

VEGWORLD

MAGAZINE

A VEGAN LIFESTYLE PUBLICATION

2020 MEDIA KIT

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OUR MISSION

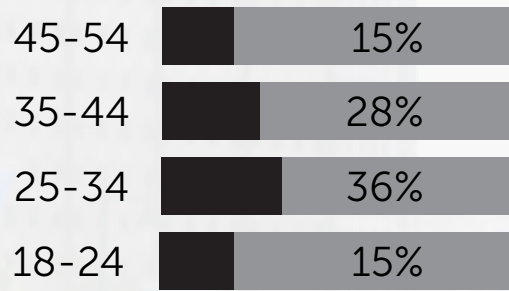
VEGWORLD Magazine is passionate about staying ahead of the rapidly growing trend of plant-based/vegan. Because of this passion, we have created a community of readers whose loyalty is second to none. Our regular features and careful curations are designed to:

- **PROVIDE** them with the latest news and information on the newest veg products;
- **EQUIP** them with cutting-edge updates about vegan fashion and beauty trends and products;
- **SHOW** them how to make veganism their lifestyle;
- **GIVE** them mouthwatering recipes and pictures of vegan food to share with their friends and family.



VEGWORLD TARGETS THE BROAD AND GROWING VEGAN MAINSTREAM DEMOGRAPHIC

AGE RANGE



56k+



58k+



32k+

2020 EDITORIAL CALENDAR



JANUARY/FEBRUARY

The Renewal Issue

Embracing a Better You, The phenomenal rise of vegan cuisine in America and across the globe, Post-holiday cleansing and re-booting, Gym Jumpstarts, Amazing Physicians, Hot and Spicy Dishes for Cold Winter Nights

MARCH/APRIL

The Environmental Issue

Saving the planet through a plant-based lifestyle, Sustainable Practices, Keeping Our Oceans in Mind, Composting Our Food Waste, Dining Out Sustainably

MAY/JUNE

The Athletics Issue

Vegan Athletes Making Huge Waves, Ripple Effects of Professional Vegan Athleticism, *The Game Changers* Film by James Cameron, Personal Growth, Breakfasts Worth Waking Up For, Foods to Enhance Workout Strength and Recovery

JULY/AUGUST

The Food Issue

Vegan Dining Options Are Exploding Around The World, The Newest & Funkiest Eateries Near & Far, Celebrity Chefs Restaurant Recipe Remakes, Holiday Eats

SEPTEMBER/OCTOBER

The Animal Advocacy Issue

In-Depth Focus on individuals Devoted to Saving Our Animals, New Farming to Save the Planet, Supporting Vegan & Ethical Businesses, The Latest in Nutrition Research, Meals That Cost Pennies

NOVEMBER/DECEMBER

The Holiday Issue

Savory and Sweet Dishes Your Dinner Table Needs, Gifts that Keep on Giving, Holiday Celebrations Around the World





PHOTO/GRAPHICS SUBMISSION GUIDELINES

IMAGE RESOLUTION

- 300 ppi (pixels per inch) at final size.
- 225 ppi is acceptable.
- Anything below is low resolution.
- Any photo download from the internet is almost assuredly 72 ppi.
- If possible, it's always best to send the original file.
- Remember: Just because it looks sharp and crisp on your computer screen does not mean it will look sharp in print.

PREFERRED FORMATS

- JPEG
- TIFF
- PNG

GENERAL TIPS

- Make sure your picture is at least 300 ppi at 6 x 6 inches
- Most smartphone cameras take high-res photos
- Make sure your digital camera is in high-res mode