



*Welcome to Sanctuary...*

Our Mission: To empower and inspire women through compelling and provocative stories, educational content and engaging works of art.

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 digital publication for women. We are a destination for readers seeking beauty, 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, and more. We also post new videos, blogs and other content throughout the month.

## Primary Focus:

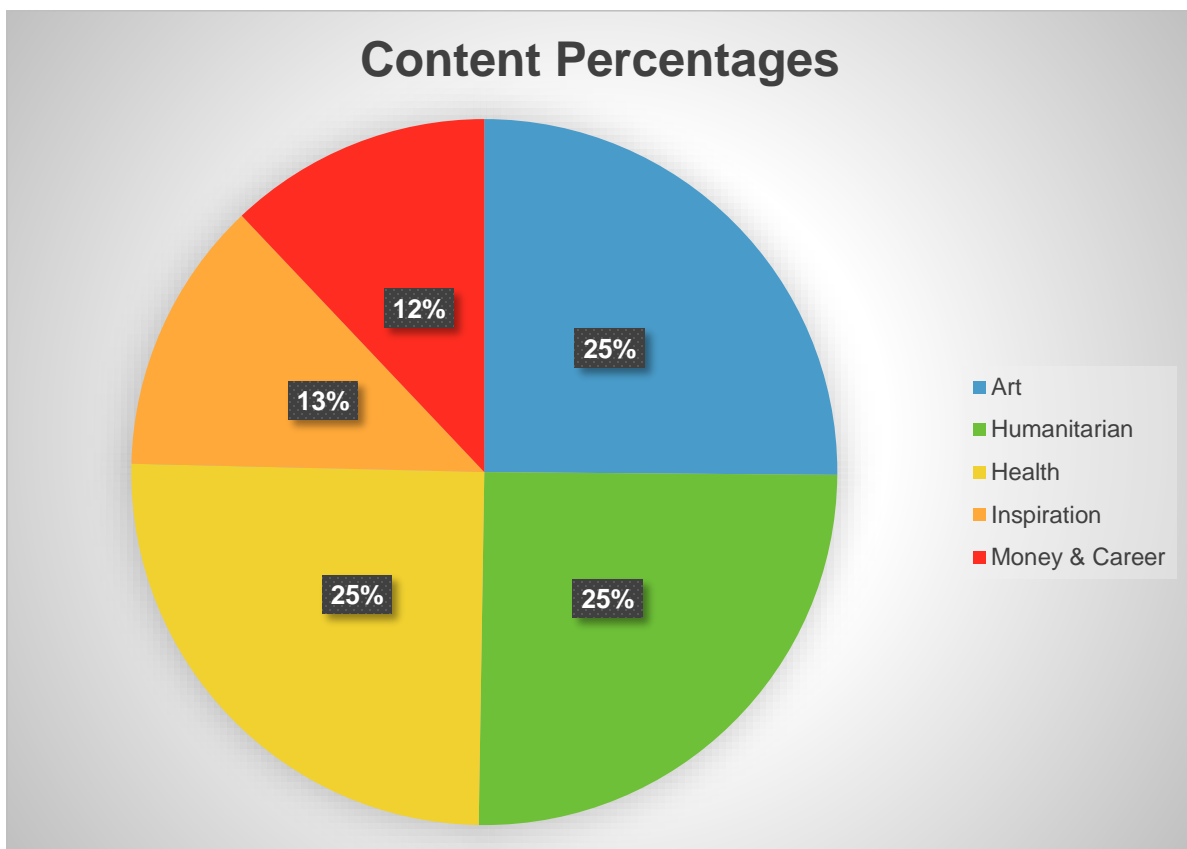
Women in the Arts (25%)

Women Humanitarians/Leaders/Entrepreneurs (25%)

Women's Health Issues (25%)

Inspiration: Kindness & Karma, some interviews, reader input, etc. (13%)

Money & Career (12%)



## READERSHIP

Every month, more and more women are finding themselves at *Sanctuary*.

Average page views per month: >17,500

Average page views per year: > 210,000

Average unique visitors per month: >6,500

Average unique visitors per year: > 78,000



© Kendall Kessler  
(2016 Featured Artist)

**98% women**

U.S. 94%

International 6%

**Ages**

40 - 65 = 85%

65 and over = 8%

18 to 34 = 7%

Please note: *Sanctuary's* inclusive vision has garnered a community of active and loyal readers who regularly send us inspirational stories, comments, photos 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 and this has earned us on average a **25% RVR** (Returning Visitor Rate, "Good").

## SOCIAL MEDIA

*Sanctuary* has a growing presence on Facebook, Twitter, Instagram, LinkedIn and YouTube. We post regularly to keep our readers engaged and up-to-date on what's new at *Sanctuary*, including previews of our own content as well as other topics we think might interest them.



## E-NEWSLETTER



© Lynne Friedman  
(2016 Featured Artist)

Our free, monthly e-newsletter announces current features, previews upcoming site content, and provides interactive, inspirational questions for subscribers. It is distributed to hundreds of loyal readers, including editors, publishers, PR firms, artists, authors, musicians, photographers, entrepreneurs and non-profit leaders from 17 countries and 29 states in the U.S.

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

## ADVERTISING RATES

Consider Sponsorship: Sponsor ad packages are a multi-layered advertising campaign for your business. Besides 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 and photos or video\*), customized social media posts, brochure advertising,\* and special events advertising/inclusion, to name a few benefits. **Our “Sponsor Ad Package” is much more than just ad space.** To find out the details, click below.

## SPONSOR AD PACKAGES

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

**\*GOLD sponsors only.**

## EDITORIAL CALENDAR:

*Sanctuary* focuses on what matters most to women. Our editorial calendar is set more than a year in advance, yet we allow for the possibility to evolve and change.

### 2019 EVERGREEN EDITORIAL CALENDAR

#### JANUARY

Renewal and Hope  
No More Winter Blues

#### FEBRUARY

Heart Health, healing  
Love, Friendship and Sexuality  
\*American Heart Month  
\*Black History Month

#### MARCH

Make Your Own Luck: empowerment,  
entrepreneurship, seeking opportunity  
Nutrition: Out of the Box  
\*Women's History Month

#### APRIL

Special Issue: Autism Awareness  
Celebration of Poetry, spring  
\*National Poetry Month

#### MAY

Celebrating Mothers/pregnancy over 40  
\*Mental Health Month

#### JUNE

Special Issue: Celebrating the Men  
In our Lives  
Purge and Replenish  
Milestones

#### JULY

Summer Safety  
The Vast Outdoors/environment

#### AUGUST

Special Issue: Focus on Youth  
Young Artists/Humanitarians  
Advice for parents of teens/young  
adults

#### SEPTEMBER

Learning throughout Life  
Art Education: Gallery news,  
museum programs, music  
events, etc.

#### OCTOBER

All things autumn, embracing  
change  
\*Breast Cancer Awareness

#### NOVEMBER

Special Issue: Aging Gracefully  
\*Alzheimer's Disease Awareness

#### DECEMBER

Special Issue: Thank You  
Giveaways  
Reflection, Family



## KUDOS FOR SANCTUARY

“I always enjoy your artist features with the bios.” ~ Lynne Friedman, NY



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

“Awesome interview with Temple Grandin - an amazing woman!”

~ Deborah Cordova, NY

“I loved the interview with Maureen Lutz!”

~ Lynn Heisler, MA

“Thank you so very much for your features celebrating young women and their talents. Great admiration and appreciation!”

~Julie Brinkmann, NY

“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 Rishoff, FL

I loved the youth feature with Hannah Vuozzo.”

~ Michele Liguori, NY

“I really enjoyed the interview with Dr. LoFrumento.”

~ Farn Dupree, NJ

“I’m so excited to read SANCTUARY.”

~ Joan Bullock, MA

“This looks promising and helpful.”

~ Leslie Quick, NY

“Just love your magazine. Always great content!”

~ Cheryl Thorson, FL

“This is right up my alley.”

~ Jodee Keller, NY