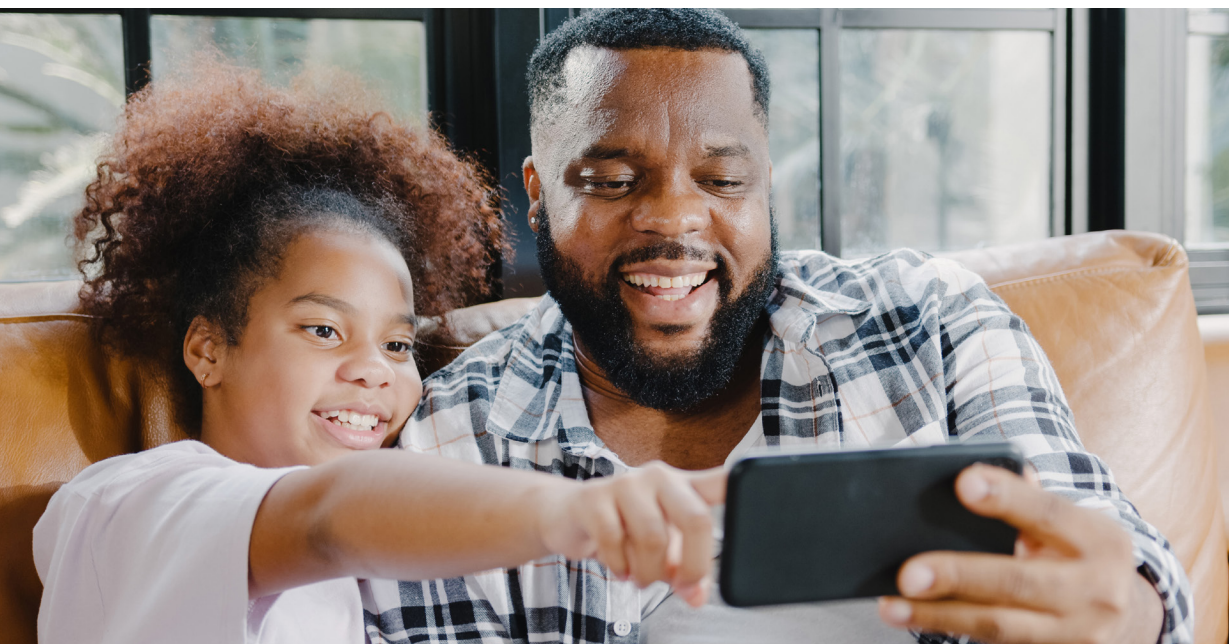




# MEDIA KIT

- 2023 -





# TABLE OF CONTENTS

Our Mission	3
Content Solutions	4
Audience Opportunity	7
Editorial Highlights	8
Advertising Opportunities	10
Contact	22



# Our Mission

The Renew Foundation supports individuals recovering from drug and alcohol addiction and their loved ones by providing relevant and engaging information and resources to keep them connected and encourage them to create and embrace a healthy lifestyle as they recover in the real world. We do this primarily through our website, RenewEveryDay.com.

Building on our legacy as the first lifestyle magazine for the recovery community, we re-envisioned Renew as a digital-first publication. Through our website, as well as our magazine archive, social media platforms, and emails, we provide support, education, and inspiration throughout the addiction, treatment, and recovery continuum.

“ The lifestyle of recovery, once fully adopted, is one of true purpose, principle, and fulfillment. Yes, it is sometimes a Herculean pursuit that requires constant vigilance. Yet it is also a highly rewarding process and one that should be recognized for what it is: a courageous effort of growth.

—James Moorhead, founder



# Content Solutions

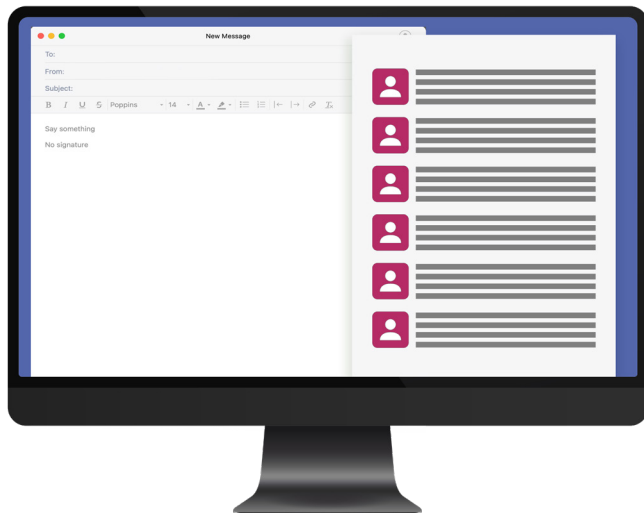
As a digital-first resource, Renew is expanding our reach and segmentation opportunities to inform and inspire our audiences. We offer targeted access to consumers in search of recovery products and services, with a strong focus on direct lead generation and strategic multichannel marketing packages that deliver.



## Renew pursues this goal through the following channels:

### 1 The Website

RenewEveryDay.com forms the heart of the Renew community on the web, providing daily news, features, and exclusive interviews that support recovery and point the way to a healthy life for those struggling and searching for solutions. Our editors curate the best content and tools created by our staff writers, professional contributors, and bloggers, providing a positive and solution-focused home for recovering people. Our dynamic content and best-in-class SEO strategies ensure that consumers seeking recovery solutions and inspiration find them through Renew.



### 2 The Email List

Our extensive email list allows us to build relationships with our readers, establish credibility by sharing helpful and informative content, and better understand the needs of our customer base. Through list segmentation, we ensure the right content is delivered to the right customer at the right time, continuously engaging everyone in our recovery community. Our emails drive traffic to the website, ensuring that readers never miss an update from Renew.



### 3 Social Media

Renew's social footprint exceeds 12,000, reaching those old and new to recovery, transitioning from treatment, or supporting the recovering addict. Renew's social channels bring creative content, news, personal guidance, and practical resources. Visitors are drawn to Renew's unique combination of writing and reporting. Written by health and recovery experts and those who daily face the challenges of real-world recovery, Renew offers the perspective of experience. We understand that everyone's journey is a unique and humbling one, and we support our readers by serving as trusted and wise members of their community, embracing their journey, and encouraging their ongoing recovery.



### 4 The Magazine

The widely read and influential *Renew* magazine was founded in 2010 and quickly became the No. 1 lifestyle recovery magazine, going out in print form to a readership of 100,000+, including those seeking information about recovery or who are already in some stage of recovery, their family and friends, and treatment professionals of all kinds. Written and produced by leading recovery experts and people who have walked the same path as our readers, content from over 20 issues is available online in the magazine archive and repurposed through a variety of channels.

# Audience Opportunity

**Renew serves an underrepresented, specialized, and growing audience.**

Our readers represent the more than 23 million Americans currently in recovery, the 20 million still in need of it, and countless friends and family members looking for treatment for people they love. Renew's multi-platform approach seeks to highlight the benefits of the recovery lifestyle while providing readers with the guidance and resources they need to reach and maintain it. Because recovery from addiction requires the establishment of an entirely new way of life, Renew provides a much-needed resource at a pivotal time in our readers' journeys. Our audience is galvanized to make positive lifestyle changes and eager to explore their options.

## Renew Readers

- ➔ Actively searching for recovery solutions
- ➔ Interested in renewing their health
- ➔ Seeking resources to improve their bodies, minds, and spirits
- ➔ Looking for ways to support and maintain their recovery
- ➔ Highly educated and engaged in promoting wellness
- ➔ Committed to better understanding addiction research
- ➔ Dedicated to helping others achieve sobriety

*Source: As Renew has not yet been audited by syndicated research, the reader profile statistics above reflect the combined demographic information provided by our treatment center partners, those who actively distributed our magazine. We have retained much of our legacy base and are building it daily through our social channels including Facebook, Instagram, Twitter, and LinkedIn.*

**Total Unique Visitors: 40,000**

Male/Female: 40%/60%



Median Age

**36**

Age 25-45

**51%**

Median HHI:

**\$82,000**

Median HHI \$100,000+

**64%**

**28%** Upper-management positions

Any college

**64%**



Grad school

**35%**



Married

**61%**

**2/3**

of readers have enjoyed foreign travel and cultural events, and a majority are involved in active sports, including skiing, golf, tennis, and sailing



# Editorial Highlights

Renew inspires, informs, and supports our readers through every stage of recovery. Our highly engaged audience includes people already in recovery as well as those looking for treatment for themselves or others. They come to Renew for information, advice, and guidance as they approach a challenging but exciting new chapter.



## Mind

Addiction experts are pioneering new research and treatments every day. Renew's interviews with prominent authors, psychologists, and treatment center staff educate readers on developments in the field while introducing them to treatment and aftercare options.



## Body

Developing and maintaining new healthy habits are central to successful recovery. We show readers where to start, what gear to use, and how to keep their diet and exercise routine fresh and focused.





## Spirit

Healing and rejuvenation come in many forms. From introducing readers to yoga poses and meditation styles to recovery retreats and sober travel, Renew is the source for discovering how to soothe your soul.



## Life

Recovery is a major life stage event that impacts the way we do everything. Our readers look to Renew for strategies and advice on managing their careers, money, relationships, and more.

## PLUS

- News and reviews of recovery-related books and media
- In-depth coverage of public policy and its impact on recovery
- Profiles of sober celebrities and people making a difference in recovery
- Advice from leading recovery coaches and sober peers
- Voices: The best from our bloggers and community
- And more ...

*Renew does not endorse or discredit a particular recovery methodology. Rather, Renew serves as a medium by which recovery information from wide and varied sources may be shared.*



# Advertising Opportunities

## File Specifications:

**Color Mode:** RGB

**File Types:** PNG, JPEG, GIF, MP4, HTML5, ZIP

**Max File Size:** 150kb

**Sizes (in pixel):** 320x250, 300x600, 970x250, 970x90, 600x250

Location	Section	Desktop Size (px)	Mobile Size (px)
1	<a href="#">Home Page – Below Header</a>	970x90	320x50
2	<a href="#">Home Page – Middle of Page (Large)</a>	600x250	320x480
3	<a href="#">Home Page – Middle of Page (Small)</a>	320x250	300x250
4	<a href="#">Home Page – Bottom of Page (Large)</a>	600x250	320x480
5	<a href="#">Home Page – Bottom of Page (Small)</a>	320x250	300x250
6	<a href="#">Blog Pages – Side Bar (Large)</a>	970x250	320x100
7	<a href="#">Blog Pages – Side Bar (Small)</a>	320x250	300x250
8	<a href="#">Blog Pages – Content (Large)</a>	300x600	300x300
9	<a href="#">Blog Pages - Content (Small)</a>	320x250	300x250

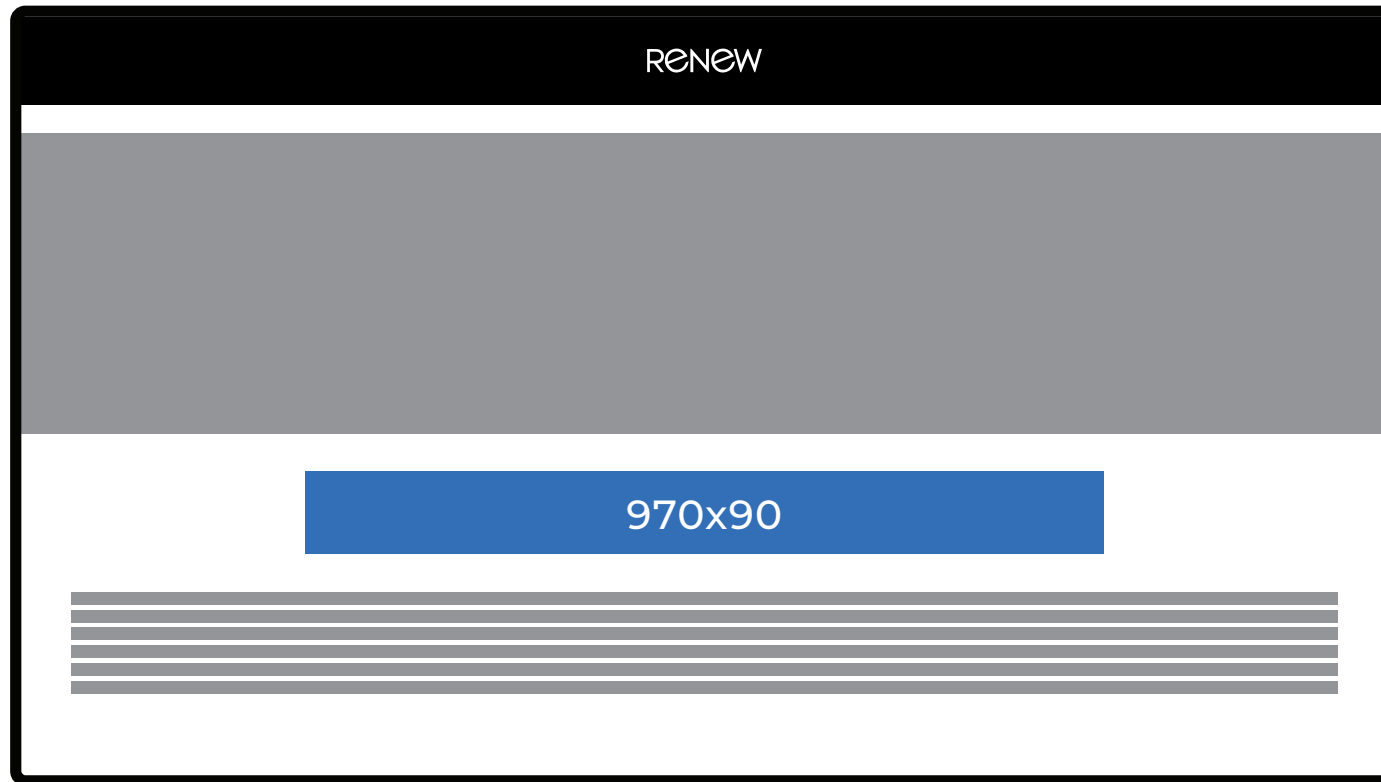
## Packages & Pricing (USD)

Location	Section	1X		3X		6X		12X	
		Per Month	Total	Per Month	Total	Per Month	Total	Per Month	Total
1	<a href="#">Home Page – Below Header</a>	2,750	2,750	2,400	8,250	2,100	12,600	1,750	25,200
2	<a href="#">Home Page – Middle of Page (Large)</a>	2,250	2,250	1,900	6,750	1,600	9,600	1,250	15,000
3	<a href="#">Home Page – Middle of Page (Small)</a>	2,050	2,050	1,700	6,150	1,400	8,400	1,050	12,600
4	<a href="#">Home Page – Bottom of Page (Large)</a>	1,950	1,950	1,650	5,850	1,375	8,250	1,025	12,300
5	<a href="#">Home Page – Bottom of Page (Small)</a>	1,850	1,850	1,550	5,550	1,275	7,650	1,000	12,000
6	<a href="#">Blog Pages – Side Bar (Large)</a>	1,750	1,750	1,450	4,350	1,175	7,050	900	10,800
7	<a href="#">Blog Pages – Side Bar (Small)</a>	1,650	1,650	1,350	4,050	1,075	6,450	800	9,600
8	<a href="#">Blog Pages – Content (Large)</a>	1,750	1,750	1,450	4,350	1,175	7,050	900	10,800
9	<a href="#">Blog Pages - Content (Small)</a>	1,650	1,650	1,350	4,050	1,075	6,450	800	9,600



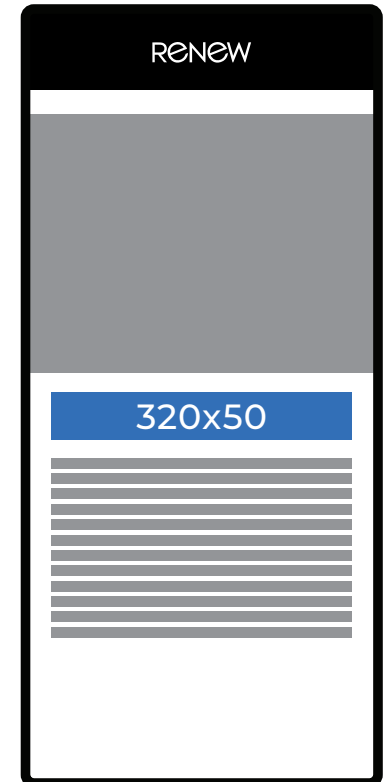
## Location 1 — Home Page: Below Header

Pricing (per month) | 1 Month: \$2,740, 3 Month: \$2,400, 6 Month: \$2,100, 12 Month: \$1,750



### Desktop:

Home Page  
Below Header  
970 X 90 px

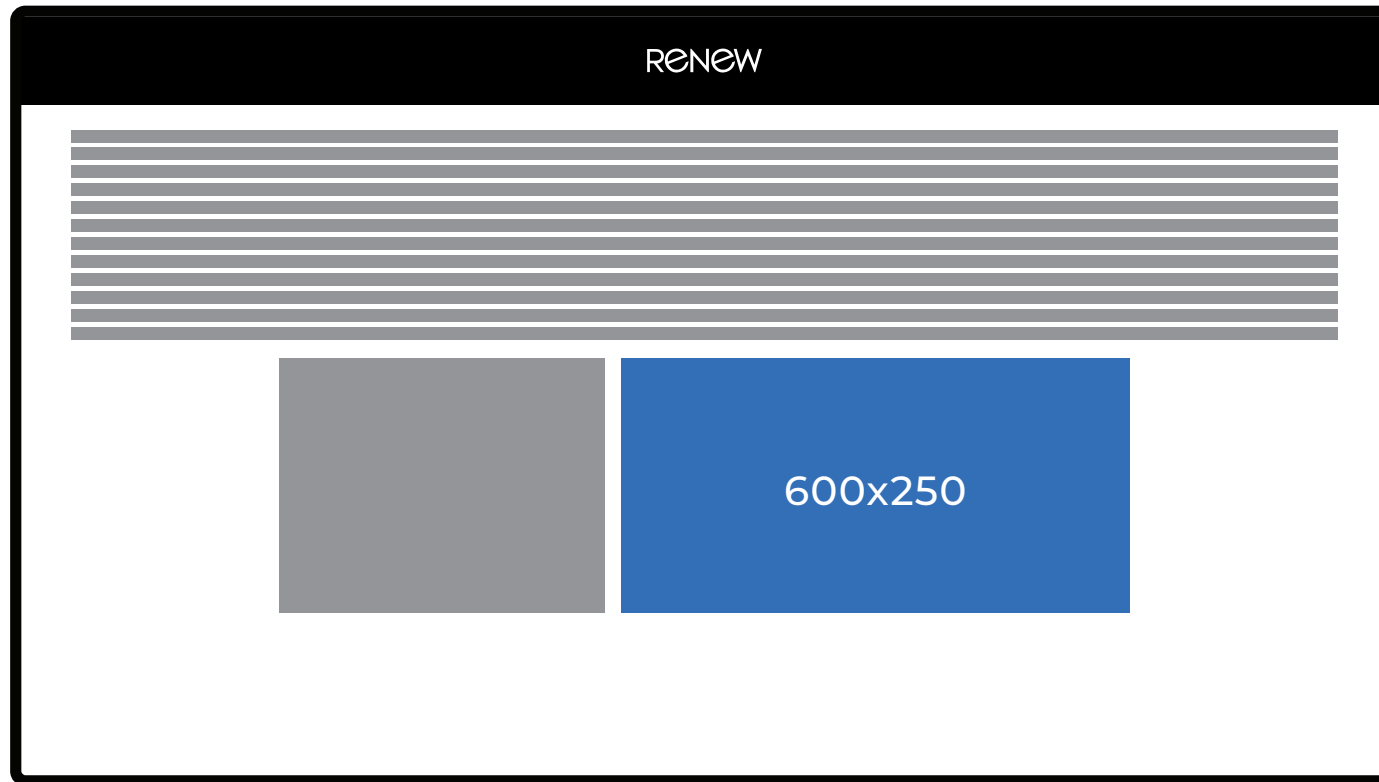


### Mobile:

Home Page  
Below Header  
320 X 50 px

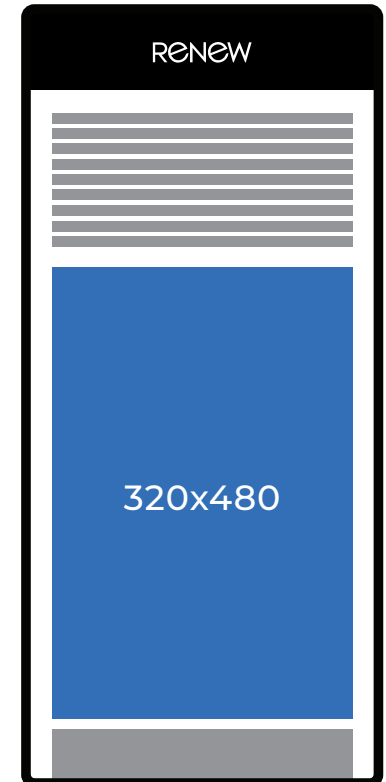
## Location 2 — Home Page: Middle of Page (Large)

Pricing (per month) | 1 Month: \$2,250, 3 Month: \$1,900, 6 Month: \$1,600, 12 Month: \$1,250



### Desktop:

Home Page  
Middle of Page  
600 X 250 px

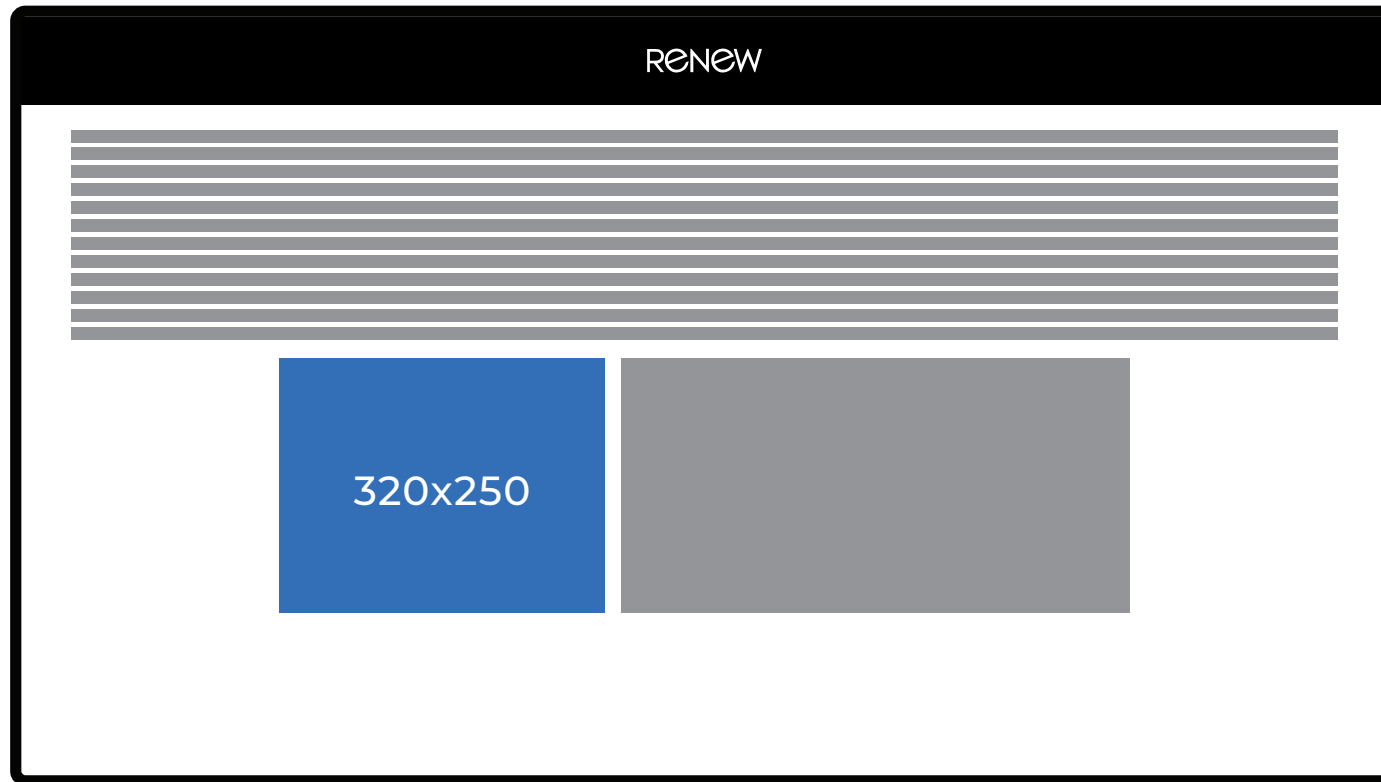


### Mobile:

Home Page  
Middle of Page  
320 X 480 px

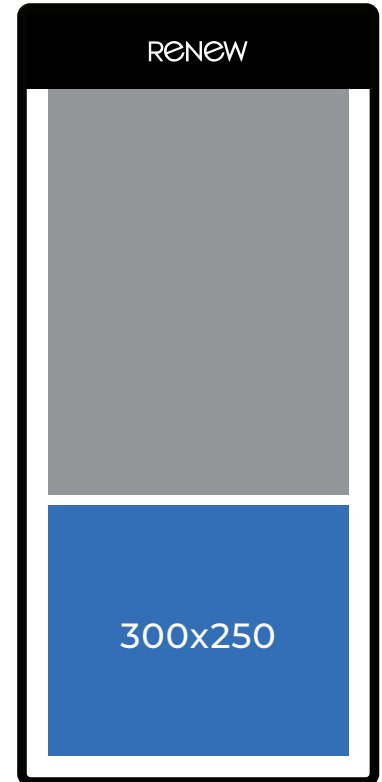
## Location 3 — Home Page: Middle of Page (Small)

Pricing (per month) | 1 Month: \$0,000, 3 Month: \$0,000, 6 Month: \$0,000, 12 Month: \$0,000)



### Desktop:

Home Page  
Middle of Page  
320 X 250 px



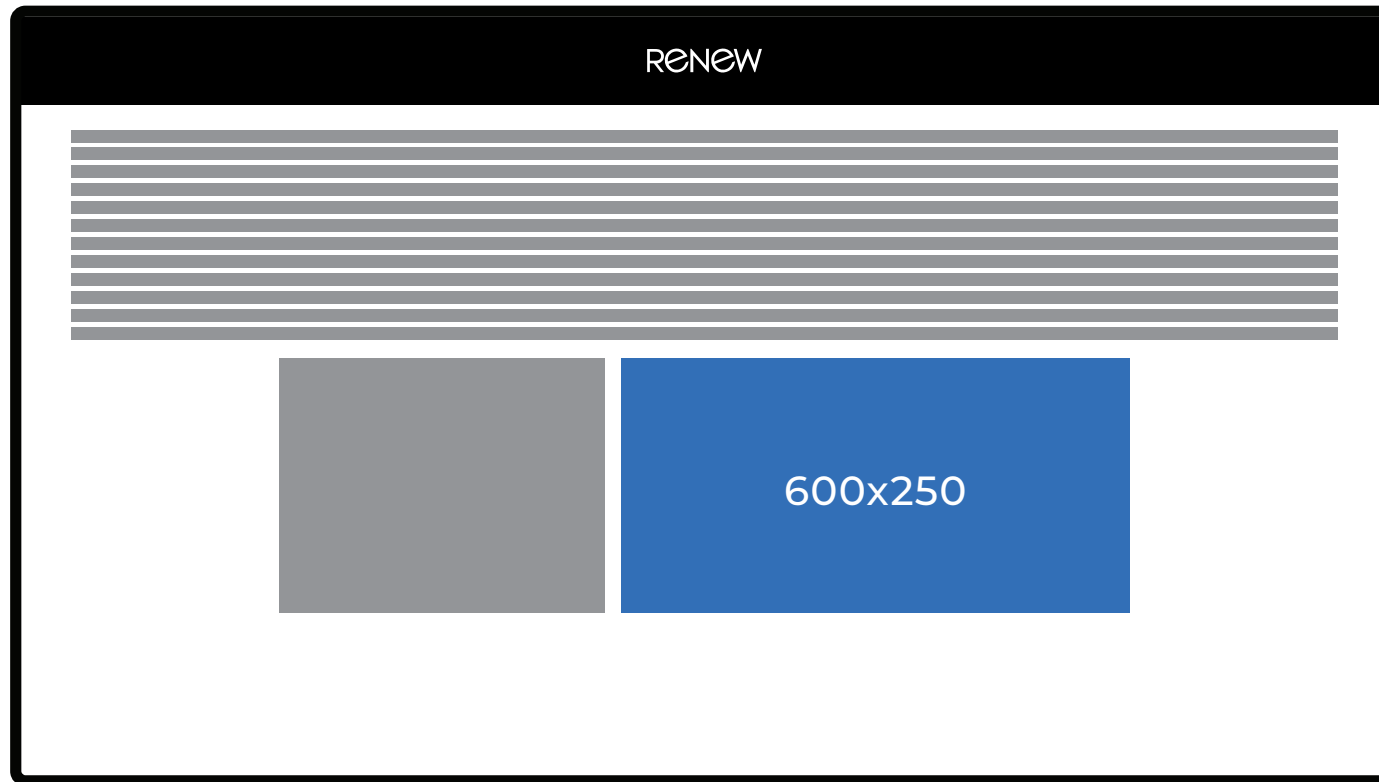
### Mobile:

Home Page  
Middle of Page  
300 X 250 px



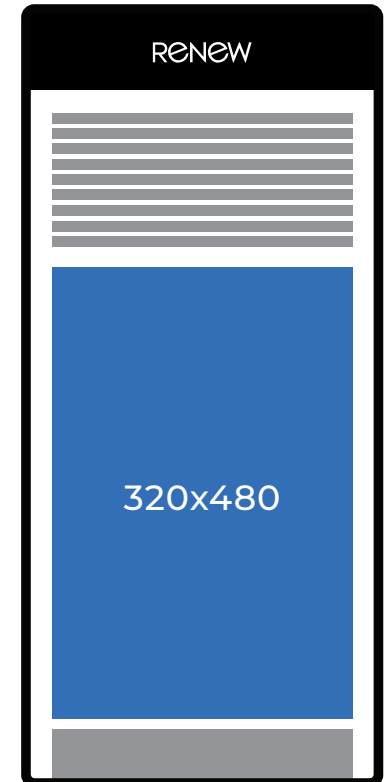
## Location 4 — Home Page: Bottom of Page (Large)

Pricing (per month) | 1 Month: \$1,950, 3 Month: \$1,650, 6 Month: \$1,375, 12 Month: \$1,025



### Desktop:

Home Page  
Bottom of Page  
600 X 250 px

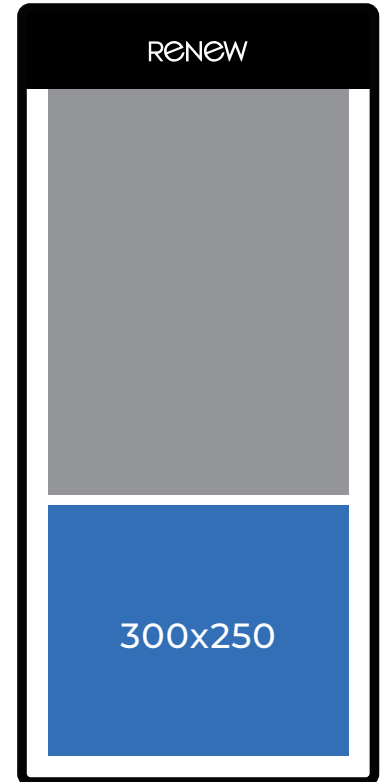
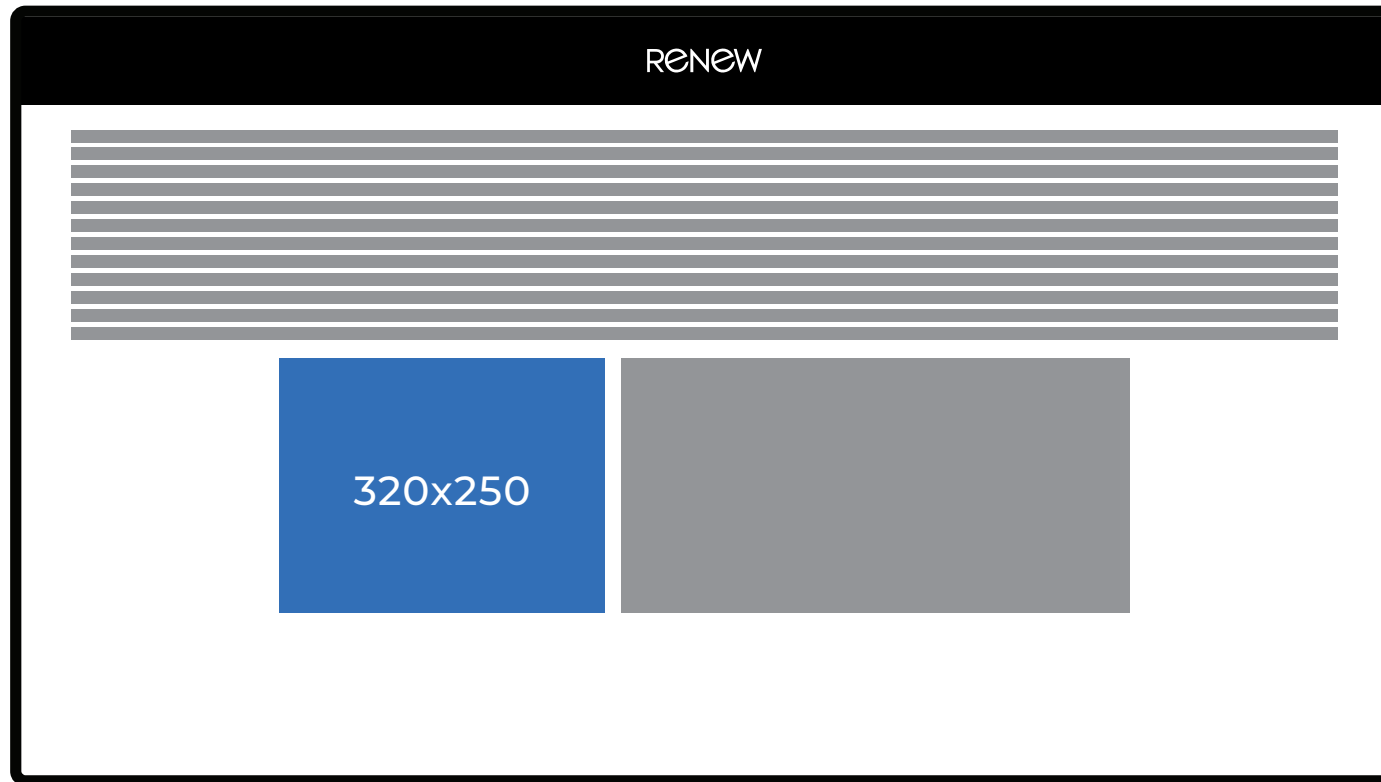


### Mobile:

Home Page  
Middle of Page  
320 X 480 px

## Location 5 — Home Page: Bottom of Page (Small)

Pricing (per month) | 1 Month: \$1,850, 3 Month: \$1,550, 6 Month: \$1,275, 12 Month: \$1,000



### Desktop:

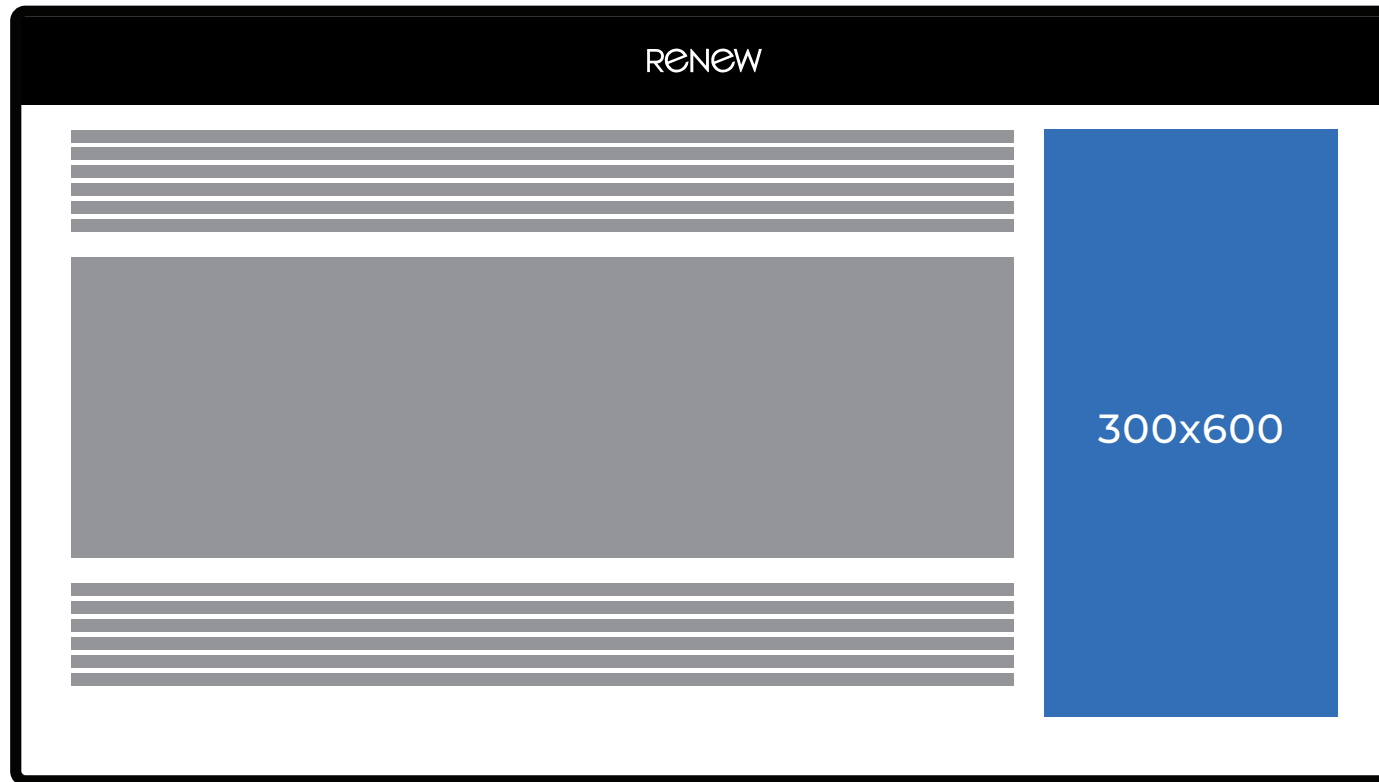
Home Page  
Bottom of Page  
320 X 250 px

### Mobile:

Home Page  
Bottom of Page  
300 X 250 px

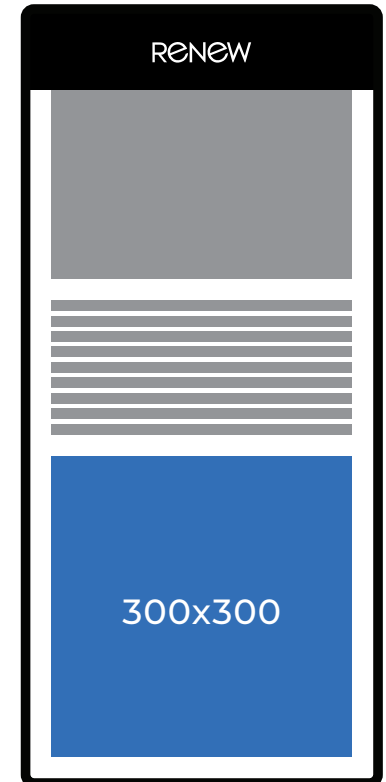
## Location 6 — Blog Page: Side Bar (Large)

Pricing (per month) | 1 Month: \$1,750, 3 Month: \$1,450, 6 Month: \$1,175, 12 Month: \$900



### Desktop:

Blog Pages  
Side Bar  
300 X 600 px



### Mobile:

Blog Pages  
Bottom of Page  
300 X 300 px



## Location 7 — Blog Page: Side Bar (Small)

Pricing (per month) | 1 Month: \$1,650, 3 Month: \$1,350, 6 Month: \$1,075, 12 Month: \$800)



### Desktop:

Blog Pages  
Side Bar  
320 X 250 px

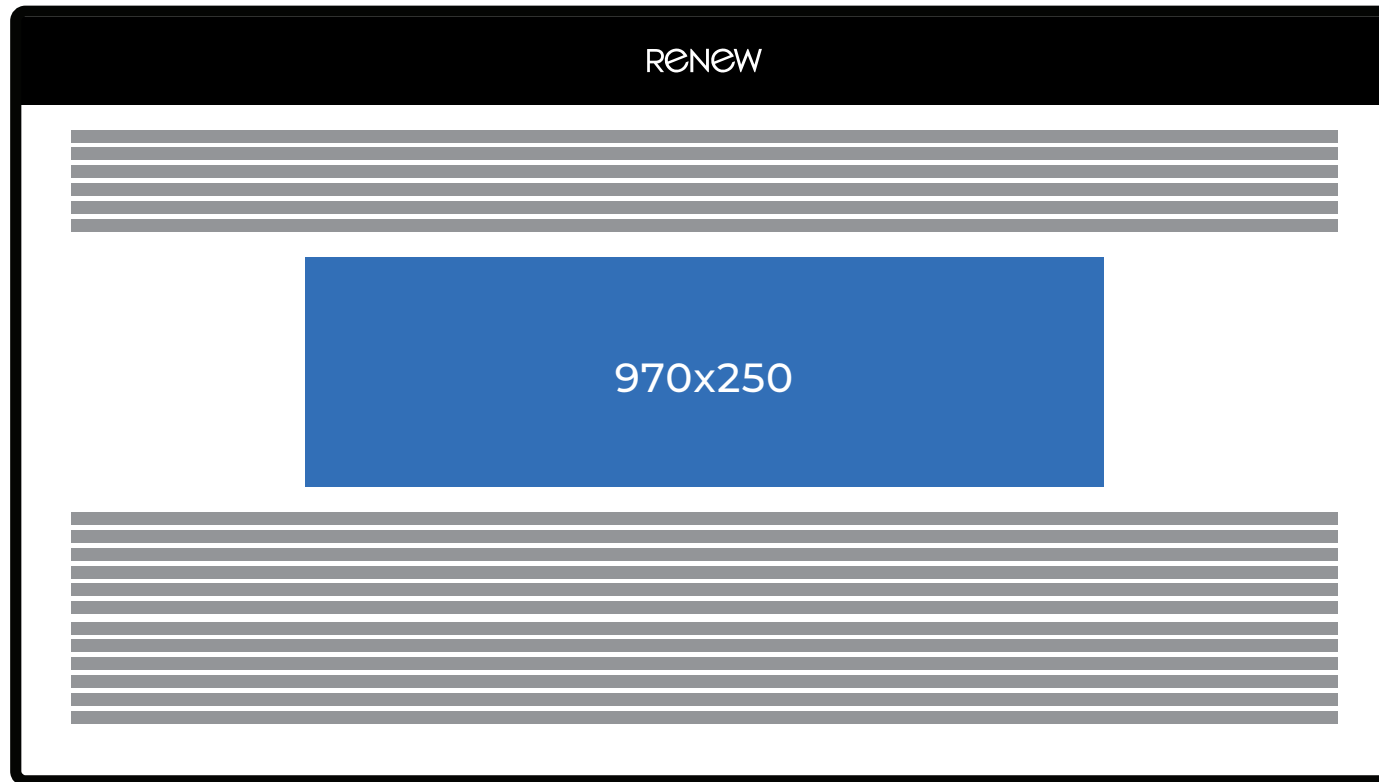


### Mobile:

Blog Pages  
Bottom of Page  
300 X 250 px

## Location 8 — Blog Page: Content (Large)

Pricing (per month) | 1 Month: \$1,750, 3 Month: \$1,450, 6 Month: \$1,175, 12 Month: \$900

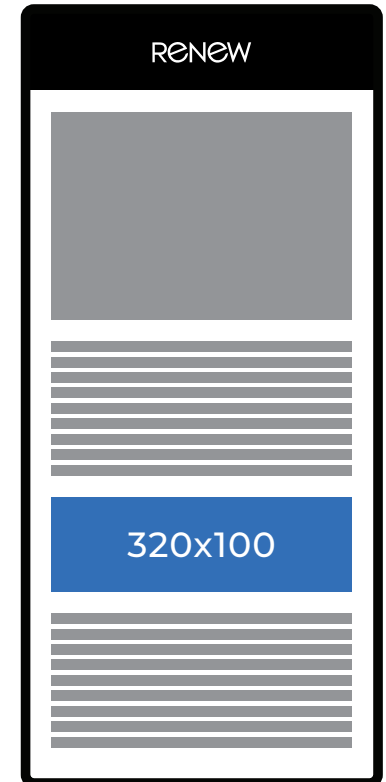


### Desktop:

Blog Pages

In Content

970 X 250 px



### Mobile:

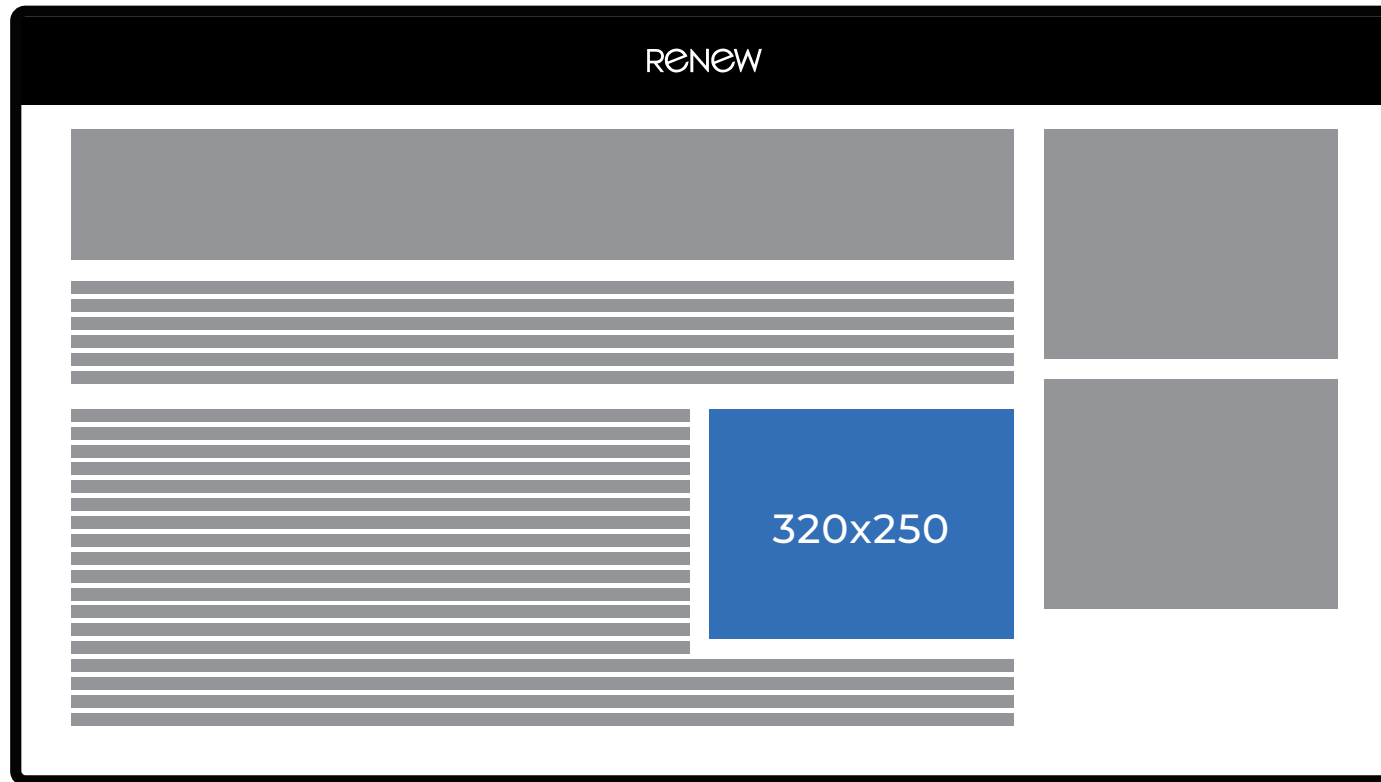
Blog Pages

In Content

320 X 100 px

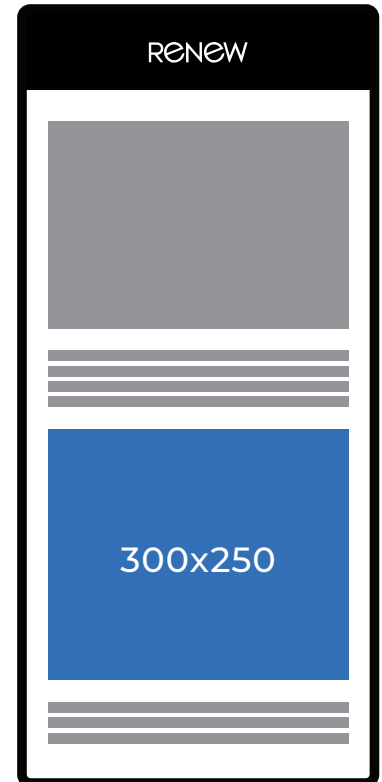
## Location 9 — Blog Page: Content (Small)

Pricing (per month) | 1 Month: \$1,650, 3 Month: \$1,350, 6 Month: \$1,075, 12 Month: \$800)



### Desktop:

Blog Pages  
In Content  
320 X 250 px



### Mobile:

Blog Pages  
In Content  
300 X 250 px



# RENEW

Logo

Contact Information & Link

Photo 1

Photo 2

Photo 3

## Sponsored Editorial

A 500-word article will be written about your program by Renew and published on the website, where it will become a featured piece on the home page for a limited amount of time. It will include:

- Your logo
- 1 to 3 photos
- Bio
- A link to your website
- Contact information

Please [contact us](#) for details.



# Contact

For more information regarding editorial and sponsorship, please reach out to:

**James Moorhead**  
Founder & President

✉ [jamesm@reneweveryday.com](mailto:jamesm@reneweveryday.com)

☎ (312) 203-2033

**Editor**

✉ [editor@reneweveryday.com](mailto:editor@reneweveryday.com)