



FRESH LIFESTYLE MAGAZINE MEDIA KIT

MISSION STATEMENT:

FRESH Lifestyle magazine inspires, educates and encourages women and men to explore and celebrate healthy living in all aspects of their lives: body, mind and spirit.

READER DEMOGRAPHICS

Age: 18-34 45%

Age: 35-60 55%

Medium Household Income: \$68,326

Married: 50 %

Any College: 60.9%

Employed: 64.5%

Benefits of advertising in FRESH Lifestyle magazine:

*** 70 % of our readers:**

- will purchase featured products and services,
- are highly satisfied with the recommendations and services offered,
- have taken or plan to take action based on one of our ads, and will use a tip from our magazine.

**based on research on Baby Boomers and their spending habits. Today, boomers have more discretionary income than any other age group, and control most of the net worth of American households. The [U.S. Consumer Expenditure Survey \(CES\)](#) boomers outspend other generations by roughly \$400 billion a year on consumer goods and services.*

***** Readers and Viewers: 700,000 +,**

Twitter: 100,000+, Instagram: 25,000+

Feature Stories should range: 500 – 1,500 words

Banners should be:

- 300 x 250
- No violence, X-rated, or discriminatory ads will be accepted

Our Favorite Things Directory: no more than 1 paragraph description, range 100- 150 words

*Please consult with our Writers and Marketing Executives for current pricing.

Publisher

Fresh Lifestyle Magazine is published by, Kimberly Perry, A Certified Chef, Award Winning Book Author, Convention Speaker and married to NBA Executive, Scott Perry.

<https://www.nytimes.com/2017/09/21/sports/basketball/scott-perry-knicks-gm.html?mcubz=0>

The magazine was birthed out of a desire to provide Celebrities, Professional Athletes and their families a VIP list of preferred restaurants, products, services and information that would be helpful to them and their families. We are very particular in choosing our sponsors, and businesses that we REVIEW because our readers TRUST our referrals.



www.FreshLifeStyleMag.com

THE STAFF:

Robin Stone: Former Editor for New York Times, Boston Globe, Detroit Free Press and Essence Magazine. Currently a freelance writer and owner of HealthJones Holistic Health and Wellness coaching.

Robert MacDonald: is a Canadian comedian/actor and writer who spent seven years in Los Angeles working and touring. He has been nominated both as Canada's "Best Male Comedian" at the Canadian Comedy Awards and "Best Supporting Actor" in a television series at the Canadian Screen Awards. He has guest starred on Boston Legal, NCIS LA, Monk, Dollhouse and starred in his own half hour Showtime comedy special.

Mike Isenberg: T.V. Sports Agent, Producer and Writer. Former Producer for ESPN, and FOX SPORTS. Mike is an energetic leader who is skilled in sports production and talent development. Bachelor's degree, communications (Broadcast Journalism), Sociology and Communications Studies.

T.G. Campbell: is a British Crime Fiction Author living just outside of London, England. Her debut novel, the Case of The Curious Client, won The Fresh Lifestyle Magazine Book Award in April 2017.

Brittany McCallum: Healthy lifestyle blogger based in New York City with a Journalism degree from Michigan State University. Brittany currently works for the NBA and is vegan with a passion for yoga and meditation.

Dr. Sabrina Black: International speaker, author, counselor, and executive leadership life coach. With over 30 combined years in corporate America, ministry, non-profits and as a university professor, Sabrina is co-founder of Girls with Great Potential, Women Who Lead, Aspire Higher Leadership Think Tank and Circle of Women Luxury Leadership Retreats. Dr. Black is the CEO of Abundant Life Counseling and Next Level Leadership.

Trenton Perry: Freelance Writer specializing in Human Interest Stories and Sports & Entertainment. College Basketball Player that has played for Eastern Michigan University and Cumberland University. Director of Business Development. Outstanding skills for Sales, Marketing and PR campaigns.

Asalyn Coachman: Asalyn earned a degree in Economics from Harvard University and a Law Degree from the State University of New York Buffalo. Asalyn is an expert in financial planning and building wealth. She currently works for Financial Architects, Inc.

Rueben Hill: Financial Advisor and Consultant for Prudential. Financial Matters Writer and Expert on Investing, Stocks, Bonds, IRA's, Mutual Funds, College Funds, Retirement Accounts, and Home and Life Insurance.

Dr. Ted Edwards, DO: Board Certified Psychiatrist who specializes in Interventional Pain Management. He is a graduate of Southern University and Des Moines University's College of Osteopathic Medicine. He is in private practice and integrates his extensive knowledge of healthy eating, a vegan lifestyle and exercise with the art of medicine in the treatment of patients with chronic pain.

Jonathon Wynne: Inspirational Writer, Educator and School Administrator. Johnathon attended Eastern Michigan University and currently lives in Ann Arbor, Michigan. Jonathan's mission is to communicate Hope and Encouragement through books, recordings, and events that educate and inspire.

Diane Cofield: Diane has worked in the skincare and cosmetics industry for over 25 years as a professional makeup artist and skin care specialist. She currently lives in Ypsilanti Michigan with her 3 daughters and husband.

Cindy Cohen: Registered Nurse, Certified Health Coach, and Wellness Consultant. CEO of C2 Your Health LLC.

Kathy Day: Esq. Attorney, President of Young Lawyers Section of State Bar of Michigan, Book Review Editor.

Janice Fullerroberts: Janice Fuller-Roberts is a freelance writer from Detroit. Her work has appeared in such online publications as For Harriet, ePower Magazine, DAME Magazine, Salon, Madame Noire, SuzyKnew! and The Sexy Single Mommy.

Lauren Hicks-Jordan: President and Founder of Michigan Fashion Week. Fashion and Beauty writer.

Samira Howard: Master's in Business Administration and Health Care Management. Currently working on a Doctoral degree in Health Administration.

Kim Murphy: Graduate of University of Florida with Bachelors Degrees in Business and Spanish. Past President of the American Marketing Association. Passionate exercise enthusiasts, Health and Wellness Coach, 30 year Vegetarian and proud mother of 3 children with her high school sweetheart, Scott.

Kimberly Perry: Magazine Publisher, Food Blogger, Creator of Fresh Chef Recipes, Nationally Acclaimed book Author, "Eat Clean for Life", and Workshop and Convention Speaker on the Anti-Cancer Diet and What Would Jesus Eat workshops. President of Perry

Publishing LLC. Ghost Writer, Editing and National and Worldwide book distributor. For fun, Kimberly loves painting and creating mosaic glass artwork. NBA Wife for over 30 years.

Deborah Johnson Taylor: Deborah J. Taylor is a CEO and Founder, Executive Field Leader and Ambassador of the Faith Base Cause Initiative with Integrated Life and Financial Services, LLC. For more than 20 years Deborah has specialized in project and service distribution. She has held the highest Management, Marketing and Business Development positions with several companies. Deborah is a nationally renowned Professional Training Coach and has assisted several direct sales companies expand market share. She has built large sales teams generating millions of dollars of market share. She has also held several executive positions from Executive Director to President.

Lena Thomas: Personal Trainer at Pulse Fitness in Royal Oak and Detroit. Business owner of Lean Machine Training LLC.

Angelia Johnson: founder of Team Angie Fitness – Be Your Best You. Angelia is a Certified Fitness Trainer, Lifestyle and Nutrition Coach and Licensed Zumba Instructor. She is a national Ambassador for JuicePlus Supplements.

Leisa Traylor: Fashion and Beauty Editor, Owner of Flutter Eyelash Boutique, Former Executive at Warner Brothers, Hollywood California.

Karen Walls: Alzheimer's advocate, specialist and workshop trainer. Marketing and Public Relations. Michigan Real Estate Specialist

Dr. Belinda Savage Edwards MD: board certified Neurologist and Electromyographer. She is a graduate of Michigan State University and The University of Pittsburgh School of Medicine. Dr. Savage-Edwards uses her Neurology practice as a vehicle to teach the importance of a healthy lifestyle in preventing such conditions as migraine headaches, stroke, memory disorders and certain autoimmune diseases.

Terrah Green: Graduate of Central Michigan University with a Bachelor's Degree in Business Administration. Over 13 years of experience in the Marketing and Advertising field. A devoted wife and dedicated mother of 3 beautiful children. Committed to personal fitness, wellness, and a fiery passion for empowering women. Currently an entrepreneur residing in California with her family and husband who is a Retired NBA Basketball player and is currently coaching with the WORLD CHAMPION - Golden State Warriors.