

vitality BULLETIN



The vitality magazine for men and women

Media Kit 2010/2011

About Us

Who are we

Vitality Bulletin was founded by couple Pete and Liza Kvist and is owned by Sugoi (ABN 34 436 670 648) which is a marketing business that has been around since 2000.

The magazine looks to fill a vacant niche that allows independent health food stores to produce a quality publication branded specifically for their shop, hosted on their own personalised web page. Vitality Bulletin promises to be informative, educational and entertaining for their customers and members and is a fantastic value add to the customer experience.

Until now, the money and resources required to produce a quality publication have simply been too much for an independent health food store. Vitality Bulletin puts the smaller health food shop on par with the larger stores in their ability to produce a magazine .

Vitality Bulletin is targeted directly at the consumer 100% of the time, so advertisers know their message is getting delivered directly on target every time.

Liza Kvist

Liza has been in the health food industry for 16 years and has been managing a health food store for 14. Her knowledge of products as well as common ailments and complaints is among the best in the business. Liza is a highly sought after and respected manager among all facets of the health food industry.

Pete Kvist

Pete has a background in business and has been owning, operating and selling businesses for over a decade. He is highly skilled in web design, development and SEO and runs a successful business focussed on assisting small to medium business in this area. He also has experience working with magazines, having been a part of a stable of successful publications (both print and electronic) for some time.

Vitality Bulletin

To promote Vitality Bulletin, we directly email members and send store customers to the website. There they will be able to read through the magazine at their own leisure.

The magazine is able to adapt its size based on advertising, editorial and demand. It is a full colour ezine presented in online reader software, or as a pdf file.



Content is kept informative and current, as we draw our subject matter from current media topics and awareness months.

Regular Features

Cover Story

This will usually be based on current media buzz, though can also relate to educational and awareness pieces.

Ask The Naturopath

A column where readers can send in issues and concerns that are quite common. A naturopath responds to these queries.

Special Features

These will generally be based on educational and awareness months.

Health News Shorts

What's news in the health food industry.

Message From Editor

Mail Bag

Messages From Store Owners

Celebrity Interview

Reader Profile

Who Reads Vitality Bulletin

Vitality Bulletin was launched originally to members of three health food stores in Sydney. The distribution list of members continues to grow today as the Magazine very quickly went to stores Australia wide.

Vitality Bulletin was launched to an email distribution list of 8700 names, which were collected in store, though today enjoy a distribution significantly larger, having joined forces with both independent health food stores and online health food stores.

The magazine is also modestly increasing its own distribution list as word spreads of the quality offering.

Direct links to the magazine can also be placed on shop websites.

More accurate distribution figures are available on request as distribution increases daily.



Vitality Bulletin Release Dates

To begin, Vitality Bulletin will be a quarterly magazine, with a view and ability to increase release numbers to once a month. Following is a list of booking and artwork deadlines, along with release dates for the the magazine.

Autumn

Booking Deadline: Three weeks prior
Artwork Deadline: Two weeks prior
Delivery Date: 1st Wed of Mar



Winter

Booking Deadline: Three weeks prior
Artwork Deadline: Two weeks prior
Delivery Date: 1st Wed of June



Spring

Booking Deadline: Three weeks prior
Artwork Deadline: Two weeks prior
Delivery Date: 1st Wed of Sept



Summer

Booking Deadline: Three weeks prior
Artwork Deadline: Two weeks prior
Delivery Date: 1st Wed of Dec



Release Dates

Article Topics

Magazine Content

Magazine topic areas will be released at least six months prior to release so that you can get your advertising organised as soon as possible. There will also be additional topics in each issue primarily based on media trends.

You will notice that the topics utilised are seasonal specific, or are related to national awareness campaigns. For example, prostate health will appear in the Spring issue to coincide with "Movember".

If you have other topics that you would like to see appear in the magazine, you can also make a suggestion to the editor. A sure way to have your specific topic covered however is to ask for editorial as part of your advertising package.

Following are some examples of topic areas included the four initial issues of Vitality Bulletin.

Winter 2010

Released: June 2nd

1. Immune System
2. Circulation
3. Sleep and Insomnia

Spring 2010

Released: September 1st

1. Allergies and Hay Fever
2. Prostate Health
3. Heart Health / Cholesterol

Summer 2010

Released: December 1st

1. Weight Loss
2. Detoxification
3. Varicose Veins / Spider Veins

Autumn 2011

Released: March 2nd

1. Eye Health
2. Memory
3. Stress and Anxiety

Advertising Rates

All rates locked in for more than one issue are valid no matter what the distribution, readership numbers and advertising rates are adjusted to for that period. We think this presents an excellent opportunity as the distribution numbers are expected to continue to grow.

There is no guarantee these rates will remain the same as Vitality Bulletin increases stores and members to distribute through. Rates may be changed without notice.

Rates are the same whether all advertisement or half advertisement and half editorial.

Costs are per issue. Printed rates exclude gst. Options available are:

	Single Issue	Four Issues
Half Page	Yes	Discounted
Full Page	Yes	Discounted
Inside Front	Yes	Not Available
Back Cover	Yes	Not Available
Double Page	Yes	Discounted

Other sizes and pricing available on special request.

Cancellation of advertising after the artwork deadline for the initial magazine in which the ad is to appear, will incur a 50% cancellation fee.

Advertising costs will be invoiced within seven days following the release of the magazine. All invoices have strict terms of seven days from the date of issue.

Rates

Specifications

Artwork Specifications

The magazine is currently produced in A4 size, though this may change in the future. Adequate notice will be given to advertisers if this occurs.

As Vitality Bulletin is produced for electronic delivery, artwork is best produced in pdf full colour as RGB images at 300dpi, however lower resolutions will also be accepted. **If you would like your font readable as text, do not embed your fonts in the image.** Please check the format you wish to send the artwork in before it is sent. There is no bleed for artwork required in this publication.

Sizes

Half Page	210mm (width) x 140mm (height)
Full Page	210mm (width) x 280mm (height)
Inside Front	210mm (width) x 280mm (height)
Back Cover	210mm (width) x 280mm (height)
Double Page OR	210mm (width) x 280mm (height) each 420mm (width) x 280 (height)

Other sizes may be available on request.

Legal Stuff

Additional charges apply where artwork needs further preparation by Vitality Bulletin for publication.

Vitality Bulletin reserves the right to utilise previously published artwork for clients who miss a deadline, though have committed to advertising.

Vitality Bulletin will not be held liable for any inclusions, positioning, mistakes or omissions of advertisements or content and reserves the right to ask for changes or reject artwork.

Readers

With a specifically targeted distribution, your advertisement is visible directly to interested readers.

Distribution

With tens of thousands of targeted members as well as additional readers from social media and other online sources (growing daily), you are guaranteed of a wide readership.

Flexibility

You choose whether you wish to have editorial written about your business, or just wish to submit an advertisement.

Placement

Place your ads alongside content as appropriate for your niche market.

Archived

Your ads remain in past issues of the magazine that are available indefinitely through the Vitality Bulletin website at no additional charge.

Technology

Vitality Bulletin is committed to remaining on the cutting edge of technology which allows you to deliver your message in the most appropriate manner to your market.

Why Advertise

contact Details

Contact Us

Vitality Bulletin

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All enquiries can also be made through the contact page on the website:

www.VitalityBulletin.com

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