

Journey

making recovery from addiction visible

The only Maine print magazine de-stigmatizing addiction by celebrating recovery and amplifying hope.



real people. real stories. real hope.



CHANGING THE **NARRATIVE** ABOUT ADDICTION -- with empowering content

Inclusive:

- all addictions
- all paths to recovery
- all humans

Optimistic:

- lives and families healed
- careers restored
- communities supported

Transformative:

- change is possible
- our stories show it



EXPANDING THE **LENS** USED TO VIEW RECOVERY -- with high quality articles

2021 Editorial Calendar

Feb/March **Relationships**

[Booking Date: January 13th,
camera-ready ads: January 20th]

April/May **Accessibility**

[Booking Date: March 9th,
camera-ready ads: March 16th]

June/July **Lifelong learning**

[Booking Date: May 14th,
camera-ready ads: May 21st]

August/September **Money Matters**

[Booking Date: July 15th,
camera-ready ads: July 22nd]

October/November **Paying it forward**

[Booking Date: September 15th,
camera-ready ads: September 22nd]

December/January **Transitions**

[Booking Date: November 16th,
camera-ready ads: November 23]



MAKING THE CONVERSATION ACCESSIBLE & APPROACHABLE -- with visibility

A lasting presence:

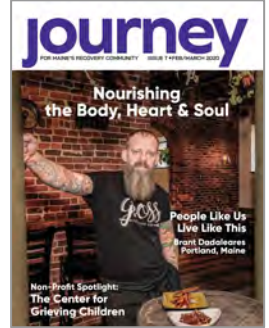
No dated articles; multiple readers;
organically shared content

Completely independent:

No affiliation with recovery programs,
religious organization or treatment centers

Showing up in community:

We show up - in person and in print to
employers, humanitarian groups, chambers,
businesses, wellness fairs, insurance groups

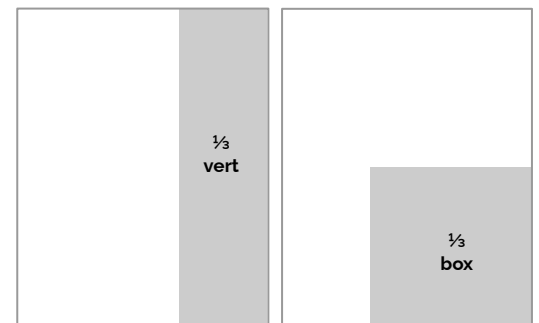
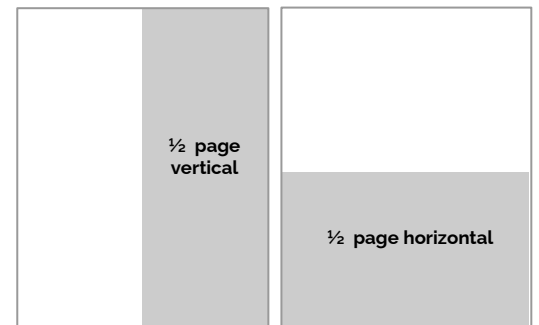
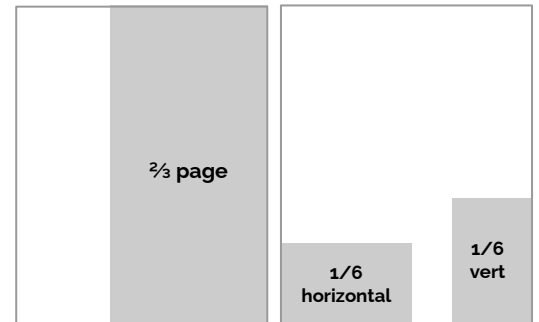


Distribution locations:

- Grocery stores & community businesses
- Medical facilities, addiction treatment centers
- Recovery centers & sober living houses
- Colleges & trade schools
- Hotels, motels & inns
- Career centers
- Car dealerships & service centers
- Transportation hubs
- Prison, jails, probation and parole offices

DISPLAY ADVERTISING RATE SHEET

	1x	3x	6x
Premium - cover position or sponsored content	\$2,500	\$2,250	\$2,000
Full page	\$2,000	\$1,800	\$1,600
2/3 page (4.90 x 9.75)	\$1,500	\$1,350	\$1,200
1/2 page (H: 7.5 x 4.75 V: 3.625 x 9.75)	\$1,300	\$1,170	\$1,040
1/3 page (Box: 4.90 x 4.75 V: 2.33 x 9.75)	\$900	\$810	\$720
1/6 page (H: 4.90 x 2.25 V: 2.33 x 4.75)	\$500	\$450	\$400



MAKING RECOVERY FROM ADDICTION **VISIBLE** -- to save lives

SPONSORED CONTENT

Full-page: 1x \$2500 3x \$2250 6x \$2000

Advertiser provides:

- Headline
- Subhead
- 300 word or less article
- Up to 2 images

- Articles will have a 10% gray background and “Sponsored Content” .25” from the top of the article
- Must be delivered via high-resolution pdf along with images by the camera-ready ad date on rate card

SPONSORED DISTRIBUTION

You can help keep the magazine free by sponsoring distribution, it's a commitment to having **50 copies** of the magazine distributed to your chosen location for each issue. Recognition is provided on our sponsorship page that remains in the magazine forever.

- A grocery store sponsorship - \$50/month
- A local jail - \$50/month
- A federal prison - \$50/month
- An addiction treatment center - \$50/mo
- Custom location packages can be crafted

Subscriptions:

- Subscriptions - \$37.50/annually
- Bulk Subscriptions - \$2-\$4/issue (based on quantity)

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