

MEDIA KIT

2025

hope + wellth
MAGAZINE





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, 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.

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.



July 2025 Issue



October 2024 Issue



April 2025 Issue

Our readers are wellness-minded, purpose-driven women of color who range from Millennials 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% FEMALE **25%** AGE: 18-34 **69%** AGE: 35-54 **5%** AGE: 55+

Interests

- 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 sold** - 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



\$150

(for 1 month)

Essential Package

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 Package

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 Package

Maximum exposure for brands looking to lead the conversation in wellness, wealth, success 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

\$650

(for 1 month)

Icon Package

For brands ready to shape the culture, not just follow it. This package offers unmatched digital visibility on our Studio Wellth platform, where pop culture meets purpose.

- ✓ Digital Cover Feature: Branded digital cover spotlight on our Studio Wellth homepage (one month)
- ✓ Custom Cover Story: A sponsored feature article styled as a digital cover story
- ✓ Newsletter Feature: Full sponsored content section in two editions of our newsletter
- ✓ Website Ad: Homepage + Article Banner Ad (one month)
- ✓ Video Placement: One custom video for our In The Moment series.

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 AI 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 info@hopeandwellth.com. For print, file size must be larger than 2 megabytes. For digital, file size must be 8 megabytes or less.

