

# Viva!life

The guaranteed way to reach committed vegetarian/vegan consumers and new meat and dairy reducers

## About Viva!LIFE

- Viva!LIFE launched in 1994 and is now a 40-page, full colour A4 magazine.
- Viva!LIFE is the biggest circulation vegetarian magazine in the UK with 18,000 copies sent on request to supporters of Viva!, three times a year.
- In addition Viva!LIFE is sent to media nationwide as well as independent health food shops, hotels, B&Bs and restaurants which are part of Viva!'s Supporters' Discount Scheme.
- Viva!LIFE is well known for its high quality, exclusive interviews with celebrities, such as the interview with Paul McCartney that was reproduced in the *Daily Express*, *Hello* magazine and syndicated worldwide. Others interviewed include Heather Mills, Tony Benn, Martin Shaw, Chrissie Hynde, Joanna Lumley and many more.
- Viva!LIFE is a mix of the latest news on animals, health and vegetarian issues; features on Viva!'s exciting and effective campaigns; upbeat consumer articles; in-depth interviews with celebrities and activists.
- Viva!LIFE also includes the popular Lifestyle section, which features reviews of the latest ethical products and reader offers.
- Viva!LIFE is extremely popular with its readers and has a long shelf life.



## About Viva!

Viva! launched in 1994 and has rapidly become the largest (in terms of number of supporters) vegetarian/vegan organisation in the UK.

Viva! is an effective campaigning group that works to save animals and help people move towards a plant-based diet.

Each campaign reaches millions of new people through direct marketing, media and local groups.

Viva! has 35,000 on its database, 18,000 of whom pay for Viva!LIFE.

Viva! produces a range of well respected and popular guides covering all aspects of vegetarianism and veganism including the *Vegetarian & Vegan Mother & Baby Guide*, *Martin Shaw Cooks Veggie*, *Nutrition in a Nutshell*, *Planet on a Plate*, *A Matter of Life and Death* and the *L-Plate Vegetarian and L-Plate Vegan*.



Viva!LIFE pulls you in and grabs your attention page after page, issue after issue. It really is the biz... and a must read for fellow veggies everywhere.  
Paul McCartney



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

## Advertising in Viva!LIFE

If you want to reach vegetarians, vegans, meat/dairy reducers and those who care about animals and the planet, Viva!LIFE is the perfect place to promote your business and products in. Our advertising rates offer affordable options for all, with discounts also available for vegan businesses and series bookings. See overleaf for details.

"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



"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



## About Viva!LIFE readers

Viva!LIFE is well read by its readers, with nearly all rating it as excellent or good.

Up to a third of our readers are meat/fish eaters and of the two-thirds that are vegetarian/vegan, many are new veggies.

Our readers are mainly female and the main shoppers in the household.

A third of readers are 18-34 years, and over 40% are 35-54 years.

The most important reason given by readers to stay vegetarian/vegan is to stop animal cruelty. Almost all readers believe that a vegetarian/vegan diet is healthier.

