

life in balance

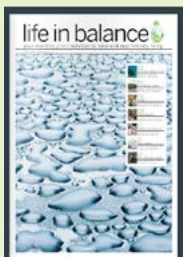
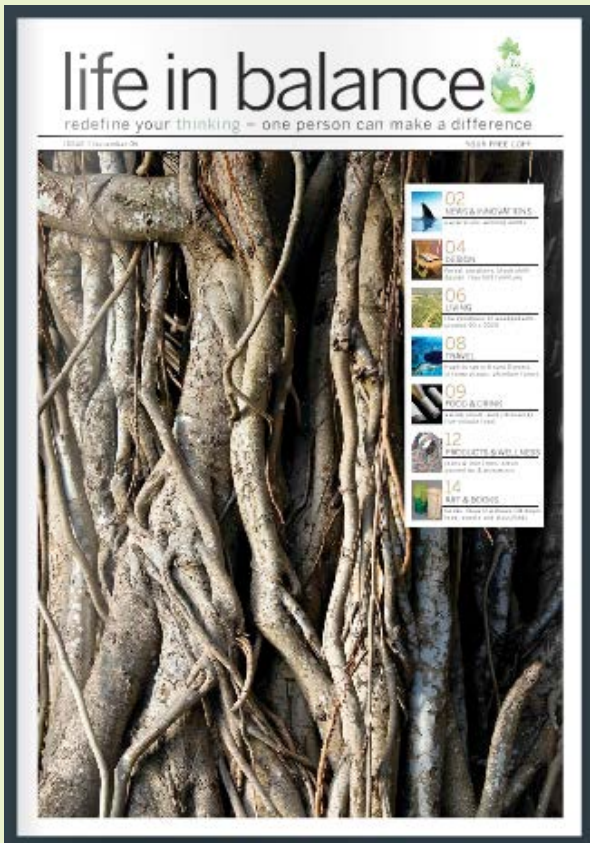
inspiring a **sustainable** culture – one person can make a difference

WELCOME

Established in 2008 Life in Balance has been at the forefront of **recreating social consciousness** based on the premise that **one person can indeed make a difference**. From following a traditional paper based publishing method, the present focus is the website and social media presence.

Both **platforms connect** you with the exponential market of conscious consumers: those are aware of what they purchase and what media they trust for their news. Daily news feeds update the home page and regular contributions from a **wide variety of experts, entrepreneurs, product innovators, designers and activators of change** ensure an editorial mix that is **fresh, honest and inspiring**. The **content covers all aspects of sustainable living** and **The Directory** presents a **comprehensive resource guide to products and services** that are making a **positive impact on the environment and society**.

Showcasing the **'remarkable' in design, news and innovations, travel, food and drink, wellness, art and books, and daily living**; Life in Balance cuts through the jargon, allowing **readers to make informed choices**; whether they have already embraced a conscious lifestyle or are taking their first steps on the journey and need a guide to show them the way.



RATECARD

Contact Details & Links

www.lifeinbalance.co.za

[f Facebook Page](#)

[t Twitter Page](#)

Melissa Baird
Editor

melissa@lifeinbalance.co.za

Mobile: +27 (0)72 104 7536



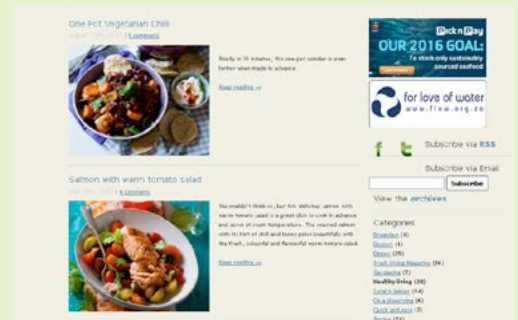
THE WEBSITE

www.lifeinbalance.co.za

This is the gateway to all Life in Balance offerings. It attracts on average (based on quarterly analysis) over **200 unique visitors a day** and the **readers** are spread across the **globe** reaching out from **SA to the USA, Italy, Great Britain, The Netherlands, Germany, China, Ghana, Ukraine and India** reflecting the interest of a consumer culture that is shifting towards being conscious of what they purchase. Higher spikes are recorded when newsletters are sent out.



News page



Recipes page



Article page

FACEBOOK & TWITTER

Social Media Platforms

There is a Facebook presence of **over 750 members** who visit the page and share their views. Twitter feeds are updated regularly and this also encourages visits to the website.

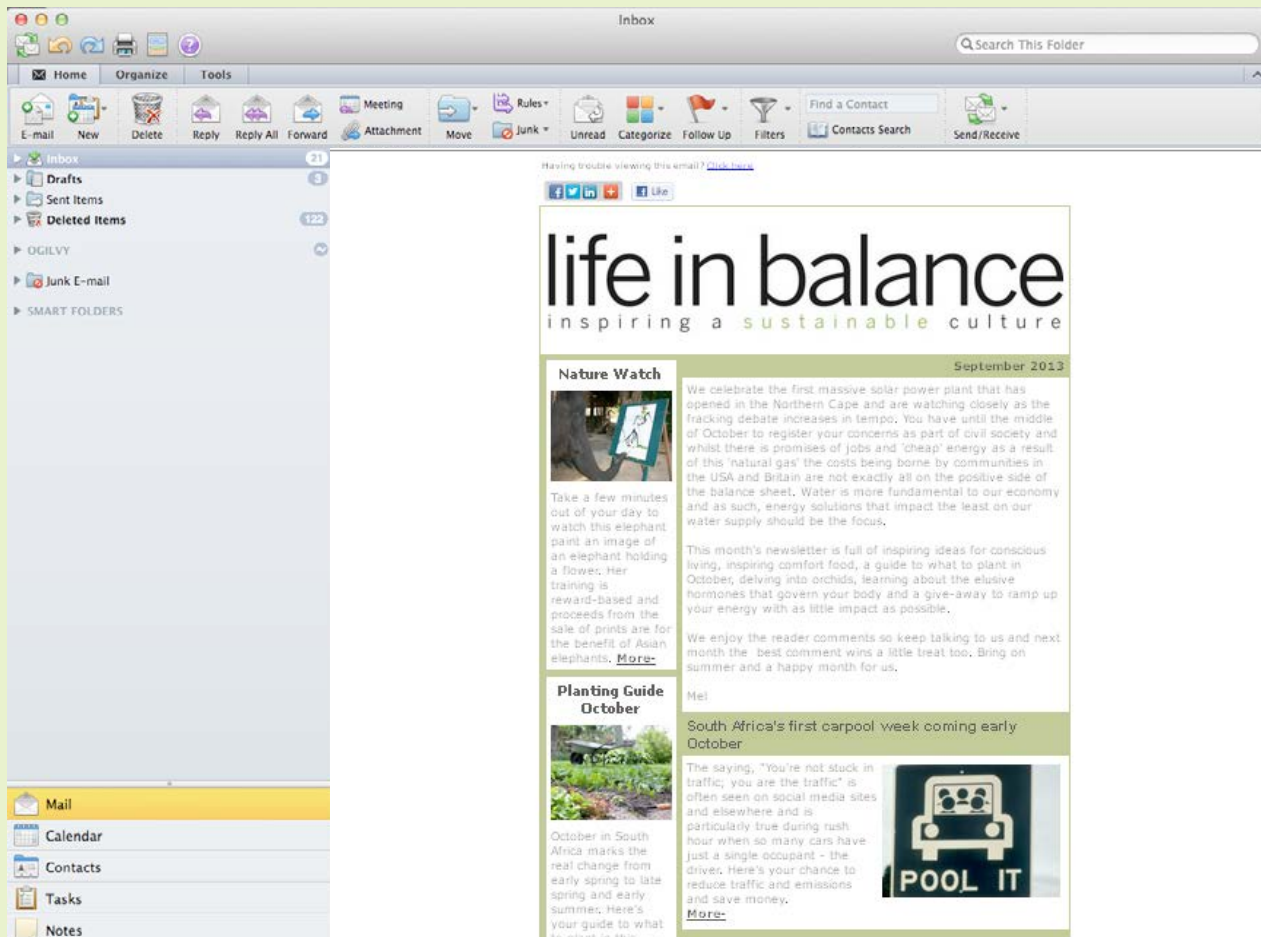
 Facebook Page

 Twitter Page



THE E-NEWSLETTER

Sent via email to a database of **19 000 readers**. Give-aways are a wonderful way to **introduce new products and services** to them and as there is one advertorial, one advert and one banner advert per newsletter your product is not fighting for attention amidst too much advertising.



ARCHIVED NEWSLETTERS

To view links - Add in <http://> in front of the url in your web browser

- | | | |
|---|--|---|
| Newsletter September 2013 | Newsletter June 2013 | Newsletter December 2012 |
| Newsletter August 2013 | Newsletter May 2013 | Newsletter November 2012 |
| Newsletter July 2013 | Newsletter April 2013 | Newsletter October 2012 |
| | Newsletter March 2013 | Newsletter September 2012 |
| | Newsletter February 2013 | Newsletter August 2012 |
| | Newsletter January 2013 | Newsletter July 2012 |

THE DIRECTORY

Presents a **comprehensive resource guide to sustainable living, natural & organic products and services**. A featured product or service is part of the editorial for the e-newsletter.

ADVERTISING RATES

A featured listing

R1200 for the year

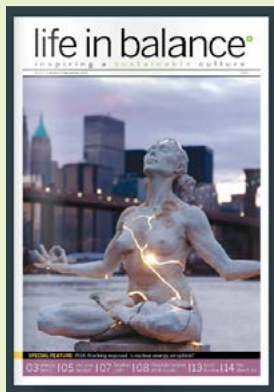
(R100 per month for 12 months)

E-newsletter database: **19 000** readers

Website: **845** unique visitors per month

Returning Visits: **60.6%**

Visits: **1 145** per month



Website Adverts

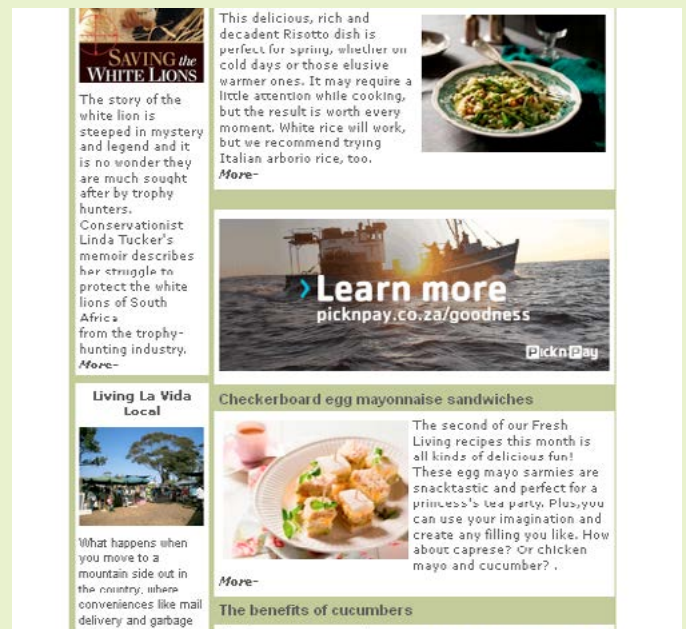
R2 750 Homepage banners

R1 850 Category banners:

Newsletter advertorial

Newsletter advertorial R2 500

Newsletter banner advert: R950



Life in Balance is a little enterprise with a big vision and recognises that marketing budgets don't always have too many zero's in their bottom line. However we want to tell the world of your great product, service or innovation and we need the advertising revenue to continue delivering a remarkable product that develops with its partners. This is why the ad rates are accessible and offer a healthy return on investment. Further benefits to a campaign can be achieved by offering special offers and give-aways.