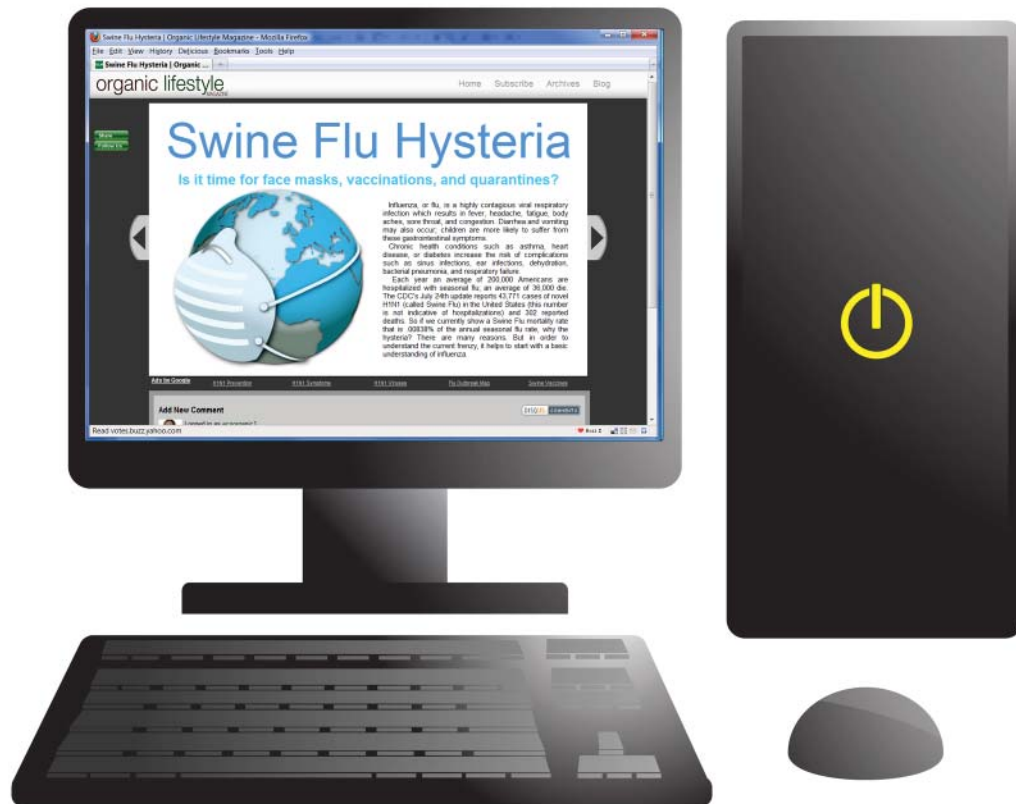


organic lifestyle

MAGAZINE

media kit



You have never seen another publication like Organic Lifestyle Magazine (OLM). Imagine an online magazine with the benefits of a news website, a blog, and a print publication all rolled into one. Imagine a near **infinite rate of return** for your advertising investment. Imagine a magazine that will transform the digital publishing industry.

Skeptical? Keep reading, and find out why supporting OLM is **the best advertising investment** an eco-ethical health minded business can make.



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Why is OLM Different?

All of the other online magazines have been doing it all wrong!

Organic Lifestyle Magazine is Designed for the Internet

You may have heard print is dead. While we don't think that this statement is entirely accurate, many print publications are attempting to transition to the digital format—but they aren't doing it right! They try to make their magazines look like a print publication. Readers are forced to scroll from side to side and zoom in and out just to read the text. This is why page-turning, digital publications are not yet successful on the internet.

The internet is not something we are just “trying out.” It's what we do. It's where we live. Each page of OLM is designed to fit your screen. No scrolling. No zooming. Just one click of a button brings you to the next page. It's the easiest reading available on the internet.

OLM Does Not Use Flash

Flash is great for video, but for an online publication it is slow to load and text is blurry. Most of the other online magazines use Flash. Our magazine text is in HTML. It's crisp, clean, and very light, meaning it loads fast, even for readers with low-speed internet connections or cell phones. That said, if you have a flash advertisement we can certainly put that in our publication.

Social Media-- A New Level of Interactivity

Digg, StumbleUpon, Reddit, Facebook, Twitter—social media is the new craze. We know how to drive traffic. We know how to bring an article to the front page of Digg. We know how to engage with Twitter and Facebook users.

We are the first digital magazine designed to fully utilize and cater to social media. We do this through:

- Click and share features
- Comment section on every page
- HTML text that is easy to copy and paste
- Each article has one SEO friendly URL

We are the **ONLY** digital magazine that is **fully compatible with social media** networking and **search engine optimization**. When our articles “go viral” so do your ads.





Advertising with OLM

Near Infinite Return on Investment

Most of the advertising on the internet is pay-per-click, per week, or per impression. Advertisements in print publications are short lived.

When you advertise with OLM **your advertisement is permanent**. Readers will continue to discover past articles via search engines and social media long after the next issue is available. Your return on investment continues to grow as time goes on.

Engage Your Audience

With OLM's digital platform, you can engage readers with multimedia advertisements. Audio, video, a quiz, even a game-- the possibilities are limited only by your imagination.

Trust

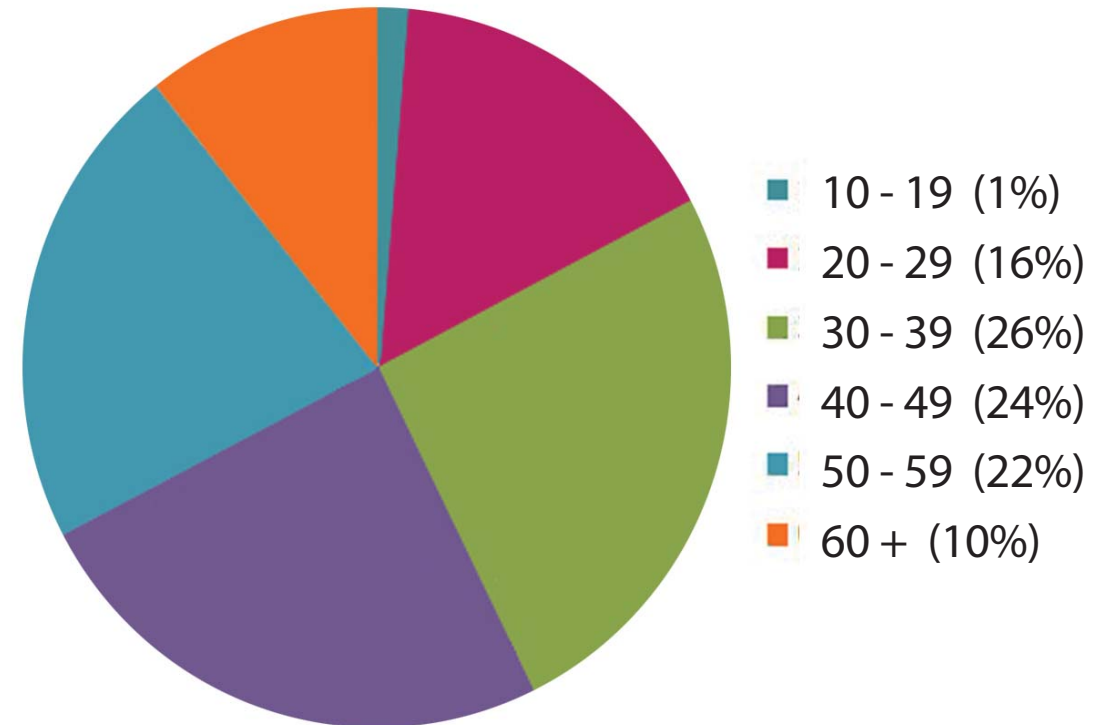
Readers will know that **only businesses with integrity advertise with OLM**. Supporting Organic Lifestyle Magazine makes a statement. We will let our readers know how important it is to support our advertisers.



Reader Profile

- 70% female, 30% male
- Median age of 42, but varies widely

Age Chart



- The average reader views more than 15 pages each visit
- Viewing time per page averages 27 seconds
- Average reader spends 6.5 minutes viewing magazine each visit time (not including single event visitors)
- 22% of each visit results in clicking on an advertiser's link
- These averages are significantly higher than competitors

Editorial Calendar

September 2009 - The Problem with Studies

We will highlight some studies and show the problems with them. We will also address certain foods and beverages like red wine and coffee and write about whether or not they are good for you.

October 2009 - Women's Health

It's breast cancer awareness month, and OLM will cover a wide range of topics concerning women's health and well-being including breast cancer and women's fitness.

November 2009 - Why We Age, Why We Don't Heal

From articles on how to look younger to how to heal and rid your body of aches, pains, and degenerative diseases, this issue will be very popular with our older readers.

December/January 2009-2010 - Big Business

Who owns who? We'll look at the degrees of separation and let our readers know where the money really goes. We will also have company highlights with businesses like Silk and Horizon (not all company highlights are positive).

February 2010 - Heart Health

This issue will cover any and all matters of the heart including heart health, love, and fitness. We will also look at some healthier valentines day chocolate choices.

March 2010 - Gardening and Landscaping

March is time to get our readers ready for eco-friendly landscaping and organic gardening with articles from how to have a truly green lawn to growing the most nutrient dense vegetables possible.

April 2010- Animals, Vegans, and Vegetarians

This month will cover a wide range of topics from animal rights issues to how to be a healthy vegan. Any animal lover will be sure to bookmark multiple articles in this issue.

May 2010 - Procreation & Family Health

OLM will cover family planning, children's health, organic parenting, and home birth in this feature packed issue.

June/July 2010 - Alternative Crops

From hemp to bamboo, our readers will find out all of the benefits and drawbacks of these crops for textiles and other uses. We will also address the legalities of hemp and the environmental issues concerning alternative crops.

August 2010 - Foods and Schools

As you can imagine, OLM is going to have a lot to say about this issue. Be prepared for no holds barred reporting involving our children's health and diet and how our schools enable ADD, obesity, and other developmental disorders with such poor food choices.

Subject to change without notice

Advertising Rates and Specifications

We are doing something a little unusual for pricing in light of these turbulent economic times. We know that the marketing budget is usually the first thing to get cut when times are tight. Organic Lifestyle Magazine offers **Name Your Price Advertising!** You tell us what you can afford. Support us the best you can, and we will do everything we can to return the favor and make sure your investment in OLM is profitable.

	Full	Half	Third	Quarter	Sixth
Dimensions (pixels)	900w x 560h	430w x 560h	270w x 560h	430w x 250h	270w x 250h
	72 DPI	72 DPI	72 DPI	72 DPI	72 DPI

Add \$500 for any digital media including, but not limited to, audio, video, slide shows, reader surveys, interactive media such as games or quizzes, and lead generation forms.