

# Viva! Life

The sure way to reach vegetarians, vegans, meat and dairy reducers

## Viva!life

- ▶ 48-page, full-colour, A4 magazine
- ▶ Now incorporating *Veggiehealth*
- ▶ Biggest and best UK vegetarian magazine
- ▶ Distributed to 18,000 Viva! supporters three times a year
- ▶ Sent to all media nationwide
- ▶ Received by health food shops, hotels, B&Bs and restaurants in Viva!'s Supporters' Discount Scheme
- ▶ Exclusive celebrity interviews – Heather Mills, Paul McCartney, Sportacus, Tony Benn, Martin Shaw, Chrissie Hynde, Joanna Lumley and many young bands etc. Often syndicated
- ▶ Great products pages, readers' offers, features, health advice, campaign news, cookery and insightful commentaries
- ▶ Huge popularity ensures a long shelf life



## Viva!

- ▶ Launched in 1994 and now the best-supported veggie organisation in the UK
- ▶ Headline-grabbing campaigns to save animals, protect human health & the planet and help people go veggie
- ▶ Campaigns reach millions through great national, regional and local media coverage and active local groups
- ▶ Incredible Veggie Roadshows across the UK since 2004
- ▶ Popular school talks and professionally produced educational resources on all the issues
- ▶ Excellent quality info on going, being and staying vegetarian & vegan

## Why Viva!life

- ▶ No other publication reaches more vegetarians, vegans and meat and dairy reducers than *Viva!life*
- ▶ *Viva!life* is the perfect title to promote your business and products
- ▶ Rates are genuinely affordable
- ▶ Discounts for vegan businesses and series bookings

## Who reads Viva!life

- ▶ Most readers rate *Viva!life* as 'excellent' or 'good'
- ▶ One third are meat/fish eaters open to alternatives
- ▶ Most are vegans or veggies looking for inspiration
- ▶ Readers are predominantly female – and mostly control the shopping
- ▶ One third are 18-34 years – over 40 per cent are 35-54 years
- ▶ Health and ending animal cruelty are what motivates *Viva!life* readers

"*Viva!life* makes you sit up and take notice! Reading through each issue is a real rollercoaster ride – but one well worth taking. Be angry, be inspired, be proud, be happy, be tempted but most of all... be in *Viva!life!*"

Joanna Lumley



"Beanie's Health Foods always advertise with *Viva!* We really benefit from their friendly, competent and cost effective service. Our adverts are professionally presented to our specifications and as regular customers we are continually offered discounts and prime spots! Our target audience is vegans, vegetarians, ethical shoppers and animal lovers – exactly the sort of caring people who read *Viva!* publications – so our adverts always elicit a positive response and lots of queries from potential and regular customers."

Lisa Drummy, Beanie's Health Foods



"Without doubt, advertising in *Viva!life* has been one of the best things we have done. Through *Viva!life*, we have been able to reach out to compassionate people who care passionately about animals and the environment – people who share the very same ethos as Redwood itself. It's allowed us to showcase our natural plant based foods to people who are making a difference. Working with them has been an inspiration."

Keith Stott, Director, The Redwood Wholefood Company Ltd

"*Viva!life* is enjoyable and informative. It keeps me abreast of the latest veggie news and campaigns and I'm proud to be associated with it."

Martin Shaw



# Advertising rates

## Display adverts

Full colour at no extra cost  
 Outside Back Cover £800 – 210 x 297mm  
 Inside Back/Front Cover £700 – 210 x 297mm  
 Full Page £600 – 210 x 297mm  
 Half Page £350 – 180 x 131mm  
 Quarter Page £200 – 87.5 x 131mm  
 Eighth Page £125 – 87.5 x 63mm  
 All rates are exclusive of VAT

## Discounts

25% for bookings of 3 issues or more  
 25% discount for charities/not-for-profit organisations and vegan companies  
 10% pre-payment discount  
 10% agency discount

## Classified adverts

Full and Spot colour (publisher's choice) at no extra cost  
 Boxed: £8.50/single column centimetre: (column width 41.25mm)  
 Lineage: 40p per word (minimum 20 words)  
 All rates are exclusive of VAT.  
 Please note: adverts of £40 or less must be prepaid

## Discounts

Book a repeat classified advert for 3 issues (1 year) and get a further advert free of charge!

## Inserts

Full print run only  
 0-20g £45 per 1,000  
 20-40g £60 per 1,000

## Advertising criteria

- ▶ Products and services advertised must be suitable for vegans
- ▶ Non-vegan businesses can advertise those services which have clearly-marked vegan options
- ▶ Products must not have been tested on animals and companies should have a fixed-cut off date in place
- ▶ Adverts must be paid within 30 days of receipt of invoice
- ▶ For help or enquiries contact Katrina Gazley on 0117 944 1000 – [katrina@viva.org.uk](mailto:katrina@viva.org.uk)

## Copy deadlines

Booking deadline	Copy deadline	Publication date
End December	15 January	Early March
End April	15 May	Early July
End August	15 September	Early November

# Viva! Life

# Advertisement order form

## Advertising requirements

- Outside back cover     Inside back cover  
 Inside front cover     Full page     Half page  
 Quarter page     Eighth page

**Classified:**  Box – No of cm x column (eg 3 cm x 1 column)  
 Lineage – No of words \_\_\_\_\_ (min 20)

## Copy for advert:

- To follow     Enclosed     Text as follows (for lineage adverts)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Payment

Cost of space: £ \_\_\_\_\_ + VAT (@ 15%): £ \_\_\_\_\_

Total: £ \_\_\_\_\_

- I enclose a cheque/PO (payable to Viva!) for £ \_\_\_\_\_ OR  
 Please debit my Visa/Mastercard/Solo/Switch OR  
 Please invoice me (for registered businesses/charities/groups and orders of £40 or more)  
 Please tick if receipt required

Cardholder's name \_\_\_\_\_

Card number \_\_\_\_\_

Valid from \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Expiry date \_\_\_\_ / \_\_\_\_

Switch issue number \_\_\_\_\_

Title \_\_\_\_ First name \_\_\_\_\_

Surname \_\_\_\_\_

Company or organisation \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Advert formats: TIFF files saved at 300 dpi in CMYK mode; EPS files saved at 300 dpi with all elements in CMYK and all fonts as outlines (please make sure all images are embedded or included); Hi-res JPEGs can be used, saved at 300 dpi; Hi-res PDF files, with all fonts/images embedded; Finished files below 2mb can be emailed, otherwise please supply on CD.

Please return to: Katrina Gazley, Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH. Tel 0117 944 1000 Email [katrina@viva.org.uk](mailto:katrina@viva.org.uk) Fax 0117 924 4646