

vegetarian times

powered by betternutrition



DIGITAL MEDIA KIT 2020

The Authoritative Voice in the Fast-Growing Plant-Based Movement

The word “vegetarian” doesn’t just define a diet — it’s a way of life that’s gaining mainstream attention as more and more people are prioritizing plant-based nutrition. **For over 40 years, *Vegetarian Times* has been a trusted resource for people who want to live a mindful lifestyle that includes eating ethically and sustainably sourced foods.**

As home to one of the largest digital collections of vegetarian recipes and lifestyle content, *Vegetarian Times* connects with over **3 million people** who follow a vegetarian, semi-vegetarian, or vegan diet, or who simply want to eat less meat and more plant-based foods for a healthier life.



VEGETARIANTIMES.COM

SITE METRICS

535,000⁺ MONTHLY PAGE VIEWS

465,000⁺ UNIQUE PAGE VIEWS

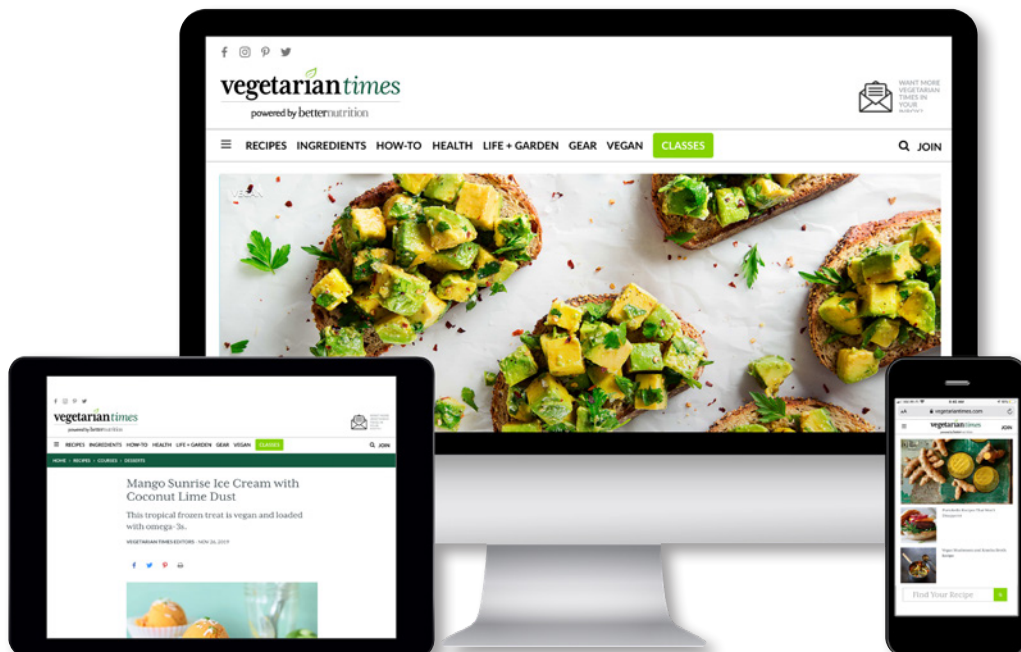
357,000⁺ MONTHLY UNIQUE VISITORS

226,000⁺ MONTHLY MOBILE VISITORS

2min 39sec AVERAGE TIME SPENT ON PAGE

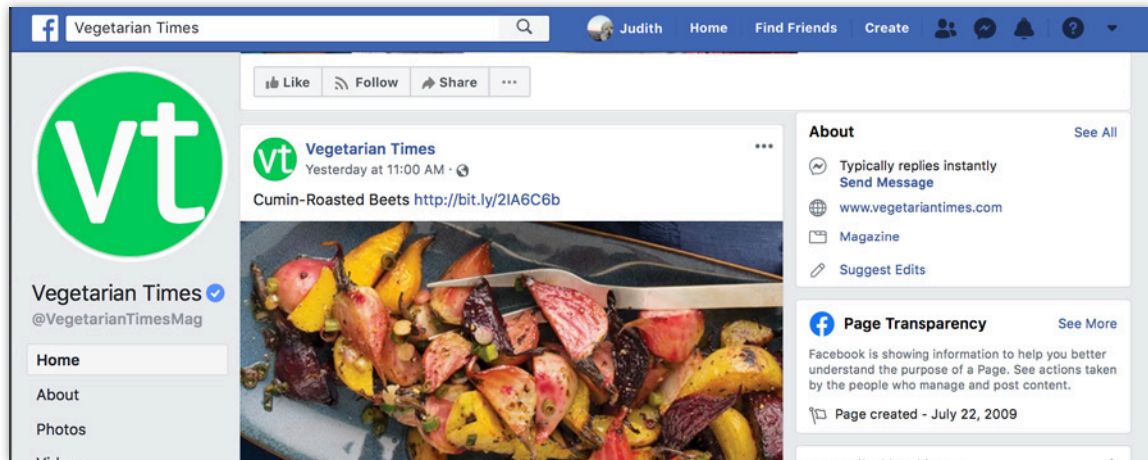
DEMOGRAPHICS

FEMALE	69%	HHI \$50-100k	31%
MALE	31%	HHI \$100+k	24%
AGE 25-44	54%	COLLEGE	72%



SOCIAL MEDIA

OVER **2.34 MILLION** ENGAGED SOCIAL MEDIA FOLLOWERS

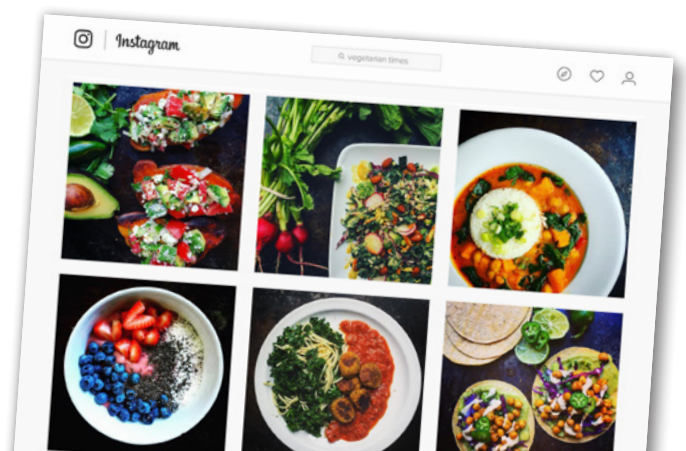


1,953,000⁺ FACEBOOK LIKES

207,000⁺ INSTAGRAM FOLLOWERS

119,000⁺ TWITTER FOLLOWERS

68,000⁺ PINTEREST FOLLOWERS

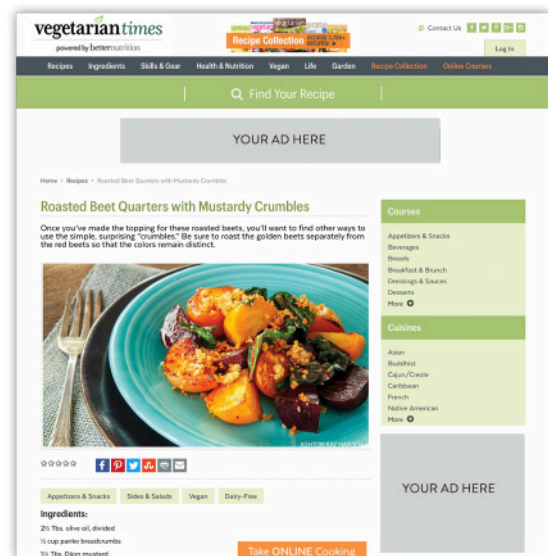


DIGITAL MARKETING OPPORTUNITIES

Highlight your product and brand in a unique and engaging way! VegetarianTimes.com marketing campaigns connect your brand with our active, engaged audience across our digital platforms to meet your marketing goals. Custom programs include branded ROS banners, channel takeovers, content sponsorships, custom content, infographics, sponsored social posts, and lead generation.

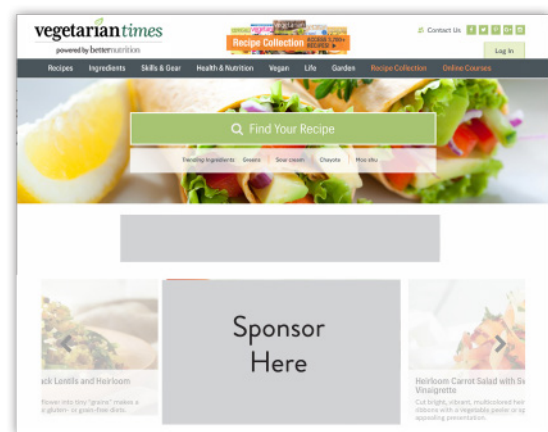
BRANDED ROS BANNERS

Run-of-site banner ads are a great way to connect with the widest range of VegetarianTimes.com audience.



HOMEPAGE NATIVE CONTENT PLACEMENT

These editorial placements promote advertisers' custom content alongside the latest and most relevant editorial content for our audience.

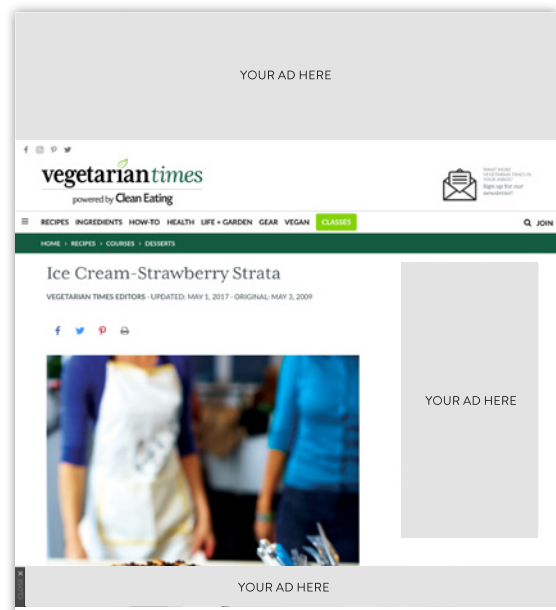
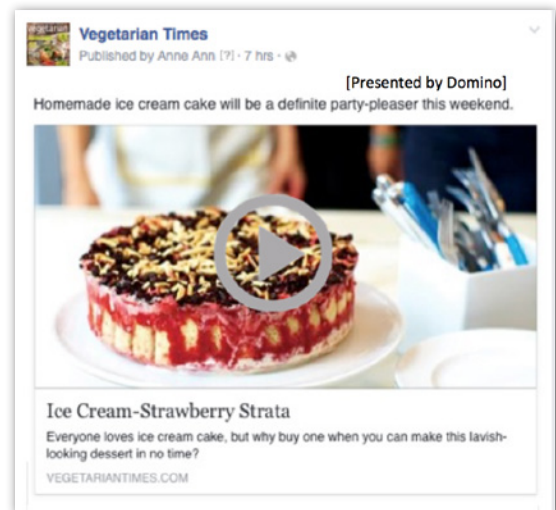


DIGITAL MARKETING OPPORTUNITIES

CONTENT SPONSORSHIPS

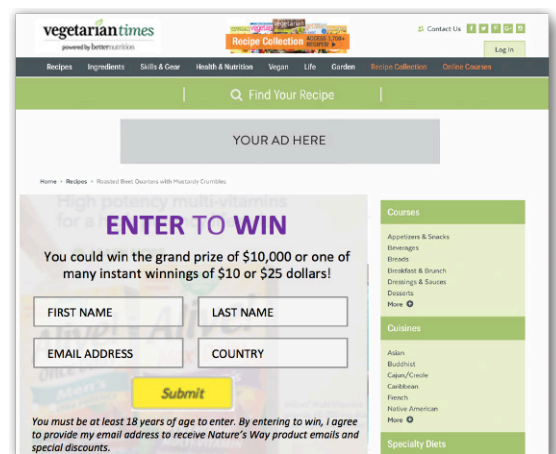
Content sponsorship is a great way to get in front of the *VegetarianTimes.com* audience. From sponsoring one of our recipes or articles, to providing your own content on your brand and products (a web advertorial) we promote these programs through:

- Article Landing Page, 100% SOV
- Social Posts
- Newsletter Native Content Placement
- Homepage Native Content Placement



PROMOTIONAL GIVEAWAYS WITH LEAD GENERATION

VegetarianTimes.com will promote your contest or sweepstakes across all its digital platforms, which will help drive awareness and lead generation.



DIGITAL MARKETING OPPORTUNITIES

CUSTOM RICH MEDIA

Rich media ad contains images or video and involves some kind of user interaction. They have the capability to expand, play sound, and keep users engaged for longer periods of time.



EXPANDABLE ROS BANNERS

HOMEPAGE TAKEOVER

IN-BANNER VIDEO

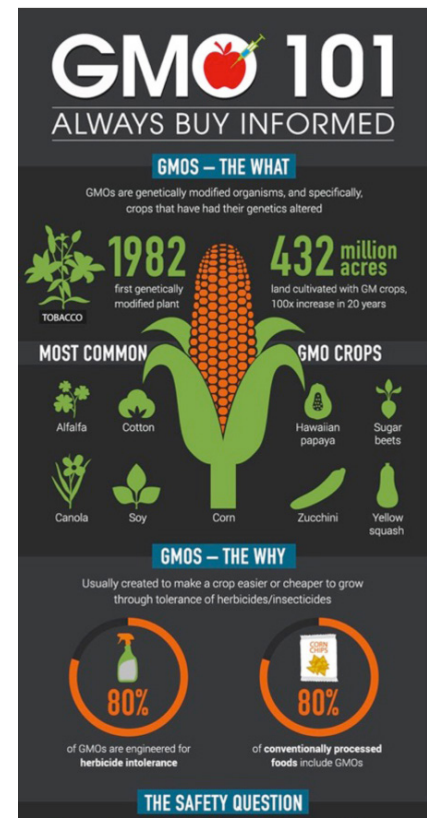
SIDEKICK

FILMSTRIP



CUSTOM INFOGRAPHICS

Infographics are one of the most engaging custom content pieces for our audience. VegetarianTimes.com will design a compelling infographic, with a theme that aligns to your goals, that begs to be shared on social media and can link back to your social channels or website.



PROMOTIONS

VegetarianTimes.com can promote the infographic extensively through all VegetarianTimes.com digital platforms.



E-NEWSLETTERS

Drive brand awareness and click-through with a sponsorship of our weekly editorial newsletter that covers everything from trending recipes to the latest news on plant-based foods.

142,000+

EMAIL LIST

26%

AVERAGE OPEN RATE

vegetariantimes

powered by **better**nutrition



Lemony Glazed Carrots

A marmalade glaze brings out the natural sweetness of carrots in this fat-free, vegan side dish.

[Get the Recipe](#)



Parsnip Pear Soup

Slightly sweet with a hint of spice, this velvety soup highlights the delicate flavor of parsnips. For best results, use soft, ripe pears.

[Get the Recipe](#)

YOUR BRAND
(970x250)

DEDICATED EMAILS

Send your brand message to our list of engaged readers who have specifically selected to receive marketing emails and special offers from our like-minded partners.


96,000+ OPT-IN SUBSCRIBERS

17% AVERAGE OPEN RATE

6.06% AVERAGE CTR

Sent by *Vegetarian Times* on our advertiser's behalf to our 100% opt-in third-party list.

We thought you would enjoy this message from a like-minded business:



BRAND NEW

PLANT-BASED • NON-GMO • GLUTEN-FREE
SOY-FREE • NOTHING ARTIFICIAL • INDEPENDENTLY TESTED

[TRY IT FREE!](#)

ALOHA Protein Bars

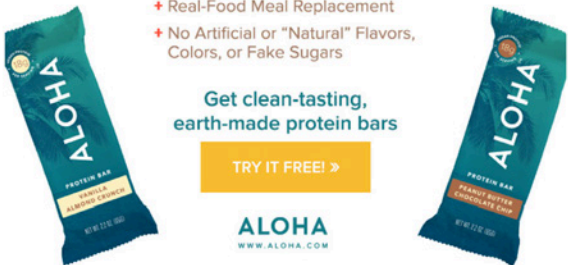
Plant-Based Superfood Snack

Convenient without convenience store quality ingredients.
ALOHA Protein Bars are made with 18 grams of clean, plant-based protein that are simply made, delicious, and nutritious.

- + 18g Plant-Based Protein per Bar
- + Naturally Sweetened with Earth-Made Ingredients Only
- + Real-Food Meal Replacement
- + No Artificial or "Natural" Flavors, Colors, or Fake Sugars

Get clean-tasting, earth-made protein bars

[TRY IT FREE!](#)




ALOHA
WWW.ALOHA.COM

Questions or concerns? Contact ALOHA.
Give us a call at **1.888.444.3888** M-F, 10 AM to 6 PM EST or email care@aloha.com
Your happiness is our happiness!

We thought you would enjoy this message from a like-minded organization:

EDENFOODS.COM | FREE RECIPES | SHOP ONLINE | SPECIAL OFFER | OCTOBER 2015



EDEN NEWS

Food and Fare

IN THE NEWS...

Steadily since 1923

When you think of Detroit manufacturing, pasta is not what comes to mind, but *The Eden Organic Pasta Company (EOPC)* has been making pasta daily in the heart of Detroit since 1923. Formerly the Schmidt Noodle Company, Mr. Schmidt and his noodle company had specialized in serving the large local Polish community providing them with Klaski Egg Noodles and other Polish traditional pasta.

1982 - Circumstances necessitate Eden Foods purchase of this Pewabic Pottery decorated pasta factory.

1989 - Pioneering Eden Foods caused this pasta factory to become North America's first, third party certified organic food processing facility.

1993 - After converting 100% of the pasta factory's production to "organic," it was fondly renamed the Eden Organic Pasta Company.

Leading to these later developments, Eden Foods was challenged by trying to make organically grown whole grain more user friendly for people. This pursuit began in the late 1960s as Eden learned that the surest way to recover or brace good health was to add significant amounts of pure whole grain into one's diet. The idea of making organic whole grain pasta seemed logical. A local search began for a pasta manufacturer that would make pasta with whole grain flour that Eden Foods would provide to them. A relationship gradually formed between Eden and the Schmidt Noodle Company of Detroit. The first pasta that resulted was whole grain organic spaghetti. After considerable experimentation that included learning how to make whole grain flour that would make nice pasta, a delicious and uber satisfying 100%

Plants Before Pills
Ayurvedic practitioner Sebastian Polle of Pulka Herbs looks at the role of plants in the history of medicine and why reconnecting with natural food is essential to our health. With the explosion of system-wide health disorders, its time to take a more holistic approach to wellbeing. [Read More >](#)

Irradiation is not the solution to warding off food safety problems.
Irradiation exposes food to a high dose of ionizing radiation, which is intended to kill bacteria such as E. coli or Salmonella. It also extends shelf life. However, studies have shown it depletes the nutritional content of food, and leaves behind chemical byproducts that have been linked to tumor growth and genetic damage. [Read More >](#)

Nature's best food for baby
Years ago, at a meeting of diplomats in Geneva, a freshly expressed vial of breastmilk was passed around the room.

GEO-TARGETING AVAILABLE

AIM HEALTHY U

Active Interest Media's newest method for helping our fans enjoy their hobbies is a diverse online education platform that provides digital courses and downloadable content across a wide range of topics. Taught by AIM's subject-matter experts with video and interactive sessions, our classes make field-tested techniques available to any reader at any time for the ultimate in actionable content and accessibility.

AIM Healthy U offers a range of sponsorable online courses from *Vegetarian Times* that includes everything from vegan cooking tutorials to plant-based nutrition and lifestyle guides. Our classes are designed to bring the authority and experience of our instructors to consumers looking for convenient, trusted education content.

www.aimhealthyu.com



MARKETING SERVICES

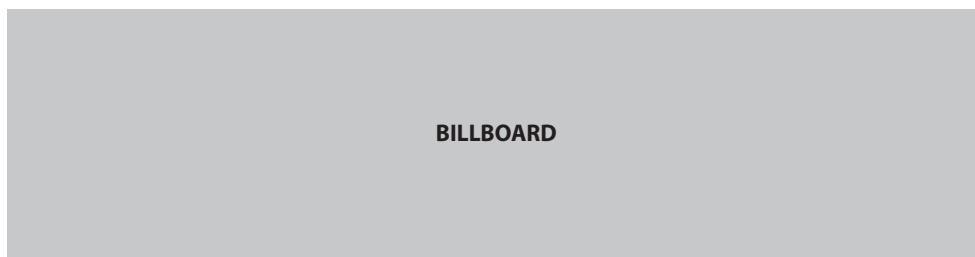


Catapult Creative Labs was launched in 2015 by Active Interest Media to facilitate dynamic conversations between partner brands and our 30 million enthusiast followers. To achieve your marketing goals, we'll co-curate authentic messaging and tap AIM's experts, research, and technology to engage targeted customer sets. Choose from a range of services to assemble your ideal campaign.

www.catapultcreativelabs.com

- Custom Content
- Video & TV Production
- Lead Generation
- Creative Services
- Event Activation
- Social Audits & Strategy
- Research & Market Intel
- Data & Other Services

DISPLAY AD SIZES



BILLBOARD



SUPER LEADERBOARD



LEADERBOARD



HALF PAGE

STANDARD AD UNITS

Unit Name	Unit Size	File Size
Billboard	970 x 250	100 KB
Super Leaderboard	970 x 90	60 KB
Leaderboard	728 x 90	40 KB
Half Page	300 x 600	60 KB
Medium Rectangle	300 x 250	40 KB
Mobile Medium Rectangle	300 x 250	20 KB
Mobile Standard	320 x 50	20 KB



**MOBILE MEDIUM
RECTANGLE**



MEDIUM RECTANGLE



MOBILE STANDARD



PUSHDOWN



EXPANDING



SIDEKICK

EXPANDING AD UNITS

Unit Name	Unit Size
Pushdown	970 x 90
Expanding	728 x 90
Sidekick	300 x 600

*Targeting: Geo targeting by city, state or country.

Targeting by demographic interests subject to availability and offered at premium pricing.

SPECIFICATIONS

IAB Standard Advertising Units (www.IAB.net)

Medium Rectangle: 300 x 250

Leaderboard Banner: 970 x 250, 728 x 90, 320 x 50

- It is recommended that all leaderboard banners be supplied with an accompanying medium rectangle ad (300 x 250) for use in mobile devices. Failure to provide will result in the ad disappearing as the page is downsized to mobile device size. Max file size 40k; JPEG (preferred), GIF or PNG; link required

Expandable Banners

Leaderboard Banner, High Impact Rectangle, Medium Rectangle, Wide Skyscraper:

- Expandable to a maximum of 2x the original dimensions; under 40k; JPEG, GIF or SWF. Rich media 80k. Client must supply full creative. Animation – unlimited; Looping – unlimited. File Format: Please submit 3rd party creative – custom HTML/Javascript snippets
- Visible close button is required on all expanded panels (SWF only)
- Audio/video – user initiated only. A visible mute button is required as well as a play/stop/pause button (SWF only)
- Expansion on mouse over or click
- If flash-based, please embed links for SWF files and provide a fall-back image (JPEG, GIF or PNG).
- Hot-spot subject to editorial approval

Video

Video must be hosted by client and embed code provided.

- If sidebar video, max width 300 pixels.

Home Page Takeover

Advertisement 'takes over' entire home page ads

- 3rd party HTML/Javascript accepted on a case-by-case basis
- Link required

Leaderboard Banner: 970 x 90, 970 x 250, 728 x 90, 320 x 50

Vegetarian Times Newsletters

Ad Slot: 970x250.

Co-branded Digital Email Blast and Newsletters

- All creative must be provided 2 weeks prior to mail date
- Assets needed: subject line; HTML file, images must be client hosted; text only version (in .txt format); email addresses of anyone who should receive test mailings before final approval
- Email width fixed to maximum 600 px
- "Above the fold" height is about 300-500 px. Content can be longer but key information should be within this space.
- Text to image ratio is ideally 80:20. Don't rely on images to convey message (HTML files that contain images only or too little text will be sent back for revision. Text must be HTML text and not part of the image.)
- Total size for e-blast must be under 100 kb
- Included images must be JPG or GIF
- **NO** Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats or positioning
- Avoid space images
- No replacing bullets with images or unordered lists
- CSS, even Inline CSS, is not recommended due to rendering issues
- Keep in Mind: People generally read left to right, top to bottom. The first paragraph is the most read-focus on your primary message/call to action and use bullets if possible. Make all non-structural template graphics clickable. Using HTML text will ensure subscribers will be able to read your content. All-image emails are more likely to be marked as spam than mixed content emails.

TRACKING

All third-party creative must be modified with our click tracking macro **%%C%?**
Check with your vendor to insert.

AD SUBMISSIONS

Please email all ad submissions to
hkerrick@aimmedia.com

Contact Us:

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