

breathe

Magazine

inspiring active women.

2011
MEDIA KIT

readbreathe.com

about

Breathe is a lifestyle magazine for on-the-go women, offering fresh perspectives on health, outdoor adventure and green living. Whether you're a marathon runner or forever running errands, readers will connect with Breathe's candid, woman-to-woman style features, tips, and takes on the latest healthy living trends.

The Breathe website offers all that's fit to print and more, with additional stories, events, blogs, giveaways and updates on what's new in women's health, fitness, nutrition, travel, green living, gear, family and style.



audience

ACTIVE WOMEN: ages 24-62

MEDIAN AGE: 36

66% MARRIED

42% HAVE CHILDREN

97% COLLEGE EDUCATED

circulation

85,000+ throughout the
Mid-Atlantic and Southeast

Maryland: Baltimore • Washington, D.C. • Virginia: Northern Virginia, Richmond, Charlottesville, Roanoke • North Carolina: Greensboro, Charlotte, Asheville • Tennessee: Knoxville • West Virginia: Charleston • South Carolina: Greenville • Georgia: Atlanta



specs

FULL PAGE

- BLEED: .125" from trim (ad should measure 8.625" w 11.125" h)
- NO BLEED: 7.375" w 9.875" h
- TRIM: 8.375" w 10.875" h

½ PAGE

7.375" w 4.8125" h

¼ PAGE

3.5625" w 4.8125" h



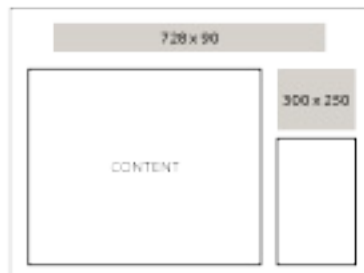
web interactive

ReadBreathe.com speaks to our audience with dozens of different voices, adding to the print edition with a talented and growing team of bloggers. It's not uncommon to see 3-4 updates daily on ReadBreathe.com, and they're all presented in a format that encourages questions, feedback, and discourse.

This online environment builds on Breathe's ideal—authentic perspectives from woman to woman—and layers in an element of interaction; the chance for readers to participate and share feedback. This has been a key to success: bring quality content to the readers and let them decide and speak back with their opinions, from the beginning of 2010 to the end, Breathe's web traffic more than doubled.

Advertising on ReadBreathe.com or in our email newsletter—"Fresh Air"—puts your business in front of women who are actively seeking advice and guidance on the topics that define Breathe. If you are interested in bringing active, healthy women in the Southeast and Mid-Atlantic to your business, we can create a campaign that uses ReadBreathe.com to get them there!

Contact us for up-to-date numbers on our website traffic and email newsletter subscribers.



specs

LEADERBOARD

728 pixels w 90 pixels h

MEDIUM RECTANGLE

300 pixels w 250 pixels h

WIDE SKYSCRAPER

300 pixels w 600 pixels h

FRESH AIR SKYSCRAPER

160 pixels w 600 pixels h

FRESH AIR WIDE BLOCK

600 pixels w 250 pixels h

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