

Viva! life

ADVERTISING & MEDIA KIT

Viva! life

Published by Viva!, the vegan campaigning group

Issue 87 Spring 2024

CORPORATE CRUELTY

...not just one rotten apple

Cop Out at COP28
Oil forges ahead

The Brain Drain
Diet and Dementia

Art for Animals
Great new Designs

VEGAN ADVENTURES IN INDIA

...as cheap as chapatis

50by25
Wagamma gets on board

Beware those Weasel Words
Says Tony Wardle

Mamma Mia

Recipes for Mothers' Day

Viva! life

ing group

Issue 76 Spring 2021

NEW SHOCKING INVESTIGATIONS

- SCOTTISH SALMON
- TURKEY FARMS
- RAINBOW TROUT

JIVINITY
Influencing the influencers

Vegan for Health
Viva!'s super new health guide

Bird flu

Stand by for next pandemic

Resistance
plague

mentia
health

Viva! life

Published by Viva! the vegan campaigning group

Save a Baby

Billboard blitz reaches millions



Interview with Matt Donnelly of

Don Broco

Jim Mellon
The billionaire backing bio-meat

Tony Wardle
An old man



VIVA!LIFE MAGAZINE

Each issue of Viva!life features lovingly crafted content from our expert team of journalists, nutritionists, health professionals, campaigners, recipe gurus and lifestyle influencers.

We feature editorial content from our current animal investigations, bag exclusive celebrity interviews, champion ethical businesses, digest the latest health news, whip up plant-based cookery features and review vegan trends.

Veganism is an ever-growing social movement and so advertising in Viva!life is the perfect way to reach ethical-minded readers and a dedicated vegan audience.

ABOUT VIVA!

Viva! has been at the forefront of the vegan revolution for 25 years. We are the UK's leading vegan campaigning charity. Our team campaigns on the impact of diet on our health, the planet and the animals. We present talks, cookery demos and produce a lovely array of helpful materials, to support people on their journey towards sustainable and healthy diets.

READERSHIP

18,000 circulation per issue

65,000 readership per issue

60% of our readership is vegan

40% is moving towards veganism

75% of our readership are female

Rated 'excellent' by our readers

All statistics are taken from the 2017 Viva! Supporter Survey

DISTRIBUTION

Viva!life is produced four times a year —

- February
- May
- August
- November

We distribute over 10,000 copies of Viva!life directly to our supporters and over 5,000 are handed out at ethical events across the country.



SPECIFICATIONS & RATES

We want to work with businesses all over the UK to promote vegan-friendly products and services directly to the people who want to buy them. To make sure all businesses have equal opportunity, we have different rates depending on the size of your business.

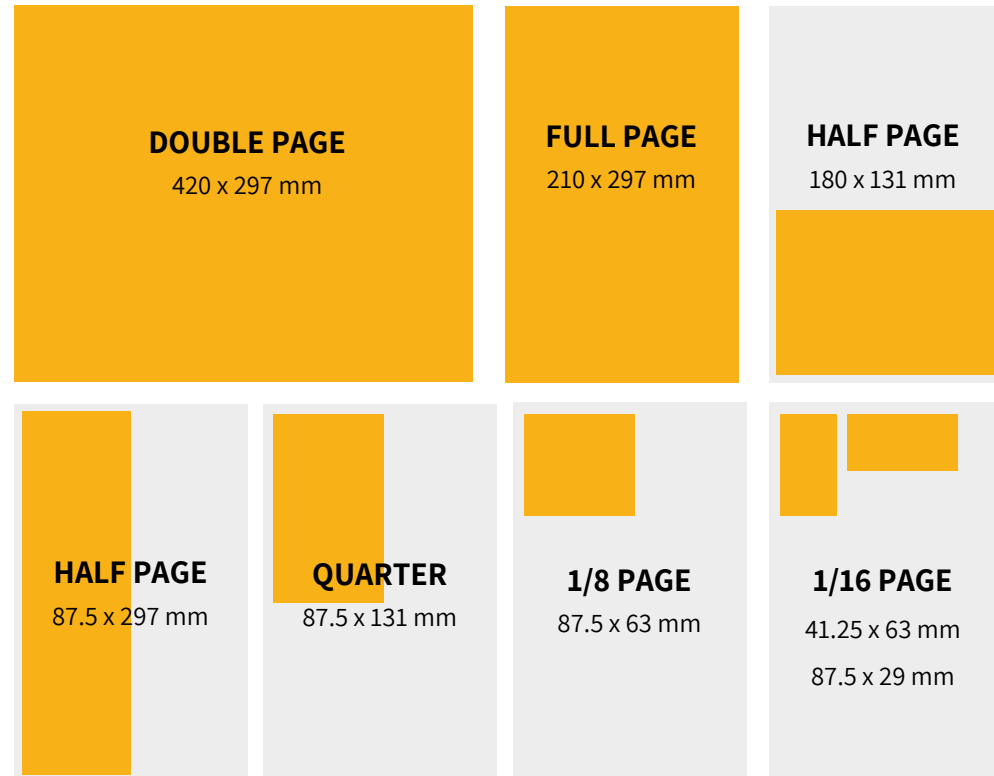
- Standard rate: company turnover of £1m or more
- Small business rate: company turnover under £1m or registered charity/non-profit

15% discount if you book four adverts

Excluding VAT

	Standard	Small business
Double page	£1900	£1400
Full page	£850	£600
Full pg inside front/back cover	£1000	£750
Full page back cover	£1200	£900
Half page	£600	£350
Quarter page	£300	£200

SPECIFICATIONS



CLASSIFIEDS

1/8 page	£80	Lineage (min 20 words)	40p per word
1/16 page	£60		

SOCIAL MEDIA & DIGITAL

By collaborating with Viva!, you will have the opportunity to reach a dedicated vegan audience who are deeply engaged with ethical and sustainable living.

THE FACTS

101,528 Facebook followers

21,114 Twitter followers

39,505 Instagram followers

219,122 Combined social followers on Vegan Recipe Club

POWER OF FACEBOOK

210,583 organic reach — top post in Q4 2023

21.76% engagement rate — top post in Q4 2023

0.9% page growth per month

4.7 review rating

RATES PER POST

	Standard	Small business
Facebook		
Link	£200	£150
Photo	£180	£135
Video	£180	£135
Instagram		
IG Post	£55	£42
IG Story	£40	£30
Twitter	£40	£30

We are happy to do swaps and in-kind promo

We can offer cross-promotion through:

- Email newsletter: 28,000 subscribers
- Podcast: 5000 monthly listeners
- Blogs: 3500 readership on our top blog and 26,000 total blog views this year

Get in touch to book your advertising!

Print: emily@viva.org.uk
Digital: faye@viva.org.uk
0117 944 1000

