



THE BEST YOU

M A G A Z I N E

MEDIA KIT +
OPPORTUNITIES

THE BEST YOU MAGAZINE

is the leading personal and professional growth publication, featuring the most effective and current innovations in lifestyle-enhancement, self-improvement, professional growth and personal development.

LAUNCHED IN 2015 WITH OVER 55 ISSUES

We are an established name that offers articles with advice from industry leaders and aspiring influencers, as well as original interviews, research, visionary brands, modern technologies and essential tips for becoming the Best You!

DEMOGRAPHICS

A Highly Engaged and Discerning Audience

THE BEST YOU
MAGAZINE



1,4K+

NEW WEBSITE VISITORS
EACH MONTH



42,000+

AUDIENCE ON EMAIL LIST
55% Women / 45% Men



27,9%

AVG OPEN RATE ON 378K
EMAILS PER MONTH



**38^{YR}
OLD**

AVERAGE
AGE



\$55K

AVERAGE
INCOME



70%

UNIVERSITY
GRADUATE



71%

OWN
PROPERTY

PSYCHOGRAPHICS

Delivering an Audience of People Who:

THE BEST YOU
MAGAZINE



ENGAGE

86% describe themselves as change and growth seekers.

76% are looking to improve their emotional and physical well-being.

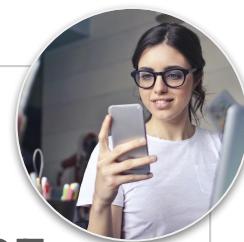
76% are looking to improve their performance in the workplace and find more happiness in their personal lives.



PURCHASE

Collectively spend millions per year on self-improvement products, books, courses and holistic training.

94% enjoy the study of self-help and are "repeat" customers of self-help and personal/professional development-related products.



INFLUENCE

44% of readers work in the personal and professional development field and are twice as likely to influence the purchase decisions of their customers, clients and social network.

EDITORIAL PILLARS

THE BEST YOU
MAGAZINE

INNER YOU

Exploring ideas and practices that lead to greater calm, control and creativity.

ENJOY LIFE

As well as inspiring stories of people who have led extraordinary lives, this section takes in travel, experiences and ideas to live well and fully.

LIVE LOVE LEGACY

How do successful people achieve their goals? We profile leaders in their field, whether that be business, music, sport or philanthropy to find out.

FEEL AND LOOK GOOD

From nutrition tips to the latest fitness craze, and from experts in the power of herbs to the best time-saving gadgets, this is about the practical steps we can take to enhance our lives, inside and out

WEALTH AND RICHES

Looking at the true meaning of wealth - living the best life possible - we profile wealth mentors and those who understand how to give back meaningfully.

INNOVATIVE HORIZONS

Where the latest in technology and AI converge with the pioneering fields of biohacking and anti-aging to redefine personal development.

NEXT ISSUES

Editorial & Advertising schedule

THE BEST YOU
MAGAZINE

JULY- SEP

Copy deadline: 06/15/24
Available: 07/01/24

OCT-DEC

Copy deadline: 09/15/24
Available: 10/01/24

JAN-MAR

Copy deadline: 12/15/25
Available: 10/01/25

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PERSONAL COVER STORY

THE BEST YOU
MAGAZINE



A HIGH-IMPACT PERSONALISED MAGAZINE & COVER STORY!

What You Get:

- Featured front cover
- Premium 3-page article
- Dedicated editor's letter
- A personalised The Best You Magazine!

SPECIAL OFFER:

\$ 10,000

MAGAZINE OPPORTUNITIES

CUSTOM ARTICLE

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"THE PLAYING
FIELD IS POISED
TO BECOME A LOT
MORE COMPETITIVE,
AND BUSINESSES THAT
DON'T DEPLOY AI
AND DATA TO HELP
THEM INNOVATE IN
EVERYTHING THEY
DO WILL BE AT A
DISADVANTAGE."

PAUL DAUGHERTY,
CHIEF TECHNOLOGY AND
INNOVATION OFFICER,
ACCENTURE

Reactive AI systems are those that respond to their environment in a way that is appropriate to the current situation. They do not have any internal model of the world or their own goals. Examples of reactive AI systems include robots (Roomba vacuum cleaner) that can avoid obstacles and virtual assistants (Siri, Alexa, and Google Assistant) that can answer questions. It's the chess grandmaster, predicting and reacting to specific situations. IBM's Deep Blue, which defeated Garry Kasparov in 1997, is a classic example. It's like having a tactical guru who always knows the optimal move in the business game.

Cognitive AI systems, on the other hand, have an internal model of the world and their own goals. They can use this knowledge to plan and reason about their actions. Examples of cognitive AI systems include self-driving cars (Waymo) that can navigate traffic and medical diagnosis systems (IBM Watson) that can identify diseases. Imagine a machine that not only plays chess but also understands the emotional nuances of the game. Watson, thinks, learns, and adapts based on experiences. It's like having a business partner who not only strategizes, but also empathizes with your challenges.

Reactive AI vs. Cognitive AI: In the AI dual of the mind, we have Reactive AI, the tactical strategist, and Cognitive AI, the analytical thinker. In the AI dual of the mind, we have Reactive AI, the tactical strategist, and Cognitive AI, the analytical thinker.

Another way to categorize AI systems is by their level of intelligence. Weak AI systems are those that are designed to perform a specific task, such as playing chess or translating languages. They do not have the ability to reason or learn in a general way. Strong AI systems, on the other hand, are those that are capable of human-level intelligence. They can reason, learn, and solve problems in a way that is indistinguishable from humans.

LET'S BREAK DOWN THE
MAJOR TYPES OF AI

• **Narrow AI (or Weak AI):** Think of this as the specialist of the AI world—focused, efficient, and a bit one-dimensional.

Companies like Siri and Alexa are examples of narrow AI. They are designed to perform a specific task, such as answering questions or playing music.

• **General AI (or Strong AI):** This is the ultimate goal of AI research. It's a machine that can think, learn, and solve problems in a way that is indistinguishable from humans. It's the AI that can do anything a human can do.

• **Generative AI:** This is the AI that can create new content, such as images, music, and text. It's the AI that can write a story or compose a song. It's the AI that can generate a new product or service.

• **Machine Learning:** This is the AI that can learn from data. It's the AI that can identify patterns in data and use them to make predictions. It's the AI that can improve its performance over time.

• **Deep Learning:** This is a subset of machine learning. It's the AI that can learn from large amounts of data. It's the AI that can recognize faces in photos or transcribe speech. It's the AI that can play Go.

• **Reinforcement Learning:** This is the AI that can learn from rewards and punishments. It's the AI that can learn to play a game or to navigate a maze. It's the AI that can learn to do a task that requires trial and error.

SHARE YOUR STORY!

What You Get:

- Premium 3-page article
- Included in The Best You Magazine web page.
- Featured as a Best You contributor.
- Article and profile with links to your web page and social media.
- Prominent share via social media, and emails with our vast readers, audience and subscribers.
- You will receive 5 printed copies.

PRICE: \$2,500

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\$ 1,500

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BOOK FEATURE

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BOOK CLUB

The Secret of Happiness – Greg Reid

What is the Secret of Happiness? Join author Greg Reid as he tells the story of his transformative two-year journey with a diverse group of individuals from all walks of life—from actors and musicians to monks and intellectuals—to answer one of the greatest questions of all time. In *The Secret of Happiness*, Reid delves into the profound and sometimes contradictory insights gathered from this journey. This enlightening parable unveils the knowledge and epiphanies acquired as they seek to unravel life's greatest question, and readers are invited on this captivating exploration, where wisdom from all walks of life converges to reveal a universal truth about the essence of true fulfillment.

Visit [Greg Reid](#) for more information. Available on Amazon and Barnes & Noble!

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BEST YOU INSIGHTS



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Some of the upcoming issues are titled:

- Ai Revolution
- Crypto Frontiers
- Ageless Living
- Blueprint For Authors
- Media Mastery
- Speakers Showcase

APPLY TODAY:

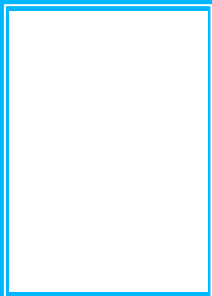
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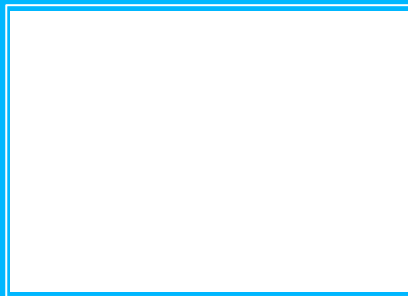


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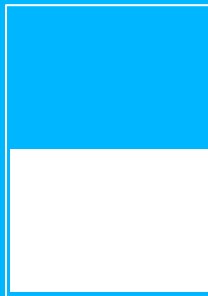
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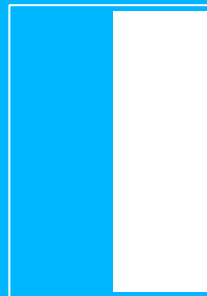
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COVER
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HORIZONTAL
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- Spread: 1536x1024 px
- Half Page Horizontal: 768x512 px
- Half Page Vertical: 384x1024 px

Accepted formats: jpg/png. RGB, 150 DPI resolution.

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CONTACT US TODAY!

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