



2022 MEDIA KIT



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THE IDEA BOUTIQUE®





About Us



Vie is a French word meaning “life” or “way of living.” *VIE* magazine sets itself apart as a high-gloss publication that focuses on human-interest stories with heart and soul. From Seattle to NYC with a concentration in the Southeast, *VIE* is known for its unique editorial approach—a broad spectrum of deep content with rich photography. The award-winning magazine was founded in 2008 by the husband-and-wife team, Lisa and Gerald Burwell, owners of the specialty publishing and branding house known as The Idea Boutique®. From the finest artistically bound books to paperless digital publication and distribution, The Idea Boutique provides comprehensive publishing services to authors and organizations. Its team of creative professionals delivers a complete publishing experience—from the initial review of a manuscript through to distribution. As the publisher of its own award-winning magazines, With photographers, designers, writers, and editors on staff, The Idea Boutique can take your publishing venture from start to finish—all that’s needed is your vision.

For more information on this dynamic publishing house, please visit TheIdeaBoutique.com



Our Readers



VIE magazine boasts a smart, successful readership with refined tastes and who are socially connected and tech-savvy. Educated professionals, they have established their careers, raised their children, and now possess the free time and income to pursue travel, home improvements, decorating projects, and leisure activities. They are not do-it-yourselfers — they prefer hiring contractors and maintenance services. They love to shop in person, online, and by phone from high-end boutiques, specialty shops, and catalogs.

SOURCES: GOOGLE ANALYTICS

- **Audience**
 - 66% - Female
 - 34% - Male
- **Top Visitor Interest**
 - Home & Garden
 - Apparel & Accessories
 - Art & Entertainment
 - Real Estate
 - Food & Dining
 - Travel
- **Top Locations**
 - Florida
 - California
 - Georgia
- **Age Groups**
 - 24% - 25-34
 - 17% - 35-44
 - 18% - 45-54
 - 18% - 55-64
 - 13% - 65+



Our Reach



100,000+

TOTAL MONTHLY AUDIENCE



Southeast: 70%

Southwest: 5%

West: 5%

Midwest: 5%

Mid-Atlantic: 5%

Northeast: 10%

VIE is published monthly and reaches a national audience of 1,212,000+. It is distributed online and sold in newsstands across the United States, including Barnes & Noble and Books-A-Million, to name a few, as well as the following distribution outlets:

- Select bookstores, newsstands, and supermarkets, including select Publix stores
- 430+ Barnes & Noble Bookstore locations
- 10+ Airport newsstands
- Direct-mail subscriptions and targeted mailing lists
- Fulfillment houses
- Regional Tourist Development Council locations
- Regional Chamber of Commerce locations
- In-store: Advertisers
- In-store: Regional locations
- All public libraries in the COLA 2 COLA® area

*DISTRIBUTION LOCATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



Our Reach



1,771,140+

TOTAL MONTHLY AUDIENCE

21,253,692+

ANNUAL AUDIENCE

1.74 MILLION+

MONTHLY DIGITAL AUDIENCE

- 16.25k+ Unique Monthly Web Views
- 11.25k+ Monthly VIEmail subscribers
- 1.7 Million+ Social Media Audience
- 13.5k+ Avg Monthly Reads on ISSUU

30K+

MONTHLY CIRCULATION

- Pass-along value of 2.7 readers per copy
- Combination of subscribers, newsstands, luxury retailers and event distribution



Digital Opportunities



ONLINE ADVERTORIAL

VIE offers online advertorial through which delivers high traffic readership for your In-Feed Article and a powerful impact for your business. Articles are up to 1,000 words and include (5) SEO rich images.

- \$1,750 - (1) Custom Article
- \$5,950 - Package of (4) Articles

ONLINE ADS

VIE offers advertising through viemagazine.com which brings in an average an audience of 16k+ users monthly. We custom built our site from the ground up with the advertiser in mind.

- \$1,000/month - Homepage Banner Ad
- \$500/month - Blog Banner

ENEWSLETTER - VIE MAIL

VIE Mail is our newsletter that is sent out to 10,000+ subscribers. The newsletter deploys (2) times a month, with (4) additional Sponsored eBlast. eBlast's include up to 150 words of copy, (2) links, and (4) photos.

- \$2,500 - (1) Sponsored eBlast
- \$850 - Monthly Banner Ad

LA MUSE BLOG

La Muse is VIE's Blog of our daily, weekly, or monthly musings that are not found in the magazine. La Muse posts are also cross-shared on all of our social platforms.

- \$1,750 - (1) Custom Article
- \$5,950 - Package of (4) Articles



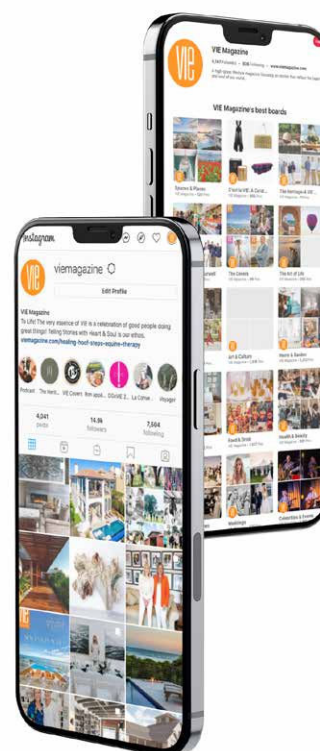
Social Opportunities



VIE SOCIAL PLATFORMS

VIE's active social media platforms connect your brand with readers in exciting ways and in real-time unlike other digital options. With a combined following of over 43k+ our social platforms will quickly grab the attention of your target audience and drive traffic back to your business.

- | | |
|--|---|
| <ul style="list-style-type: none">• Facebook
23k+ Followers
\$225 per post | <ul style="list-style-type: none">• Pinterest
1.7k+ Monthly Visitors
\$45 per post |
| <ul style="list-style-type: none">• Instagram
14.9k+ Followers
\$125 per post | <ul style="list-style-type: none">• Twitter
4k+ Followers
\$75 per post |





Podcast



CONVERSATIONS with HEART & SOUL

Hosted by LISA MARIE BURWELL



VIE SPEAKS PODCAST

Hosted by VIE's CEO and editor-in-chief, Lisa Marie Burwell, the podcast aims to bring "Conversations with Heart and Soul" to its listeners on a variety of platforms. VIE Speaks is curated around your brand in an interview-based format to give your audience a more personal view into your business.

- \$10,000 - Sponsored Series
- \$3,000 - Sponsored Episode with Video
- \$1,500 - Sponsored Episode without Video

Our podcast is distributed on the following platforms:

- Youtube • Castbox • Deezer
- Apple Podcasts • Google Podcast
- Vimeo • Spotify • iHeart
- Radio Public • Stitcher • Soundcloud

EPISODE 1: "RESCUE ME" - *Laurie Hood*

EPISODE 2: "VIE ADVENTURES, PART 1" - *Tracey Thomas*

EPISODE 3: "PIVOT WITH YOUR TRIBE" - *Brittney Kelley*

EPISODE 4: "VIE ADVENTURES, PART 2" - *Jordan Staggs*

EPISODE 5: "LOVE THE REP" - *Brook Stetler*

EPISODE 6: "FIT FOR LIFE" - *Zoltan "Zoli" Nagy*

EPISODE 7: "LIFE IS A BATTLEFIELD" - *Geoff Speyrer*

EPISODE 8: "ART ON THE SPECTRUM" - *Nathan Alan Yoakum*

EPISODE 9: "A DYNAMIC DUO" - *Romona Robbins & Shane Reynolds*

EPISODE 10: "KEEPING THE ARTS ALIVE IN 2021" - *Alexis Miller*

EPISODE 11: "THE GODFATHER OF NEW URBANISM" - *Robert Davis*

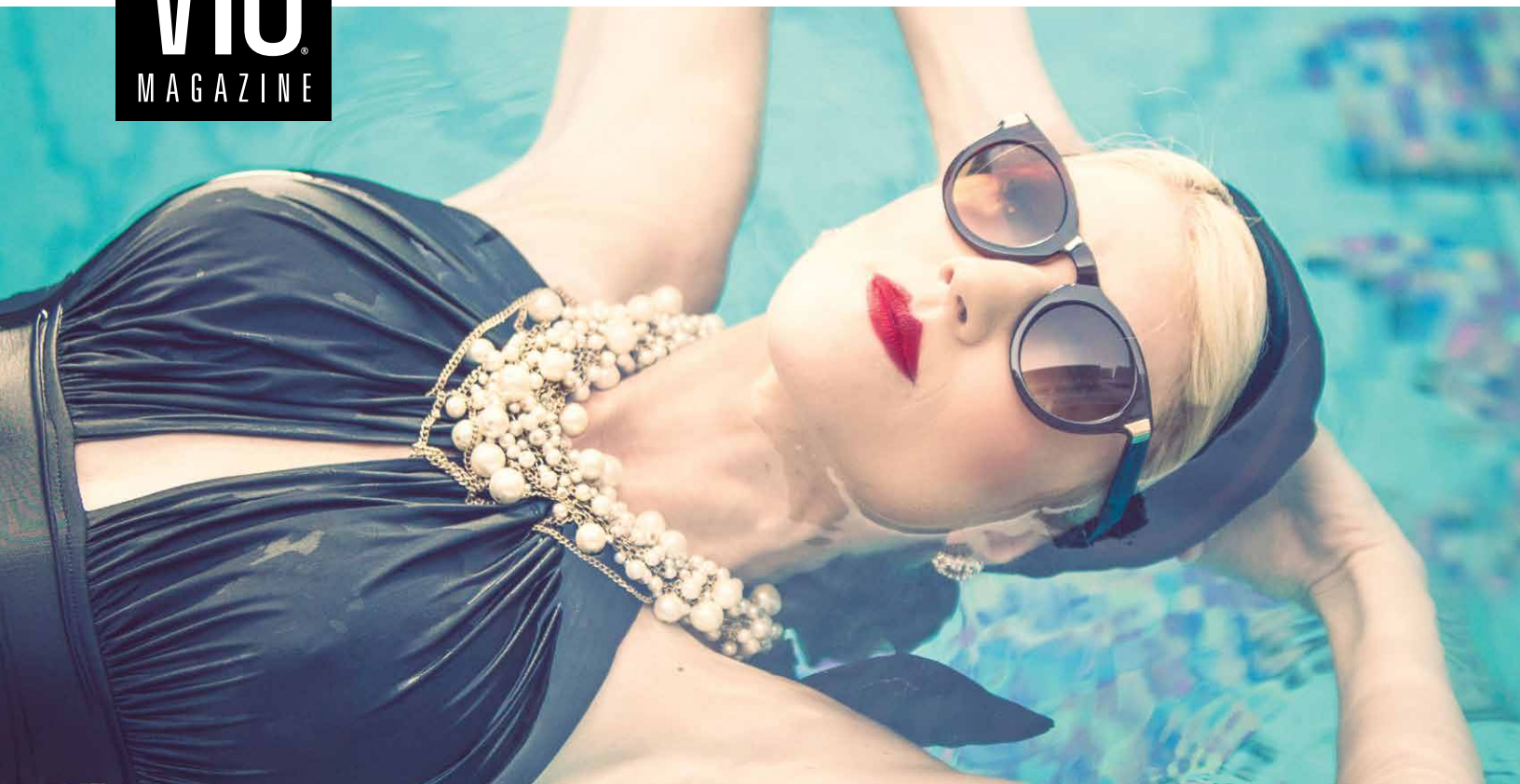
EPISODE 12: "DANCING THROUGH FIRE" - *Danielle Torley*

EPISODE 13: "SUNSHINE STATE OF MIND" - *Brian Kelley*

EPISODE 14: "FEEDING A COMMUNITY" - *Tiffanie Nelson*



Editorial Calendar



DEC 21 & JAN 22
THE HOLIDAY ISSUE

FEBRUARY
100TH ISSUE CELEBRATION:
THE BEST OF THE BEST

MARCH
HEALTH & WELLNESS

APRIL
THE CULINARY ISSUE

MAY
DESIGN & DECOR

JUNE
THE TRAVEL ISSUE

JULY
FASHION & BEAUTY

AUGUST
THE SONG & DANCE ISSUE

SEPTEMBER
REAL ESTATE: THE HERITAGE
A VIE LEGACY SHOW HOME

OCTOBER
ART & STYLE

NOVEMBER
THE TECHNOLOGY ISSUE

DECEMBER
THE SOPHISTICATE

JANUARY 23
THE VISIONARIES ISSUE



Editorial Departments



AU REVOIR! | MISCELLANEOUS

BON APPÉTIT | FOOD, RESTAURANTS & RECIPES

BOOK CLUB | AUTHORS & LITERATURE

C'EST LA VIE | CURATED COLLECTION OF PRODUCTS

LA VITALITÉ | HEALTH, WELLNESS & INSPIRATION

L'AMOUR | WEDDINGS & LOVE

LA BEAUTÉ | MAKEUP, HAIR, BODY & SKIN CARE

LA CONVERSATION | FEEDBACK FROM READERS

LA MAISON | HOME, GARDEN & DECOR

LA SCENE | CELEBRITIES & SOCIAL EVENTS

LE MONDE | CULTURE & PHILANTHROPY

SARTORIAL | FASHION

INTROSPECTIONS | COLUMNS & OPINIONS

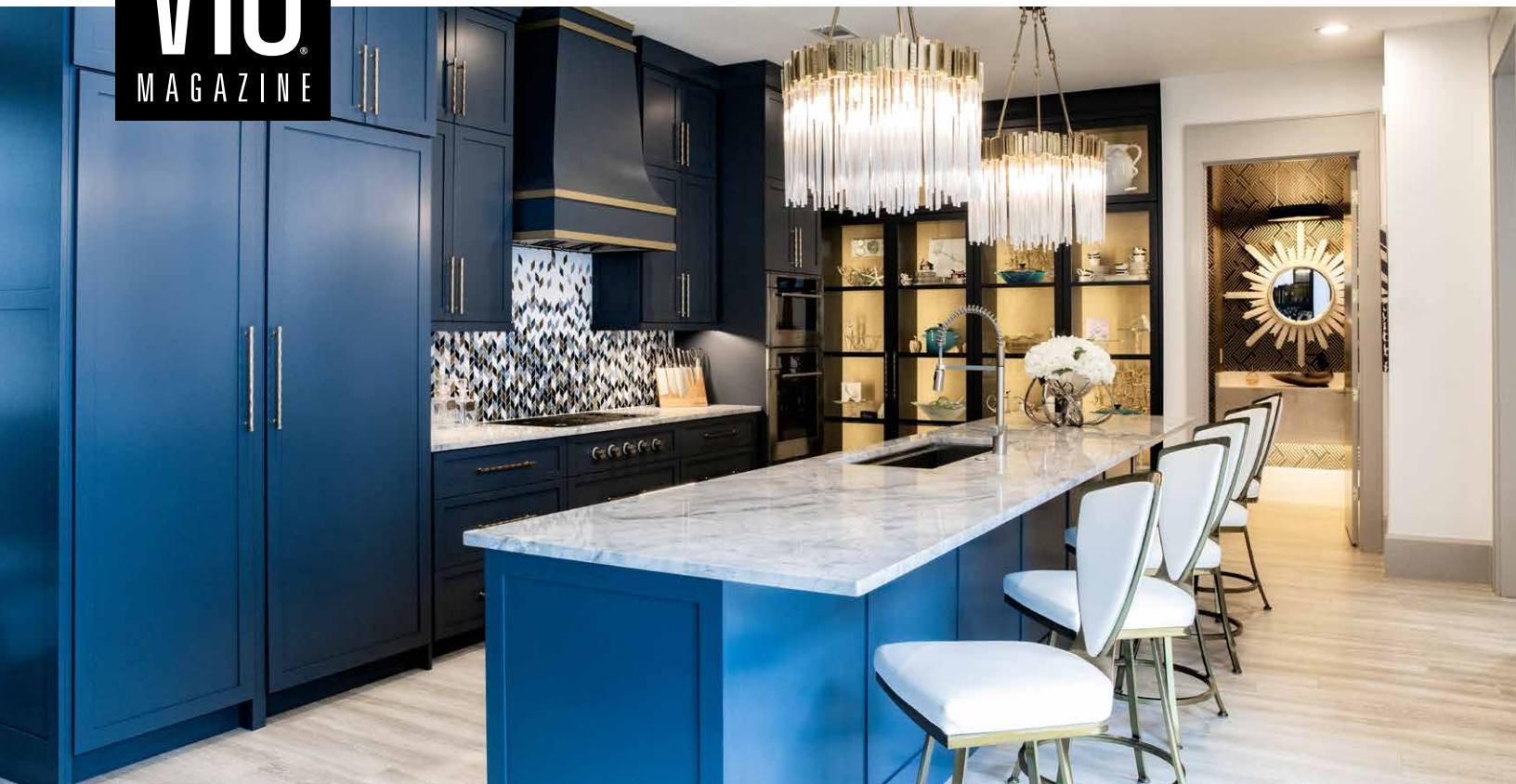
VISUAL PERSPECTIVES | PHOTOGRAPHY & ART

VOYAGER | TRAVEL, LODGING & CITY PROFILES

THE LAST WORD | CROSSWORD PUZZLE



Brand Alliance



Quickly gain attention for your brand by aligning with *VIE* to share your news, message, core values, corporate culture, vision, and mission. This is a new hybrid style of marketing—Brand Alliance Marketing. The objective of this unique platform is to generate awareness and increase your visibility through added value of our numerous marketing outlets, including print, social media, email, events, and more. Your Brand Alliance essentially provides you the need for only one media buy.

When you partner with *VIE*, we can create communications and promotional activities, as well as a valuable advertising package that merges our publishing and marketing services through our boutique branding agency, The Idea Boutique. Your partnership may also include brand consulting and strategy, graphic design, logos, websites, event planning, and more. Each Brand Alliance is fully customizable to fit your needs. *VIE*'s expert staff will work with you to create a perfect marketing package for your message to reach your business goals and your target audience as effectively as possible.

VIE Brand Alliance rates are priced custom to each client's package.

Call or email a Brand Ambassador to request a proposal.



Ad Print Specifications

SIZE	BLEED	LIVE AREA	TRIM AREA
Spread	18.25" x 11.0625"	17" x 9.8125"	18" x 10.8125"
Full-Page	9.25" x 11.0625"	8" x 9.8125"	9" x 10.8125"
Half-Page	9.25" x 5.5313"	8" x 4.2813"	9" x 5.2813"

GENERAL INFORMATION

- If your add is full Bleed all text and important elements must be kept within the "Safe Zone" – 0.5" from the edge
- The Magazine trims to 9" x 10.8125"
- Please keep live matter 0.375" from all sides that bleed; 0.25" from trim

REQUIRED FORMAT

- Image Resolution must be a minimum of 300 dpi at 100% in size
- Must be CMYK process color - spot colors must also be converted
- Press-Ready PDF: The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded

AD DELIVERY

- Please submit files via email to artwork@viemagazine.com
- If file is over 25MB please submit via WeTransfer, YouSendIt, or dropbox

DISCLAIMER

- Please follow the above specifications carefully to ensure your ad meets production standards. For any ads that exceed the included (3) proofs you will be subject to a \$150/hr design rate billed in 15 min increments.

PRODUCTION CONTACT

Amanda Salucci, Ad Manager
asalucci@viemagazine.com
(334) 439-2299

MAILING ADDRESS

VIE Magazine
114 Logan Lane, Suite 3
Santa Rosa Beach, FL 32459



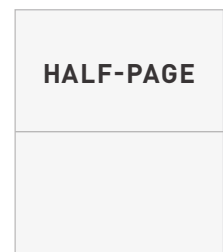
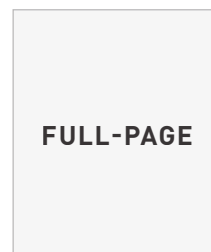
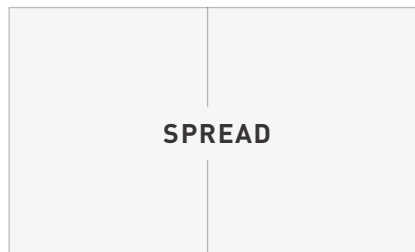
Advertising Rates

NATIONAL RATES

VIE magazine is published 12x per year and includes regional, national, and international stories on fashion, culture, travel, philanthropy, food, and more. From Seattle to NYC with a concentration in the Southeast, VIE magazine sets itself apart as a high-gloss publication known for its unique editorial approach.

STANDARD	1X	3X	6X	12X
2-Page Spread	\$8,663	\$7,662	\$6,496	\$5,198
Full-Page	\$5,775	\$4,908	\$4,332	\$3,465
Half-Page	\$3,850	\$3,273	\$2,888	\$2,310

PREFERRED	1X	3X	6X	12X
Back Cover	\$11,550	\$9,818	\$8,663	\$6,930
Inside Back Cover	\$7,161	\$6,087	\$5,370	\$4,296
Page 2 & 3	\$17,270	\$14,680	\$12,953	\$10,362
Page 4 & 5	\$15,015	\$12,762	\$11,262	\$9,009



All prices include full color and are based on a per-issue basis. Ad Design is an additional \$150 which includes (3) proofs. Rates listed above are gross rates and do not include agency discount. All other guaranteed positions are an additional 20%.

CONTACT US TODAY!

- Lisa Marie Burwell | Founder, Editor-In-Chief | lisa@viemagazine.com
- Amanda Salucci | Brand & Business Development | amanda@viemagazine.com
- Marta Rata | Brand Ambassador | marta@viemagazine.com



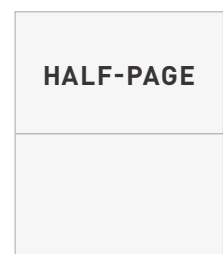
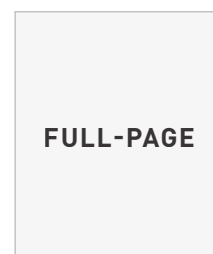
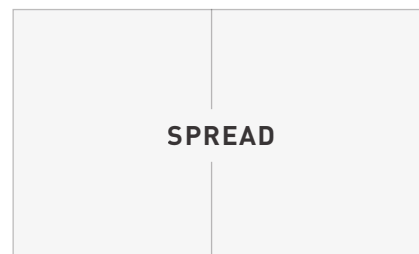
Advertising Rates

COLA 2 COLA RATES

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STANDARD	1X	3X	6X	12X
2-Page Spread	\$6,064	\$5,363	\$4,547	\$3,638
Full-Page	\$4,043	\$3,436	\$3,032	\$2,426
Half-Page	\$2,695	\$2,291	\$2,021	\$1,617

PREFERRED	1X	3X	6X	12X
Back Cover	\$8,085	\$6,872	\$6,064	\$4,851
Inside Back Cover	\$5,013	\$4,261	\$3,759	\$3,007
Page 2 & 3	\$12,089	\$10,276	\$9,067	\$7,253
Page 4 & 5	\$10,511	\$8,934	\$7,883	\$6,306



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- Lisa Marie Burwell | Founder, Editor-In-Chief | lisa@viemagazine.com
- Amanda Salucci | Brand & Business Development | amanda@viemagazine.com
- Marta Rata | Brand Ambassador | marta@viemagazine.com



Advertising Deadlines

The below dates are for our 2022 production schedule and advertising deadlines. Please have all advertising materials submitted before or on the below deadline dates.

DECEMBER & JANUARY

The Holiday Issue

Ad Deadline: Nov 3, 2021

On Shelf: Dec 2021

FEBRUARY

100th Issue Celebration:

The Best of the Best

Ad Deadline: Jan 5, 2022

On Shelf: Feb 2021

MARCH

Health & Wellness

Ad Deadline: Feb 2, 2022

On Shelf: Mar 2022

APRIL

The Culinary Issue

Ad Deadline: Mar 2, 2022

On Shelf: Apr 2022

MAY

Design & Decor

Ad Deadline: Mar 30, 2022

On Shelf: May 2022

JUNE

The Travel Issue

Ad Deadline: Apr 27, 2022

On Shelf: Jun 2022

JULY

Fashion & Beauty

Ad Deadline: May 25, 2022

On Shelf: Jul 2022

AUGUST

The Song & Dance Issue

Ad Deadline: Jun 22, 2022

On Shelf: Aug 2022

SEPTEMBER

Real Estate: The Heritage

A VIE Legacy Show Home

Ad Deadline: Jul 20, 2022

On Shelf: Sept 2022

OCTOBER

Art & Style

Ad Deadline: Aug 17, 2022

On Shelf: Oct 2022

NOVEMBER

The Technology Issue

Ad Deadline: Sept 14, 2022

On Shelf: Nov 2022

DECEMBER

The Sophisticate

Ad Deadline: Oct 12, 2022

On Shelf: Dec 2022

JANUARY

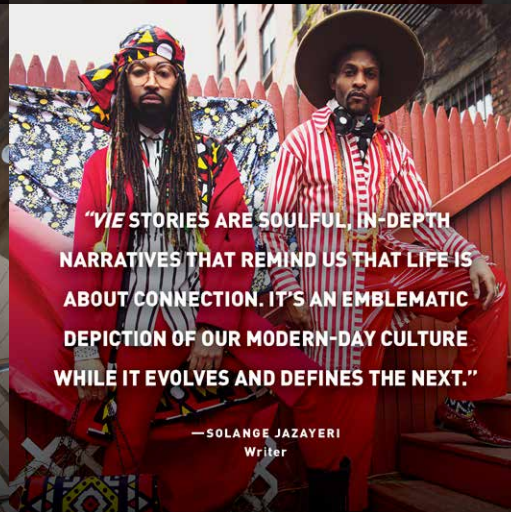
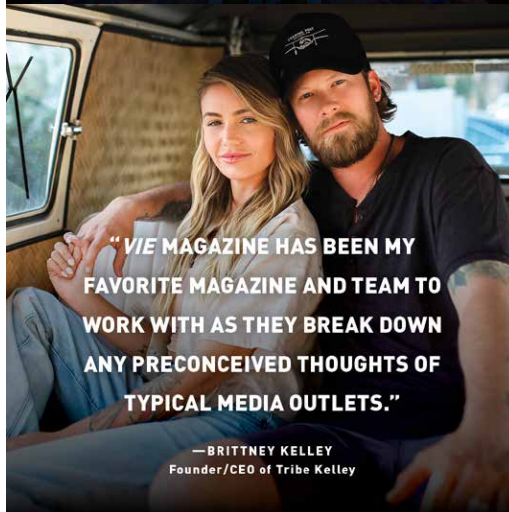
The Visionaries Issue

Ad Deadline: Nov 9, 2022

On Shelf: Jan 2023



Partner Testimonials



TheIdeaBoutique.com
Info@TheIdeaBoutique.com