

VITAMINDAILY

2011 SALES KIT

WHO ARE WE?

Founded in 2004 by Sarah Bancroft and Tara Parker Tait, VitaminDaily.com is a group of six daily online e-blasts in major Canadian cities (Vancouver, Calgary, Toronto, English Montreal, French Montreal, Moms + Kids) that are delivered daily to the inboxes of educated, affluent women.

WHO IS VITAMINDAILY.COM?

YOUNG FEMALE AND FABULOUS

97.5% of our subscribers are female; **56%** are under 35 while **26%** are between 35 and 40.

LIVING THE GOOD LIFE

35% have household incomes between \$100k and \$200k. Another **6%** bring in over \$250

HOLDING THE (PRADA) PURSE STRINGS

More than **75%** of subscribers report that they purchase the travel, dining, entertainment, home decor, groceries, toiletries and beauty products for their household.

WHY CHOOSE VITAMINDAILY.COM?

Five Reasons to Advertise with Us:

1. Trackable Return On Investment
2. Targeted demographic and city geo-targeting (not a dragnet like print and TV)
3. Affordable, flexible and customizable packages for all sizes and types of businesses
4. Easy Production Process: Written by us in our pithy and recognized tone—you just sign off!
5. Bonus time spent on your website from our loyal and savvy readers

Get your message out fast and fashionably with **VitaminDaily.com**

THEY TRUST US!

75% rely on us for their fashion purchasing decisions and **85%** dine out at places we recommend.

THEY SEND TO A FRIEND

50% heard about VitaminDaily through word of mouth; **77%** forward their favourite daily doses on to their friends.



*Winner, Best Overall Website

*Winner, Best Design
October, 2010

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OUR AD OPTIONS

STEALS + DEALS

Most popular with large and small business alike, this shared ad space enables you to communicate effectively with subscribers on a weekly basis. Steals + Deals (VANCOUVER & TORONTO) offers exclusive promotions to our subscribers and is an excellent way to create buzz around openings, product launches, sales and special events.

From \$395.

SPONSORED SCOOPS

A text-based ad (with image) written by our editors and positioned alongside the editorial copy, focusing on your business or product.

\$0.10 per subscriber. Rates change daily. Choose from our 6 targeted databases.

SPONSORED DOSE

The coveted, standalone advertorial written by our editors and sent to our regional or national databases maximizes your exposure in a full-page format (just like a full-page print ad). With measureable results and a proven record of success, a Sponsored Dose guarantees your business is high on the radar of our loyal subscribers.

\$0.30 per subscriber. Rates change daily. Choose from our 6 targeted databases.

THE LATEST SUCCESS STORIES

“Vitamin Daily has shown great results for our clients on both the front end (CTR and CPC) as well as on our back end goals (CPA/conversions). Quick turn around times as well as friendly and helpful customer service have enabled a wonderful relationship to grow. Vitamin Daily as a whole comes highly recommended!”

ASHLEY GOOYERS,
DIGITAL MEDIA SPECIALIST, COSSETTE COMMUNICATION

“I’m happy to say our ad campaign has far exceeded my expectations! We had over 1500 click-throughs and almost 600 newsletter signups! Thanks to you and your team for putting together compelling ad copy.”

DARREN JOHNER, WEB MARKETING SERVICES,
TOURISM VANCOUVER

ASK US ABOUT:

Sponsored Surveys

(\$500 a question)

Sponsored Editors Diaries

(\$0.30 a subscriber)

Ask an Expert Forum

Page Takeovers

(from \$1,500)

Subscriber Product Testing

FOR MORE INFORMATION CONTACT:

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