



*Welcome to **Sanctuary**...*

Our Mission: To empower and inspire women with compelling interviews, captivating arts features, and educational wellness and lifestyle articles, building an engaged audience.

Our Vision: To create a global, interactive community in which women are connected, celebrated and empowered to live their best lives.

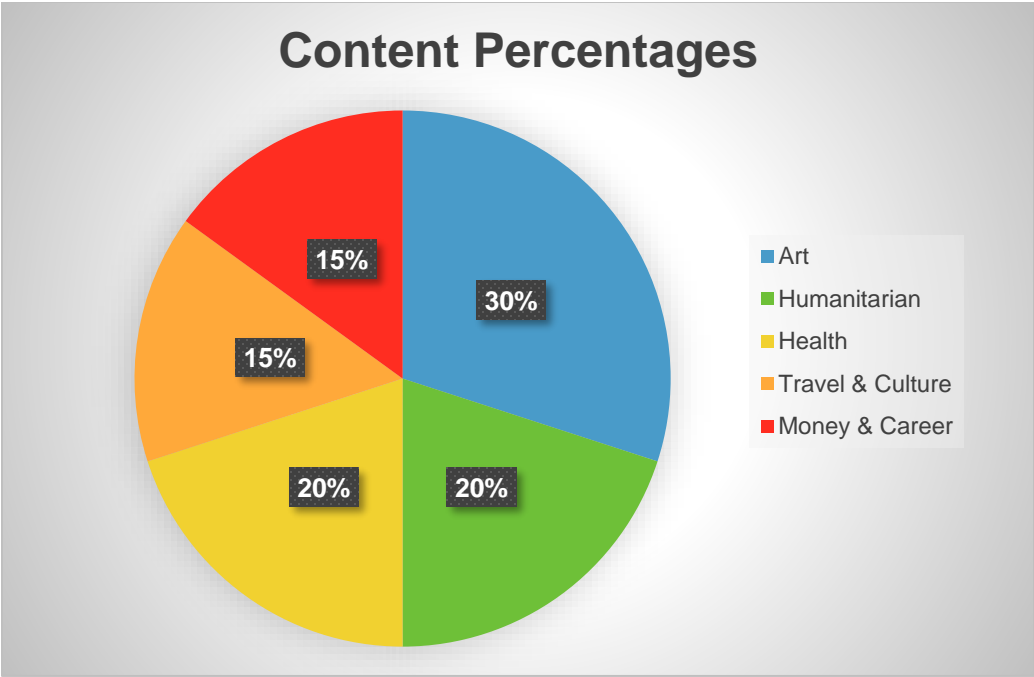
We are more than an international online publication for women. We are a destination for readers seeking creative knowledge, peace of mind, and inspiration. *Sanctuary* is a quiet space where women can appreciate culture, meet inspiring people, explore important topics, and share ideas and stories. Our goal is to be an oasis for mindful living, where women can find enrichment and renewal for body, mind and soul. Our promise is to always be a beacon of truth and intelligence with which to find our best selves.

# CONTENT

Each month, *Sanctuary* is refreshed with new content, including intelligent articles and commentary, in-depth interviews, and world-class art, book excerpts, poetry, photography, music, dance and more. We also post new videos, blogs and other content throughout the month.

## Primary Focus:

Interviews with women artists and women who make a difference in their local or global communities as well as important articles about women’s health and wellness are essential components. Additionally, content concerning inspirational travel, career journeys, personal finance, business leadership, and culture are included. We boast community inclusion with a popular, interactive section (GUEST ROOM) which allows readers to share inspirational stories and receive personal feedback on a variety of topics from a panel of experts. Our new Community Compass, launched in 2025, shines a light on local communities with our global one with revealing reader spotlights and interactives, event hops, a podcast portal, and an annual community project.



## READERSHIP

Every month, more and more women are finding themselves at *Sanctuary*, and the most important statistic to note is that THEY STAY.

*Sanctuary's* inclusive vision has garnered a community of active and loyal readers who regularly send us inspirational stories, comments, and detailed feedback about our features and articles. This consistent and welcomed engagement with our audience makes *Sanctuary* a special place where readers feel they intimately belong.



**Bettye LaVette**  
(Featured Artist '21)  
Blues Hall of Famer/6X Grammy Nominee

### 98% Women

U.S. 93%

International 7%

### Ages

45 - 65 = 75%

Over 65 = 12%

Under 45 = 13%

### General Profile

College-educated, working, community-minded, health-conscious, curious about new opportunities, interested in culture

## TRAFFIC

Avg. pages per visit = approximately 3 pages (above industry standard)

Avg. session duration = > 2.5 minutes (above industry standard)

Avg. Unique Visits: 6,000/month

Avg. Unique Page Views: 8,500/month



## E-NEWSLETTER

Our free, monthly e-newsletter shares current features, giveaways, contests, and interactive prompts. Every other month, our Community Compass e-newsletter is delivered.

It is distributed to approximately 1,100+ loyal readers **from 28 countries and 41 states in the U.S.** Average open rate is more than twice industry standard (46%).

Cameron Myler, Esq.  
Four-Time Olympian & Ambassador, Kids Play Intl.  
(2021 Featured Interview)

**SUBSCRIBE TO NEWSLETTER:**  
[seniorstaff@sanctuary-magazine.com](mailto:seniorstaff@sanctuary-magazine.com)

## SOCIAL MEDIA

*Sanctuary* has a growing presence on Facebook, X (formerly Twitter), Instagram, LinkedIn and YouTube. Daily posts keep our readers engaged and up to date on what's new at *Sanctuary*, including previews of our own content as well as other inspirational/educational topics of interest.



## ADVERTISING DETAILS & RATES

Consider Sponsorship: Sponsor ad packages are a multi-layered advertising campaign. Our “Sponsor Ad Package” is much more than just ad space, and it is extremely affordable!

In addition to exclusive digital ad space on our website and in our monthly newsletter, your business will receive a full-page interview which includes a history of your business/links/photos or video\*, customized social media posts\*, brochure advertising, \*\* Sanctuary’s Coffee & Conversation virtual interview, \*\* interactive space (SILVER PLUS and above), and special events advertising/inclusion, etc. To find out the details, click below.

\*GOLD, SILVER PLUS and SILVER

\*\*GOLD sponsors only.

### **SPONSOR AD PACKAGES**

Find a comparison of the following sponsor levels and current rates from the link above:

GOLD

SILVER PLUS, SILVER

PAGE

ARTS (individualized) - inquire

Community Compass - inquire

Please note: ARTS SPONSORSHIPS and advertising opportunities in our Community Compass are also available. Please inquire.

Contact: [seniorstaff@sanctuary-magazine.com](mailto:seniorstaff@sanctuary-magazine.com) - Subject line: Ad inquiry

Sanctuary is also looking for a CORPORATE PARTNER or SANCTUARY PARTNER.

Would you like to be our PARTNER?

**Email us!**

# 2025 EVERGREEN EDITORIAL CALENDAR

*Our evergreen editorial calendar is set more than a year in advance, yet we allow for the possibility to evolve and change, including relevant surprises every month.*

## **JANUARY & FEBRUARY**

Hope & Healing

Black History Month; American Heart Month

Featured Content Issue (January 1<sup>st</sup>)

Community Compass Issue (Mid-February)

## **MARCH & APRIL**

Empowerment & Renewal

Women's History Month; Autism Awareness & Acceptance

Featured Content Issue (March 1<sup>st</sup>)

Community Compass Issue (Mid-April)

## **MAY & JUNE**

Collab & Culture

Motherhood; Women Helping Women; Networking & Collaboration

Featured Content Issue (May 1<sup>st</sup>)

Community Compass Issue (Mid-June)

## **JULY & AUGUST**

Environment & Active Lifestyle

Youth Spotlights

Featured Content Issue (July 1<sup>st</sup>)

Community Compass Issue (Mid-August)

## **SEPTEMBER & OCTOBER**

Education & Embracing Change

Breast Cancer Awareness Month

Featured Content Issue (September 1<sup>st</sup>)

Community Compass Issue (Mid-October)

## **NOVEMBER & DECEMBER**

Graceful Aging & Reflection

Reader Appreciation: ANNUAL BOOK GIVEAWAY

Featured Content Issue (November 1<sup>st</sup>)

Community Compass Issue (Mid-December)

## KUDOS FOR SANCTUARY

“I am blown away by the quality and scope of the extraordinarily profound website you and your team have created. It is so pleasing to the eye, so inviting. Your website is fulfilling its goal of making women (&/or men) recognize there is a community on the web, a sanctuary where they can go to be lifted and gifted with acceptance and suggestions for help in so many areas. You guys are doing a terrific service for the community.” ~ **Roberta (NY)**

“I always enjoy your artist features with the bios.” ~ **Lynne F. (NY)**

“I feel very moved to let you know how much I appreciate the work you are doing. I truly appreciate your kindness and the supportive generosity in your messaging.” ~ **T’Alyne (CO)**

“I love EVERY issue!” ~ **Kerry Z. (England)**



Temple Grandin, Ph.D.  
(2018 Featured Interview)

“Awesome interview with Temple Grandin - an amazing woman!” ~ **Deborah C. (NY)**

“Sanctuary’s content is so relevant, uplifting, informative and inspiring - it has a quality of prolonged appreciation!” ~ **Natalia (NY)**

“Such interesting articles about wonderful writers and artists. I always look forward to the next issue of this fantastic magazine. ~ **Janice T. (NM)**

“I would have to advocate for others to subscribe to SANCTUARY magazine online and have it come to them every month. The articles in it are quite interesting and informative.” ~ **Kate R. (FL)**

“Awesome magazine supporting women!” ~ **Kristi (KS)**

“I really enjoyed the interview with Dr. LoFrumento.” ~ **Farn D. (NJ)**

“I’m so excited to read SANCTUARY every month!” ~ **Joan B. (MA)**

“Just love your magazine. Always great content!” ~ **Cheryl T. (FL)**

“This is right up my alley.” ~ **Jodee K. (NY)**

“Thank you for publishing Sanctuary magazine. It’s amazing. I love it!” ~ **Jane (SC)**