Each Hope+Wellth digital package is designed to support a different stage of brand growth - from establishing trust to leading the conversation. All placements appear within intentional, story-led content environments where messages are received with focus and care.

Packages are typically structured as monthly or issue-based partnerships, with custom timelines available.

Which package is right for you?

That depends on where your brand is today. Essential supports trust-building and visibility, while Impact, Premiere, and Icon offer deeper engagement, storytelling, and leadership opportunities.

Essential Package

Best for: Emerging or growing brands seeking consistent, values-aligned visibility with a highly engaged wellness audience.

This package helps brands begin building trust with Hope+Wellth readers through thoughtful exposure across our digital ecosystem without overwhelming the audience or competing for attention.

Includes:

- Newsletter feature: Logo placement with a brief brand mention (up to 50 words) in one edition
- Website placement: Sidebar banner ad
- Digital magazine placement: Logo placement within the sponsor section of one issue

Starting at \$150

Impact Package

Best for: Brands ready to deepen engagement and strengthen audience recognition across multiple touch points.

Designed to increase visibility while reinforcing brand messaging, the Impact Package supports meaningful awareness through repeated, well-placed exposure.

Includes:

- Newsletter feature: Sponsored brand mention (up to 100 words) in two editions
- Website placement: Homepage banner ad
- Digital magazine placement: Logo placement within the sponsor section of one issue
- Video sponsorship: Logo placement in one *In The Moment* video

Starting at \$300

Premiere Package

Best for: Established brands looking to lead conversations around wellness, success, and self-care.

This package offers expanded storytelling opportunities and premium placement for brands seeking to build authority, credibility, and lasting brand recall.

Includes:

- Newsletter feature: Full sponsored content section (up to 150 words) in three editions
- Website placement: Homepage and article banner ads
- Digital magazine placement: Logo placement within the sponsor section of one issue
- Video sponsorship: Brand mention and logo placement in two *In The Moment* videos
- Custom editorial: One sponsored article published on our website

Starting at \$450

Icon Package

Best for: Brands ready to shape culture, not just follow it.

The Icon Package offers our highest-impact digital partnership, blending premium placement with intentional storytelling to position your brand as a leader within the Hope+Wellth community.

Includes:

- Digital cover feature: Branded digital cover spotlight on the Hope+Wellth homepage
- Custom cover story: Sponsored feature article styled as a digital cover story
- Newsletter feature: Full sponsored content section in two editions
- Website placement: Homepage and article banner ads
- Video placement: One custom video for our *In The Moment* series

Starting at \$650

Custom Digital Partnerships

For brands with specific goals, campaigns, or timelines, we offer custom digital packages tailored to your needs. Whether you're launching a new product, highlighting a seasonal focus, or looking for a deeper editorial integration, we'll work with you to create a partnership that aligns with your vision and our audience.

Hope+Wellth print issues are intentionally produced in limited quantities and thoughtfully distributed through contributors, partners, and community channels.

Rather than mass distribution, our print editions are designed as collector-style publications, kept, shared, and revisited, making print placements exclusive, high-impact, and ideal for brands seeking long-term visibility within a trusted editorial environment.

Print partnerships are best suited for brands seeking lasting visibility, brand alignment, and presence within a keepsake publication.

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

*Print placements are limited per issue to preserve the integrity and reader experience of each edition.

Front cover features are editorially curated and reserved for select partners whose stories align deeply with each issue's theme. Cover placements are offered by invitation only and are not available for purchase.



Hope+Wellth partners with purpose-driven brands that value depth, alignment, and meaningful connection. Our partnership process is intentionally simple, collaborative, and guided by shared values.

1 Begin with Alignment

Partnerships begin with a brief conversation to understand your brand, goals, and timeline. We focus first on alignment, ensuring your values, message, and offering naturally fit within the Hope+Wellth editorial environment.

This initial step helps us create partnerships that feel authentic to our readers and effective for our brand partners.

2 Design the Right Fit

Once alignment is confirmed, we'll recommend a digital, print, or custom partnership based on your objectives. Rather than one-size-fits-all placements, we focus on thoughtful integrations that support your goals while respecting the reader experience.

Custom packages are available for brands seeking deeper storytelling, seasonal campaigns, or multi-platform visibility.

3 Confirm and Collaborate

Partnerships begin with a brief conversation to understand your brand, goals, and timeline. After finalizing placement details, timelines, and deliverables, we move into collaboration. Our team works closely with partners to ensure brand placements feel natural, intentional, and consistent with the tone of each issue.

From editorial integration to launch, the process is designed to be seamless and supportive.

A Thoughtful Approach to Partnership

We intentionally limit the number of brand partners per issue to preserve the integrity of our content and the trust of our readers. This ensures every partnership receives care, visibility, and attention.

If you're interested in partnering with Hope+Wellth, we'd love to explore whether it's a meaningful fit. Contact us at advertise@hopeandwellth.com

*We believe the best partnerships are
built on alignment, not volume.*