



Be Well Philly: The Region's Premium Health & Wellness Destination

Be Well Philly is the region's resource for the people, products and services that help Philly's residents live happy, healthy lives. This is your brand's opportunity to continually reach active and health-conscious consumers in Greater Philadelphia year-round.

Be Well Philly magazine

- 120,000 circ & year-round distribution
- *Philadelphia* magazine subscribers as a polybag with the December issue

Annual Events

BeWellPhillyFEST

BeWellPhilly
YOGA FLOW



Be Well Philly Channel on Phillymag.com

62% Female | 60% ages 25-44

Average Time Spent: 3:45

Over 100K Social Media Followers Across Platforms

14K+ E-Newsletter Subscribers

Be Well Philly Annual Magazine

Be Well Philly is the region's resource for the people, products and services that help Philly's residents live happy, healthy lives.

2023 Features Included:

- Cover story: Black women at the forefront of Philly's urban agriculture movement - farming, foraging, and herbalism
- Feature Story: The body neutrality movement — what it is, how it differs from body positivity, why it's gaining traction now, and how wellness professionals can help support their patients who might benefit from taking a body-neutral approach for long-term health.
- Feature Story: An insider's guide to the Wissahickon including best trails for hiking, biking, and bringing your kids, plus where to refuel after your jaunt

120,000 circulation with year-round distribution:

- *Philadelphia* magazine subscribers as a polybag with the December issue
- New movers looking for doctors, dentists and more
- Regional subscribers to women's health magazines
- Newsstands throughout the Greater Philadelphia region
- Doctors & Dentist offices

2024 Issue

Advertorial Deadline: Sept 8 / **Materials:** Sept 15

Ad Space Deadline: Oct 11 / **Materials:** Oct 14

On Stands/In Home: November 27

Be Well Philly Rate Card:

- Full Page: \$8,000 net
- 2/3 Page: \$6,000 net
- 1/2 Page: \$4,500 net
- 1/3 Page: \$3,100 net
- Cover 3: \$12,500 net
- Full Page Advertorial: \$10,000 net
- Full Page Ad + Full Page Advertorial Spread: \$14,000 net

2022 HEALTH AND WELLNESS GUIDE

BeWellPhilly

The Body Part
You're (Probably)
Overlooking

Finding Joy in
Meatless Meals

Find Your FOREVER SPORT

Four fun ways to unlock your
fitness potential—now,
and for the rest of your life

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FROM THE
EDITORS OF

Philadelphia
MAGAZINE

PLUS THE TOP DOCTORS + DENTISTS YOU NEED!

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Be Well Philly's Guide to Living Well

Be Well Philly's Guide to Living Well provides an opportunity for businesses looking to reach women and men who have active lifestyles, strive to be healthy and want to look and feel great.

This local business guide provides a way for you to align with *Philadelphia* magazine's *Be Well Philly* publication to reach the region's most health, fitness and beauty-conscious audiences.

Guide To Living Well Is Perfect For Businesses That Offer:

- Spa & Rejuvenation services
- Fitness & wellness products and services
- Hair & beauty Treatments

Your listing in the Guide to Living Well includes:

- One (1) full-color high resolution photo
- 25-75 words of copy (based on listing size)
- Business address(es) and website information

Investment Options:

- **1/9 page:** \$500 net
- **2/9 page:** \$900 net
- **1/3 page:** \$1,250 net

2024 Issue

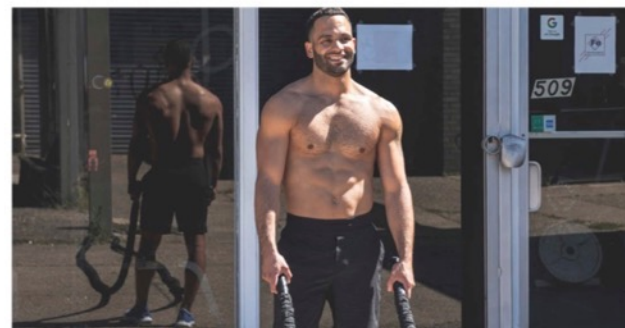
Space Deadline: September 29

Materials Due: October 6

On Stands/In Home: November 27

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Guide to Living Well



FITNESS

The Fitness Ethic

The Fitness Ethic is a personal training studio and fitness brand that believes training is more than just fitness—it's an ethic. Fitness Ethic's founder and master trainer, Giovanni, has developed a new semi-personal training program based on total body development through tempo workouts that include cardio, strength and core during every session. The new program is designed to help participants feel comfortable, safe and motivated returning to the gym. Reserve your Fitness Ethic personal training session today. 509 Spring Garden Street, Philadelphia: 267-320-6730: thefitnessethic.com

NUTRITION

Hungry Harvest

Eat well. Do good. Hungry Harvest delivers fresh fruits, vegetables and grocery staples that are good for your health and the health of our community. Customizable boxes come in a variety of sizes and options—including organic—and start at \$15. Plus, every delivery fights food waste and hunger in Philadelphia. Since 2014, Hungry Harvest has saved 22 million pounds of food and provided access to more than 1.5 million pounds to those in need. 6700 Essington Avenue, Philadelphia: family@hungryharvest.net; hungryharvest.net



BEAUTY

LaBelle Nail Bar

LaBelle Nail Bar prides themselves on providing quality manicure and pedicure services with the highest cleanliness standards in a relaxing, fume-free environment with luxurious and non-toxic products. They believe clients should not have to compromise their health for beauty. Experience the LaBelle difference by scheduling an appointment. 52 East Lancaster Avenue, Ardmore, PA: 610-658-7228: labellenailbar.com