



# Sanctuary

## Media Kit

*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.

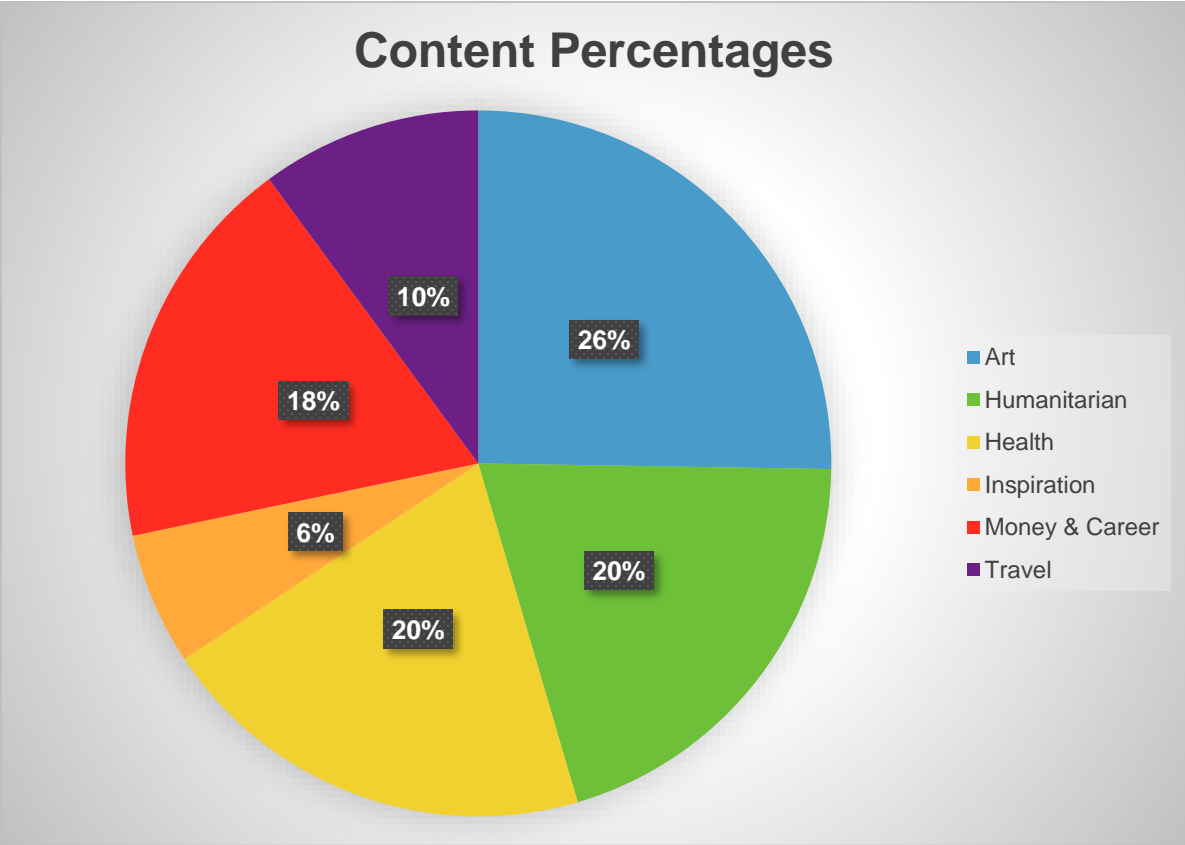
We are more than an international online publication for women. We are a destination for readers seeking beauty, peace of mind and inspiration. **Sanctuary** is a quiet space where women can appreciate culture, meet inspiring people, explore important topics, and share ideas and stories. Our goal is 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, 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. Additional content concerning inspirational travel, career journeys and personal finance are also included. In light of the fact that we boast community inclusion, a popular, interactive section (GUEST ROOM) allows readers to share inspirational stories/photos and receive personal feedback on a variety of topics from a panel of experts.



## 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, 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.



**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 = 10%

Under 45 = 15%

### 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 = > 3 minutes (well above industry standard)

Avg. Unique Visits: 5,000

Avg. Unique Page Views: 8,000

## E-NEWSLETTER



© Pennie Brantley  
(2020 Featured Artist - Oil on Canvas - 48X72)

Our free, monthly e-newsletter announces current features, previews upcoming content, announces giveaways/contests, and provides interactive, inspirational questions for subscribers. It is distributed to approximately 1,000 loyal readers, including editors, publishers, PR firms, artists, authors, entrepreneurs, and non-profit leaders **from 24 countries and 39 states in the U.S.**

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

## SOCIAL MEDIA

*Sanctuary* has a growing presence on Facebook, 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 for certain levels (which includes a history of your business/links/photos or video\*), customized social media posts (SILVER and above), 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 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

Please note: SPECIAL ISSUE and ARTS SPONSORSHIPS 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?

Find out more:

**Email us!**

## 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.

### 2021 EVERGREEN EDITORIAL CALENDAR

#### JANUARY

Hope & Reinvention  
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  
\*Women's History Month

#### APRIL

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

#### MAY

Celebrating Women/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

Thank you, A Look Back  
Giveaways  
Reflection, Family

## KUDOS FOR SANCTUARY

“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)**

“Thank you so very much for your features celebrating young women and their talents. Great admiration and appreciation!” ~ **Julie B. (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)**

“This is an 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)**

“I love that you’re showing some “Dad Love” in June.” ~ **Nancy (NY)**