

**MEDIA**

**KIT**

**LIKE RECIPE MAGAZINE**



Clean Living  
International Recipes • Culture





# Haute Cuisine. Heritage. Healthy Ideas.

Life Recipe Magazine celebrates the first day of every season.

The founder, Pat Friedman, was inspired by a secret tradition that she has with her son - to always celebrate the beginning of a new season.

The readers of Life Recipe Magazine enjoy the traditional recipes from all corners of the world followed by cultural stories. The concept of clean living is also hugely popular with the magazine's audience. Our readers enjoy learning new things as well as bringing new ideas to their kitchen table.

The world is buzzing about this new digital magazine.  
**PASS IT ON!**

This is the FEEDBACK we received after a soft launch:

“A diamond!”

“SUBSCRIBED!!”

“So exciting and beautiful.”

“OMG this is awesome!! “

“Full of wonderful ideas and inspiration! “



# DEMOGRAPHICS

We know our target market very well, what they want, and how to deliver.

## GENDER



## INCOME:

Middle-to-upper-income

## AGE



(During the soft launch)



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# DEMOGRAPHICS

We have readers from all over Europe, The USA, The Middle East, Egypt, Australia, and Africa.

## INTERESTS:

Travel | Health | Wellbeing | Clean Living | Umptious Food

**99%** of our viewers are readers!

Average monthly Instagram following growth **44%**

**61%** Monthly Instagram impression growth





## Producer and Editor-In-Chief: Pat Friedman

Hundreds of Pat's cover and feature articles -- on travel, environment, business and law -- have appeared in scores of national and regional magazines and newspapers over 30 years. She's been a lifetime community pillar, volunteering everywhere, including a head chef at the local soup kitchens and presently, as a volunteer farmer for neighbors in need at the Growing to Give Farm.

Pat pours into every recipe and story, found here in this singular magazine, her unmatched verve, creativity, passion, flair for life, and joy in feeding people and all the earth's inhabitants. Contributors from around the world make this magazine irresistible -- that's what our readers are saying pursuant to our soft-launch this summer.

With a top-shelf Advisory Board, countless hours of industry research, market research, and strategic planning, she has built upon a solid foundation and developed winning Crew, Contributors and formula.





# Why advertise in LRM?

The beauty, impact, and sheer pleasure of reading this magazine has won the hearts of everyone who received the pilot launch this summer.

## Advantages of Digital Advertising

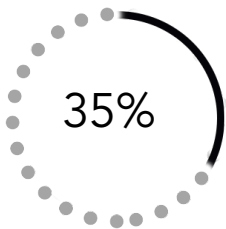
- Instant
- Interactive - can include videos, clips, and a hyperlink to your business website
- Easy to track
- Flexible
- Sharable

## Projected growth for Life Recipe Enterprises:

2023 - 5%

2024 - 15%

2025 - 35%



Digital magazine sales in the \$3 billion US magazine industry.



# “ Why advertise in our digital magazine?

1. Web content is engaging and interactive. Embeddable videos, audio, photo galleries, and feedback plugins hook readers into the narrative and provide a much more engrossing viewing experience than print. They also lead to higher engagement rates.

2. Online content can go viral. It's really easy to share, too. If people enjoy your stuff, they'll start spreading it on social media and other channels quickly.

3. A majority of digital media is viewed on mobile devices, which means it's trackable. Tracking data allows publishers to understand who consumes their content, how they're interacting with it, and which devices they're using. They also provide an in-depth look at content usage patterns, helping publishers understand their readers on a more granular level. Data like this is crucial for optimizing content and helping advertisers promote it more efficiently.

source: [www.blog.joomag.com/topics/2020/03/25/selling-ad-space-in-magazines](http://www.blog.joomag.com/topics/2020/03/25/selling-ad-space-in-magazines)

Half Page Ad - 7.5" x 4.9"

**LIFE RECIPE MAGAZINE**  
**ADVERTISING SPEC SHEET**

The color boxes on this page indicate accepted ad sizes for our online publication. Every placed ad can include a hot link to a Web page of your choice. Every ad will be in color. Please get in touch with us for more information.

**Acceptable Ad File Formats:**

- PDF File
- EPS File
- TIF (minimum 150 lpi)
- JPG (minimum 300 lpi)
- GIF (animation is allowed)
- Embedded video options coming soon

**Ad creation for an additional charge.**



**Pat Friedman**  
*Producer • Editor-in-Chief*  
207.680.8034  
info@liferecipe.com

**Quarter Page Ad - 4.5" x 2.4" (\$125)**

**Eighth Page Ad - 2.1" x 3.2"**

**EMBEDDED LINKS**

You can have an embedded link within any of our cultural articles or recipes.

# PRICING

We offer Early Bird discount:

Full page \$500

1/2 page \$250

1/4 page \$125

1/8 page \$55

Embedded link within recipe/cultural/content

10% off for recurring ads

**If you like our media kit - share it!**

