

# **EYE** Primal

Paleo Lifestyle Magazine

**MEDIA KIT 2015**

- **About Primal Eye**
- **Editorial Calendar**
- **Target Audience & Estimated Readership**
- **Advertising**

# About **Primal Eye**

Primal Eye “Paleo Lifestyle Magazine” promotes primal eating, living and movement.

## Our Mission

---

**The mission of the magazine is to analyse and understand primal living and the many benefits which can be applied to the modern, hectic world of today. Primal Eye’s positive, life-changing messages will accompany existing Paleo enthusiasts on their personal journeys while inspiring newcomers to investigate the health benefits, fitness gains and disease management possible through a primal approach to living. Whether new or experienced with the Paleo way, our readers will feel safe, welcome, informed, and empowered.**

As the only Paleo magazine in the UK, Primal Eye is rooted in a growing Paleo community where it can help to fuel growth and prosperity locally and throughout the world. This platform has been created for our readers to hear answers to their questions, to provide a voice which will be heard and to revolutionise their outlook, seeing the world through a ‘Primal Eye’.

# Editorial Calendar

Our regular monthly schedule of editorial content is outlined below.

## Monthly volume per topic/category

- **2-3 Health Articles**
- **2-3 Fitness Articles**
- **2-3 Nutrition Articles**
- **1-2 Beauty & Wellbeing Articles**
- **1-2 Lifestyle Articles**
- **1-2 Food Articles**
- **1-2 Interviews**
- **1-2 Podcasts**
- **3-4 Reviews**
- **4-5 Recipes**

# Target Audience

Estimated readership is 60% female, 40% male, aged 25-45

## Facts & Figures

- 2014 UK gluten-free sales were £184M - Up 15% from 2013
- 15% of UK households are avoiding gluten and wheat as more than half believe it is part of a healthy diet
- 1 in 10 new food products launched in 2014 were gluten free, double the 2012 statistic
- Around 1% of the population of the UK are thought to suffer from Coeliac disease

## Target Audience Demographics

- **Estimated Readership:** 60% Female and 40% Male
- **Average Age Group:** 25-45 year olds

# Advertising Rates

A new and exciting advertising opportunity with competitive rates to match

## Website Advertising

- Our website offers the following fixed advertising zones where advertisers can place static adverts on chosen pages and posts:
  - Side Bar Ad - 300px by 250px.
  - Leaderboard Ad (top of the page) - 728px by 90px .
- Our advertising system uses a PPC (pay-per-click) model so you only pay for the actual referrals to your destination website.
- Special introductory rates from just 29p/click.
- Monthly statistics are supplied to advertisers as standard.

## Further Information

- **Get in touch for further details:** [primaleyemag@gmail.com](mailto:primaleyemag@gmail.com)