



Nourish Magazine

Nourish is a vegan food and living magazine, produced by Lovatts Media. The magazine is filled with vegetarian and vegan recipes, health and wellness inspiration, news and more. The magazine places health front and centre targeting young, career-driven professionals and affluent middle-aged families and couples.

Objective:

Nourish's target objective is to create brand awareness and to reduce the cultural negativity associated with veganism, acting as a gateway product to educate and welcome people into vegan and plant-based living subcultures. >>

Nourish has created a readership base of more than **50k people.**



Nourish Magazine

Magazine subscriptions doubled within a year, totally a **213% increase.**

Method:

Lovatts used data insights to understand the interest of its current readership and cater to it in its content selection and production, helping them achieve sales targets. Lovatts uses a vibrant, aspirational design for the magazine and by designing premium pages for their targeted affluent audience, who are highly desirable customers, Lovatts is able to increase partnership and advertising revenue each year.

Results:

Lovatts attribute the success of their subscription sales to Nourish magazine's vibrant design, which doubled within a year at a 213% increase. Nourish has a readership of more than 50k, and their annual campaign 'The Nourish Vegan Awards' attracts more than 210,000 public votes each year. A number of brands have incorporated the Nourish Vegan Awards winner seals into their product packaging, providing Nourish significant and valuable publicity. Not only has Nourish more than doubled its retail sales value, it has had significant increases in brand exposure as well. ●

6 SECRETS for LIVING LONGER and BETTER

Here we uncover longevity lessons from the people of the Blue Zones — those that live the longest and the healthiest lives. Let's start with what's on their plates.

MEMBERS

1 Eat a small bowl of the pasta... **2** ... **3** ... **4** ... **5** ... **6** ...

Paella with scallops, sausage, and chicken

MEMBERS

1 ... **2** ... **3** ... **4** ... **5** ... **6** ...

A ONE-PIECE OUTFIT SOLUTION THAT IS COMFORTABLE, FLATTERING, AND TIMELESS.

MEMBERS

1 ... **2** ... **3** ... **4** ... **5** ... **6** ...

