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NEW FOCUS DAILY



2017 Summer/Fall  
Media Kit



# NEW FOCUS DAILY



New Focus Daily a women's lifestyle magazine which serves as a go-to guide for strategies about health and wellness, money, career, relationships, inspiration and more.

New Focus Daily is a publication and Ribbon of Support of the Women Survivors Alliance and is published in partnership with New Focus Network. New Focus Network is a media company producing lifestyle and positive content across multiple platforms for broadcast, cable, digital and it's own SVOD. With an international team of experts and award-winning editors, the *New Focus* community encourages women to find their voice, improve their their quality of life and embrace their 2<sup>nd</sup> acts.

New Focus Daily was created in 2012 and officially launched at SURVIVORville in August 2013. It began under the name "The Plum" with six published articles each month. In January 2015, the magazine officially changed it's name to NOU and substantial growth began. In January 2016, NOU Magazine was redesigned and Cindy Chafin became Editor-In-Chief. In July 2017, a partnership was announced with the media group, New Focus Network (NFN). NFN became the underwriter of the online magazine, and the name was changed to honor its partner and to allow shared content between the two entities to support the efforts to empower women.

With a Google Adwords Grant, New Focus Daily began to see substantial growth. Today, New Focus Daily uploads 12-14 unique articles per month and averages 36,000 impressions each week. In November 2016, the magazine officially hit the 1M mark in readership over the past four years.

New Focus Daily now delivers updated articles 3-5 times weekly. Newsletters and updates are also delivered weekly to approximately 14,000 and delivers 1.4M impressions per year. In partnership with New Focus Daily Downloads, NFD also delivers to over 28K viewers per week via social media. In July 2017, New Focus Daily Magazine will publish its first hard copy edition.





# MEDIA CHANNELS

## New Focus Daily Magazine

COMING JULY 2017

Our elegant printed magazine available via subscription. Beautiful design and interface

Published quarterly

Subscription-based means extremely high engagement

Yearly subscription rate \$19

NFN Digital download available for \$4.99

## Website NewFocusDaily.org

We publish all current and past content of the magazine app, plus additional pieces every week.

Mobile responsive design delivers exceptional user experience on all devices

132 contributors and growing  
12-14 new articles uploaded per month  
Approximately 32-36K impressions/week  
1.4M impressions annually  
6000+ unique readers per month  
Premium positioning and exclusivity

## New Focus Daily Newsletter

Newsletter posts from Cindy Chafin, Editor-In-Chief, plus new contributor content and news of upcoming events.

Published 1x-2x per month  
14000+ email subscribers

Premium positioning and exclusivity on each edition



## Audience Interests

Health, Wellness & Prevention  
Cancer Survivorship  
Lifestyle, DIY, Healthy Cooking  
Spirituality & Higher Consciousness  
Holistic Wellness  
Fitness regimens  
Environmental issues

Self-improvement through continuing  
education, workshops, online courses  
Entrepreneurship  
Style/Fashion  
Conscious travel  
Socially responsible brands  
Meditation

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## Advertisers/Partners



After Breast Cancer Diagnosis/ABCD  
American Association of Cancer Research  
Allsup  
American Cancer Society  
Anii Skin Care  
ASEA  
Beauticontrol  
Cancer and Careers  
Cancer Support Community  
*Cancer Today* Magazine  
Cancer Treatment Centers of America  
Coldwater Creek  
Dollar General  
Custom Packaging  
Eucerin  
Genetech  
Ignyta  
Criss Cross Intimates  
KISS USA  
LIVESTRONG Foundation  
LUNgevity  
My Personal Credo  
Nature Unleashed  
Nissan Next  
Novarian Health  
New Focus Network  
Pathway Genomics  
Pfizer  
Scott Hamilton CARES Foundation  
Simply Delicious  
SonoCine  
St. Thomas Health  
Survivor Collection

Tennessee Oncology  
TurbanDiva  
Vanderbilt Ingram Cancer Center  
Walgreens



Median Age: 49  
HH Income: \$75,000+

142 contributors and growing

12-14 new articles uploaded per month

Approximately 32-36K impressions weekly  
1.4M impressions annually

6000+ new/unique readers per month  
Premium positioning and exclusivity

NFN Newsletter published 1x-2x per month

Average time per session:  
6 minutes

14,000 eNewsletter  
subscribers



NEW FOCUS DAILY

# Contributor and Sponsoring Contributor Opportunities & Guidelines



We want every page of *New Focus Daily Magazine* to reflect the variety and diversity of our readers by being a women's lifestyle magazine which serves as a go-to guide for strategies about health and wellness, money, career, relationships, cancer survivorship, inspiration and more. Remember those three points as you prepare your submission.

In order to send *New Focus Daily* a submission, all contributors are required to register on the New Focus Daily website. Complete the online form below to register. If you register, you agree to provide true and correct information about yourself in all registration forms.

Submissions solely focused on the promotion of commercial events or businesses are not permitted. We do offer "Sponsoring Contributor" opportunities for those who wish to promote their commercial events or products or services for sale. Please contact the editor for information or inquiries.

We only accept new and original material. If you would like to link your article published in New Focus Daily on another site, that is acceptable. We cannot, however, accept articles that have been published elsewhere, as it infringes upon our sponsor agreements.

We do not pay for submissions. We may also re-publish information of public interest from governing health authorities or other public health or cancer professionals that contribute to overall health and well-being and that are available to be shared either through explicit permission and/or as public domain.

Submissions should be between 800 – 1,000 words. If your submission is accepted, we reserve the right to edit for grammatical and stylistic errors.

PLEASE SUBMIT YOUR PIECES IN WORD FORMAT.

PLEASE NOTE: NOT ALL SUBMISSIONS ARE CHOSEN FOR PUBLICATION

Please also submit a brief biographical sketch.

For those contributors who wish to highlight a product or service that you are selling, we will link to your website or blog within the body of the article if you agree to terms as a "Sponsoring Contributor," which includes a donation to the Women Survivors Alliance to offset the costs of operating New Focus Daily magazine. All articles may include a link to the contributor's website or blog. It is the article's content that determines whether it is an educational article or a promotional article, with the latter being categorized as a "Sponsoring Contributor" with a requested donation.

If you choose to submit your own graphics, they need to fit the follow criteria if used as a feature photo and meet the guidelines outlined below for proper usage. Graphics may or may not be selected for final published article at the discretion of the editor.

Graphics should meet one of the following depending on placement of the article in the publication:

Standard: 750px width x 400px height

Full-Width: 1200px width x 520px height

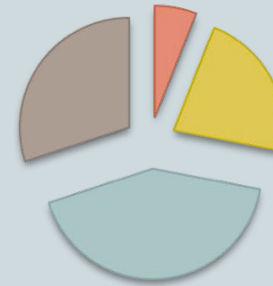
Parallax/Full-Background: 1400px width x 700px height

By contributing or submitting any materials, information and/or images to New Focus Daily, including without limitation your name and likeness, you grant to New Focus Daily/WSA the irrevocable and perpetual right (unlimited as to the number of uses, times and territory) to use, publish and display your submission, name and likeness in any media now known or hereafter developed. You grant New Focus Daily a perpetual, irrevocable, nonexclusive, royalty-free license to use, modify, create derivative works from, display, redistribute, and republish the Submission in any medium or form.

# Contributor and Sponsoring Contributor Opportunities & Guidelines (Con't..)



## Demographics



- Ages 18-24
- Ages 25-39
- Ages 40-55
- Ages 55+

All submissions must be original content and not published on other blogs, websites, or in additional online publications. You may not contribute information or pictures that violate the property rights of others, including unauthorized intellectual property, images or programs, trade secrets or other confidential proprietary information of a third party. You warrant that any materials, information and/or images you contribute or submit to New Focus Daily are original or are in the public domain and that you are the sole author with the full power to submit the same and to grant the above licenses to New Focus Daily.

You hereby waive any opportunity or right to inspect or approve the Submission and/or the final product in which it may be used or incorporated. You hereby release New Focus Daily from all claims now and hereafter existing which you and/or others claiming by or through you may have a right to assert arising under these Terms or from any use, non-use or editing of your Submission.

### Creative Deadlines:

All creative must be submitted at least 7 business days prior to start of campaign

Late submission will not guarantee campaign delivery in full

### Video Guidelines:

- Resolution: 640x360px (16:9) or 640x480px (4:3)
- Formats: .mp4, VAST, VPAID, .mov • Length: 15 or 30 seconds (15 recommended)
- Frame Rate: 30 fps
- 1x1 impression tracking pixels and click tag URLs are supported.
- Size: 2MB max.







## Digital

NewFocusDaily.org is a responsive site, designed to be user-friendly on any device.

### HOME PAGE AND CHANNEL TAKEOVERS

Exclusive sponsorship of NewFocusDaily.com's home page and/ or channel main pages or article pages.

### RUN OF SITE BANNERS

We offer IAB standard banner sizes to run across our responsive site:

- 300x250
- 300x600
- 728x90
- 970x90
- 320x50 (mobile only) • Filmstrip
- Sidekick
- Pushdown

### CUSTOM RICH MEDIA

Go beyond your standard banner ad and engage New Focus Daily visitors with custom ads that can contain videos, slide shows, and much more.

### GEO TARGETED BANNERS

Target only New Focus Daily visitors in a certain area

### HOME PAGE CONTENT ROTATOR

Feature your ad as if it were a part of NewFocusDaily.com's home page current content feed.

### CUSTOM OPPORTUNITIES

We have the ability to create slideshows, infographics, newsletter campaigns, content hubs, custom video series and so much more! All incorporated into NewFocusDaily.com

### IN-HOUSE PRODUCTION

Advertising rates include one hour of ad production for one 4-color ad. Services include basic design, color scanning and pre-press setup. Design assistance is available for \$55./hour

NOT included are the cost of photography, concept and logo design, artwork, photo manipulation or submitting an ad to other publications.



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## Advertising Rates



### NFD Digital Rates

LEADERBOARD AD  
\$350/month  
(minimum 3 months)

MEDIUM SIDEBAR AD  
\$250/month  
(minimum 3 months)

CONTRIBUTING CONTENT  
WITH SERVICE/PRODUCT  
PROMOTION  
\$250/per article

SPECIALTY MONTHLY  
FOCUS AD w/ Article -  
\$995

### Quarterly Print Editions

Inside Cover/Back Cover Page – \$3745  
Full Page Ad/Feature article/Inset pic/Digital - \$2575  
2/3 Page Ad - \$2200  
1/2 Page Ad - \$2075  
1/4 Page Ad - \$1350  
1/8 Page Ad - \$925  
(Also includes digital ad opportunities)

New Focus Daily serves as a Ribbon of Support and underwriter and for the Women Survivors Alliance.

Currently there are 8 million women cancer survivors in the United States. Because of advances in research, treatment and early detection, that number is estimated to rise to 9 million by 2022.

The mission of the Women Survivors Alliance is to establish a network where women affected by cancer can find their voice, improve their quality of life, and embrace their 2nd Act. The WSA has undertaken a national call to action to address the needs of women cancer survivors across the US.

Like all women, cancer survivors lead multi-faceted lives as wives, partners, mothers, daughters, employers, employees, and volunteers. And while women survivors have all the same dreams and needs as other women, they must also balance the game changing challenges a cancer diagnosis presents. They face health and self-image issues as a result of their treatments. They face financial, legal and insurance issues as a result of their medical care. They wonder if the disease that nearly took their lives might return.

While their disease sets them apart from others, it also creates a sisterhood. It is a loyal, little understood and untapped demographic. Until now.

The WSA works to transform survivorship from a mood into a movement by empowering, educating, and connecting women whose lives have been touched by cancer.

The WSA is an organization created BY women survivors FOR women survivors and works with other work along side its partner corporations and organizations to help women achieve true survivorship, and a fulfilling, promising, and cancer-free life!





# The New Focus Network Partnership



New Focus Daily has partnered with New Focus Network to create a schedule of custom, creative shows that expand on empowerment and will be promoted across the VHX digital platform. New Focus Network will give existing New Focus Daily readers, followers, and new fans alike more of the authentic, high-quality content, expanding upon the ideas the publication was founded on.

New Focus Network is comprised of original programming and broadens the definition of empowerment and purpose with real stories and lifestyle-driven professionally produced entertainment rivaling anything on cable consisting of talk, cooking, home DIY, docu-series and travel. The company aims to fill a niche in an influential market where there are too few identifiable brands for this particular demographic that seek all-inclusive and meaningful content. NFN is available now online and across all devices including iOS, Android, Roku, Apple TV and Google TV.

With the additional OTT component, the advertising of New Focus Daily can expand into the television viewing market for health, wellness and lifestyle. For more information on this opportunity, please contact Karen Shayne at [karen@newfocusnetwork.com](mailto:karen@newfocusnetwork.com)



## Current NFN Programming



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NEW FOCUS DAILY



For More Information or Advertising Opportunities With  
New Focus Daily Magazine

Please Contact:

Cynthia Chafin, Editor-In-Chief

[Cindy@womensurvivorsalliance.org](mailto:Cindy@womensurvivorsalliance.org)

Telephone:

1-800-569-5193