

## General Information:

THE HEALTHY PLANET is a monthly, online magazine targeting mainstream readers with an interest in healthy living, sustainable lifestyles, personal wellness and environmental issues, products and services.

THEHEALTHYPLANET.COM is our interactive website serving our monthly online readers.

### MAGAZINE READERSHIP IS 25,000+ FREE, MONTHLY SUBSCRIBERS

25,000+ free online subscription links of The Healthy Planet magazine are emailed monthly to subscribers of partner organizations, businesses and institutions.

THE HEALTHY PLANET magazine online at THEHEALTHYPLANET.COM is locally owned and operated by The Healthy Planet, LLC. Publisher/Editor J.B. Lester also founded the *Webster-Kirkwood Times* in 1978. Mr. Lester has received national and state-wide awards for his publishing efforts, has taught at the university level and has spent 42 years working in the newspaper and magazine publishing industry.

THE HEALTHY PLANET'S mission is to offer St. Louis area readers valuable and up-to-date information on environmental and healthy living issues. The Healthy Planet magazine at [TheHealthyPlanet.com](http://TheHealthyPlanet.com) also offers valuable resources in the form of green and healthy living products and services.

EDITORIAL CONTRIBUTIONS in the form of articles, press releases, columns, letters to the editor, photography, drawings, etc. are encouraged and must be emailed to: [JBL44@aol.com](mailto:JBL44@aol.com).

THE HEALTHY PLANET magazine, [TheHealthyPlanet.com](http://TheHealthyPlanet.com) and its publisher do not necessarily endorse any information contained in articles or advertisements on its website.

The Healthy Planet magazine at [TheHealthyPlanet.com](http://TheHealthyPlanet.com)  
20 N. Gore Ave., Suite 200, St. Louis, MO 63119  
Phone: 314-962-7748  
Email: [JBL44@aol.com](mailto:JBL44@aol.com)  
[www.thehealthyplanet.com](http://www.thehealthyplanet.com)

## TheHealthyPlanet.com online ad rates and general information.

Banner ad:  
475 x 50 pixels

Web ads will appear throughout the website as the reader clicks through the pages.

Large Web ad:  
250 x 250 pixels

Each web ad will be live-linked to your website or facebook page.

Small Web ad:  
250 x 120 pixels

### Frequency Ad Discounts:

**Banner Ad**  
1-6 months: \$800 per/m  
7-12 months: \$700 per/m

**Large Web Ad**  
1-4 months: \$350 per/m  
5-8 months: \$300 per/m  
9-12 months: \$250 per/m

**Small Web Ad**  
1-4 months: \$250 per/m  
5-8 months: \$200 per/m  
9-12 months: \$150 per/m

All ad packages include articles that the client can submit for publication. One 400-word article per every three months of advertising.

Press releases and calendar items also accepted for consideration from advertisers if emailed to [JBL44@aol.com](mailto:JBL44@aol.com) by the 15th of each month.

Preferred Placement 25% surcharge.

**AD SUBMISSIONS:** We accept camera-ready ads electronically as PDFs or JPG files.

**PAYMENT & TERMS.** Any first-time ad must be paid for prior to publication. Clients will be invoiced monthly thereafter.

**AD PROOFS.** All advertisers may request to see **one** ad proof and make **one** set of corrections. No corrections can be made after deadline.

**DEADLINES:** The Healthy Planet is published monthly, on or near the first of the month. Ads and editorial copy must be sent to us no later than the 15th of the month prior to desired publication month.

Please email all articles, calendar notices & ads or ad copy to [JBL44@aol.com](mailto:JBL44@aol.com).

**Questions:** Please call 314-962-7748 or email [JBL44@aol.com](mailto:JBL44@aol.com) with any questions or comments.

### DEMOGRAPHICS:

#### WHO READS THE HEALTHY PLANET?

25,000+ St. Louisans  
With An Interest In Green Living  
& Healthy Lifestyles

#### Healthy Planet Reader Profile:

### 84% ARE WOMEN

63% Are Ages 30-59;  
25% Are Ages 60 & Over;  
12% Are Ages 29 & Under  
38% Are Single  
62% Are Married

71% Say They Have At Least One Child

#### ANNUAL HOUSEHOLD INCOME:

72% earn \$51,000 -\$100,000

21% — earn over \$100,000

#### EDUCATION:

88% Have Earned Their Bachelor's Degree or Higher

"*The Healthy Planet* has been tremendously instrumental in building my private practice. I always ask a potential client how he or she was referred. Several times per month I hear, "I saw your ad in *The Healthy Planet* and thought I should call". Besides having strong readership, *The Healthy Planet* is a magazine of great integrity, as it has that quality at its helm."

*Christine Kniffen, LCSW,  
Relationship Coach & Therapist*