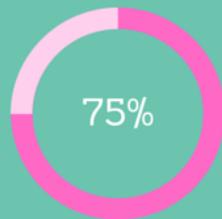




Powerful Tips

FOR CREATING A HIGH IMPACT MEDIA KIT

What stats
should you use?



What if I own
multiple sites?



Available
Products



WH // Mission Statement

Women's Health is the **must-have action plan** for today's modern woman. From beauty to style to fitness, *Women's Health* gives consumers the tools they need to make instant, positive changes in their lives. *Women's Health* **propels consumers into action.**

Providing the motivation and the inspiration, our immense brand drives **30 MILLION** consumers to buy. It's this approach that makes us **different than any other brand.**



#1 Showcase Your Mission

It's difficult to explain what you're about in one sentence. The first part is always the most important one: you need to capture the reader's attention and impress them. Generally speaking, you have approximately 9 seconds to captivate the reader.

SAVEUR AUDIENCE

PRINT



1,573,000
TOTAL AUDIENCE

44/56
MALE/FEMALE

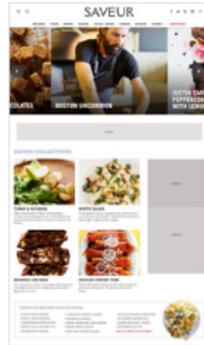
325,000
RATE BASE

49
MEDIAN AGE

9 ISSUES
FREQUENCY/YEAR

\$162,058
MEDIAN HHI

ONLINE



11 MM
AVERAGE MONTHLY
PAGE VIEWS

42/58
MALE/FEMALE

2.2 MM
AVERAGE MONTHLY
UNIQUE VISITORS

43.1
MEDIAN AGE

6 MIN
AVERAGE
TIME SPENT

\$101,559
MEDIAN HHI

HIGHLY ENGAGED

SAVEUR and SAVEUR.com deliver the most engaging content in the food and travel space. Our audience spends an average of 95 minutes with each issue—engaging our readers more deeply than the audience of any other competitor.



EXPERIENTIAL TRAVELERS



HOME COOKS & ENTERTAINERS



INFLUENCERS

#2 Traffic Statistics & Reach

Featuring traffic statistics in a media kit is essential. Every kit we reviewed had some form of traffic or reach statistics. Be sure to include cross platform statistics or alternative advertising vehicles

THE NYLON GIRL: 9M+ CONVERSATION STARTERS

AFFLUENT INDEPENDENT, TRANSACTIONAL MILLENNIALS
FOUND HERE: THE ULTIMATE HYPER INFLUENCER YOU
WANT AS AN ADVOCATE FOR YOUR BRAND



FUTURE-FOCUSED and restless
to unearth what's new, what's next,
what's fresh

OCD
FASHION
FANS

she's **INDEPENDENT** and not afraid to
make choices based on her own instincts

the **STYLE ROLE MODEL** within
her social set and the word-of-mouth
conversation starter

POP
CULTURE
SAVANTS

a **BOLD INDIVIDUALIST** who can mash up
mainstream with offbeat in fashion, in beauty,
in pop culture—and make it her own

BEAUTY
REVOLUTIONARIES

MUSIC
LOVERS

#3 Demographics

*Demographics are basically
the anatomy of your audience.*

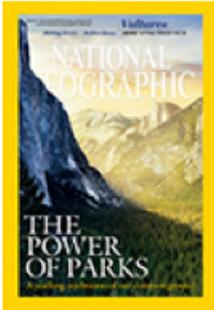
*Though, if you're really an
over-achiever and data nerd,*

look into providing

“psychographics” to take your

media kit to the next level.

Our Brands



NATIONAL GEOGRAPHIC MAGAZINE

To Inspire People to Care About Our Planet

National Geographic magazine is the global leader in empowering people to navigate the world, providing authoritative, unbiased content that addresses today's complex issues, while uncovering the wonders of our time.

[Read More »](#)



NATIONAL GEOGRAPHIC KIDS MAGAZINE

Dare to Explore

National Geographic Kids inspires young adventurers to explore the world through award-winning magazines, books, website, apps, games, toys, television series and events and is the only kids brand with a world-class scientific organization at its core.

[Read More »](#)



NATIONAL GEOGRAPHIC TRAVELER MAGAZINE

Nobody Knows This World Better

Backed by a powerful heritage of more than a century of exploration, global experts, and signature photography, *National Geographic Traveler* attracts the most readers – more than 9 million – driven to explore the world.

[Read More »](#)

NATIONALGEOGRAPHIC.COM



NATIONALGEOGRAPHIC.COM

The Whole World Online

NationalGeographic.com is the award-winning website of the National Geographic Society, attracting more than 26 million global unique visitors a month with its best-in-class, timely, and original content.

[Read More »](#)

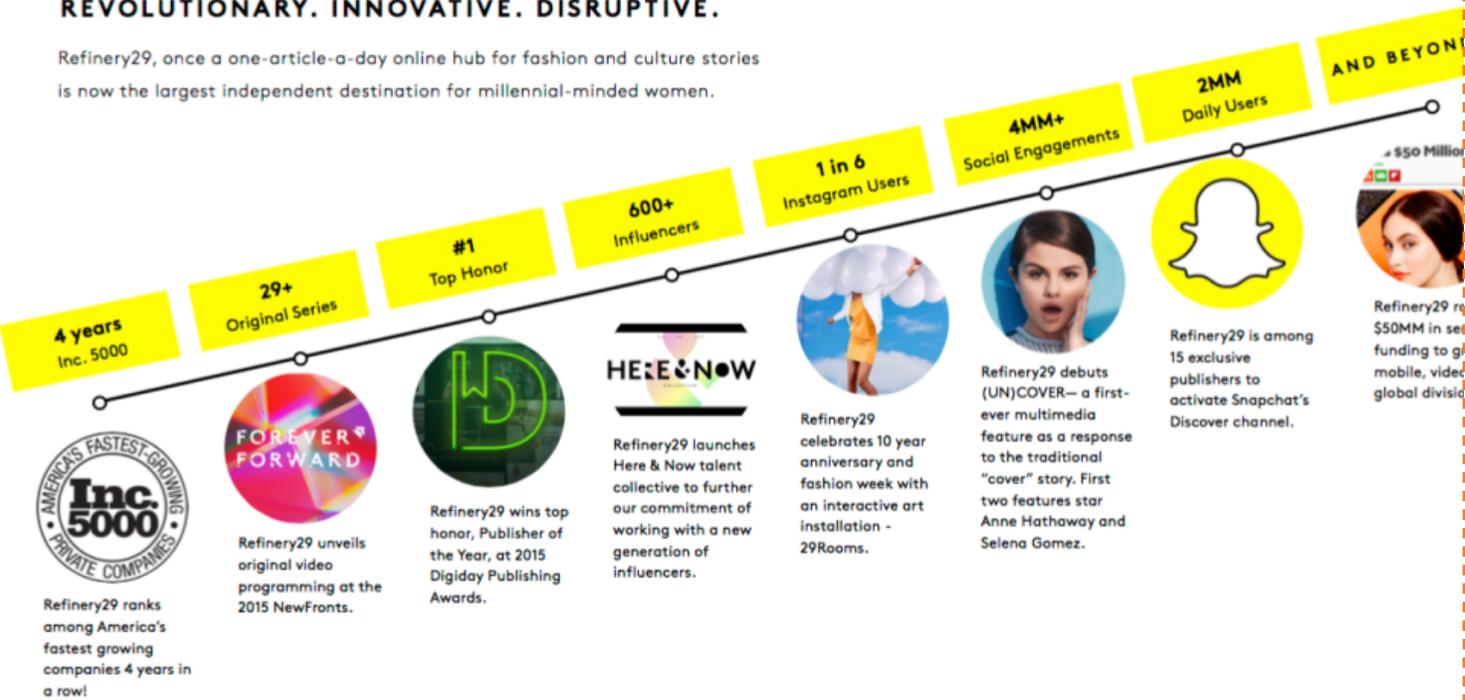
#4 Channels & Network

If you're running a blog network, that's a unique opportunity to highlight the value and strength of the network to advertisers. This might include content platforms, talent, and even areas of influence.

2015 - WHAT A YEAR WE'VE HAD!

REVOLUTIONARY. INNOVATIVE. DISRUPTIVE.

Refinery29, once a one-article-a-day online hub for fashion and culture stories is now the largest independent destination for millennial-minded women.



#5 Awards, Accolades, or Press

Find a unique and visually engaging method to showcase your website's credibility and accomplishments. Timelines and case studies are amongst some of the unique examples we've seen thus far.

IMPACTFUL EVENT PACKAGES

DESIGNED TO BUILD HYPE AROUND YOUR EVENTS AND FUNCTIONS, WHILE GENERATING TICKET SALES, BOOKINGS, & MAXIMISING ATTENDANCE.

WHAT'S ON

\$4,000 INVESTMENT

-  **WEEKLY EVENT CALENDAR FEATURE**
Included in 'This Weekend In...', or '5 Awesome Things To Do This Week In...'
-  **SOCIAL MEDIA ACTIVATION**
 - Facebook Post x 2
 - Instagram Post x 2
-  **COMPETITION**
Driving social media growth or email acquisition
-  **NEWSLETTER EXPOSURE**
 - Advertising Banner x 1
 - Event Calendar Article Inclusions x 1

THE VERDICT

\$6,000 INVESTMENT

-  **SPONSORED EDITORIAL**
1 x Editorial Article
-  **SOCIAL MEDIA ACTIVATION**
 - Facebook Post x 3
 - Instagram Post x 3
-  **WEEKLY EVENT CALENDAR FEATURE**
• Included in 'This Weekend In...', or '5 Awesome Things To Do This Week In...'
-  **COMPETITION**
Driving social media growth or email acquisition
-  **NEWSLETTER EXPOSURE**
 - Advertising Banner x 1
 - Event Calendar Article Inclusions x 1
 - Editorial Article Inclusion x 1



#6 Product Offerings

Advertising products – not to be confused with ad specifications – describe the various products being offered by the publication. This includes cross-platform advertising products or alternative products within the publications network.

Standard Guidelines

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- DoubleClick is used to serve all Bonnier Corp advertisements
- There is a 48 hour turn around time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 40k

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact the Ad Ops team.

Approved Third Party Ad Tags

- Atlas
- Bluestreak
- DoubleClick
- Interpolls
- Mediaplex

Approved Third Party Rich Media

- Eyeblaster
- EyeReturn
- Eyewonder
- Pointroll
- Unicast

Third Party Specifications

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 40K
- Additional polite download should not exceed 80K
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

send materials to

Danielle Guarino

Digital Campaign Manager

E-mail: danielle.guarino@bonniercorp.com

Phone: 212.219.7404

Expanding Ads

Most Common Ad Unit sizes:

728x90, 300x250, 300x600, 970x90

Expanded Dimension:

728x270, 550x250, 480x600, 600x600, 970x250

Mouse Over/Mouse Off

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

Flash Ad Units

- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

How to code Flash files with the correct action script

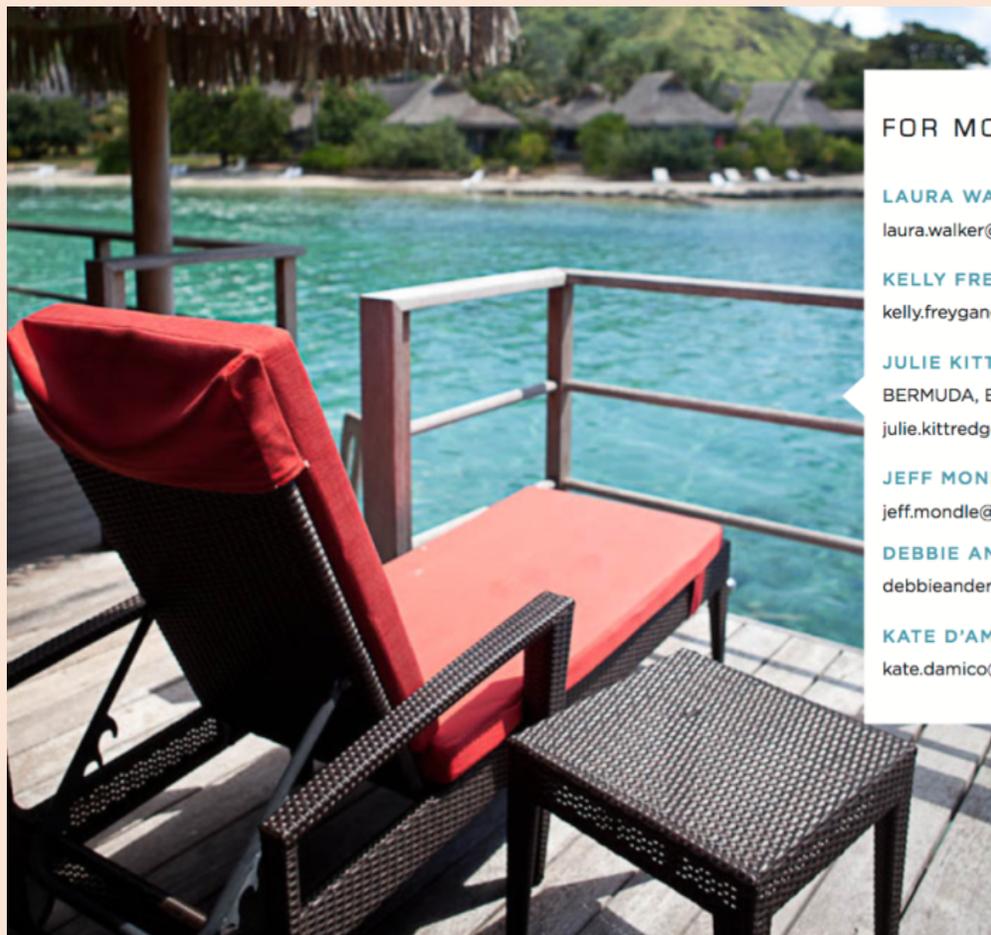
1. Create an invisible button over the area that you want 'active/clickable' to users
2. On the invisible button, put the following action on (release) {getURL(clickTAG, "_blank");}



#7 Ad Specifications

Ad specifications describe how ads should be formatted. Some of the components included in the ad specifications sections include:

- *Standard Guidelines*
- *Ad dimensions*
- *Formatting guidelines*



FOR MORE INFORMATION CONTACT

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Islands

#8 Contact Information

Of course you want to be sure your avatars have the ability to contact you. A common location for contact information in media kits is usually at the end a PDF document or webpage.

Did you enjoy these tips?



Visit <http://www.blog.triberr.com>
To read our Ultimate Guide to Creating a Media Kit