



Media on a Mission

We're making recovery from addiction visible
in our communities by bringing it to Main Street USA

We're the **BEST FIT**
for marketing, outreach and education
for many advertisers

Portland Maine
(207) 671-9031
carolyn@journey-magazine.com



our brand

Everything we do -- **print magazine, website, social media and events** - focuses on reducing addiction stigma in an approachable, hope-filled, solution-oriented way.

We're making recovery from addiction visible in our communities by sharing inspiring personal recovery stories, elevating mutual-aid recovery programs and providing helpful articles on health and well-being.

We're the **best fit** for advertisers who:

- want to **reach** the recovery community
- want to **increase awareness** of their brand's support for their employees, customers and community
- are **recovery champions** and want to share their brand story to **encourage** others
- provide services and products focused on **improving health and well-being**
- want to **reach socially conscious** consumers who shop their values
- support **solution-oriented** media

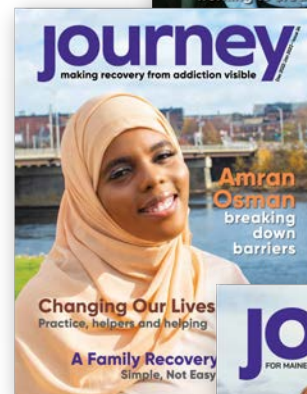
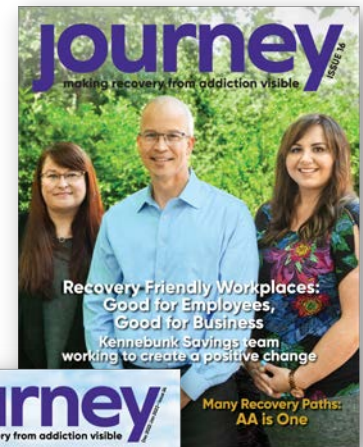
We **connect with and engage** readers who are:

- people **seeking recovery** from an addiction
- people **in recovery** looking to improve their health and well-being through education, careers, etc.
- **family members** of people in recovery
- **concerned citizens** looking for solutions to a public health crisis
- **recovery champions** eager to amplify voices to eliminate addiction stigma

How we **reach** them:

- Over **3,000** people at their homes and businesses
- **800+** business locations in Maine
- **online** and social media
- distributed to **recovery community** centers

**If you believe that, as a society,
we need a fresh, hope-filled message
about recovering from addiction, give me a call.
We have lots of marketing opportunities!**





founder & publisher



Journey Enterprises is a woman-owned media company founded by Carolyn Delaney. Our team is made up of people in recovery, recovery allies and experts in their industries. We believe it's our responsibility to **publish content** that encourages readers to share a message of hope, **human to human**.



Peter Rosasco (on video), Brenda Briggs, Carolyn Delaney, Joanna Free and Niki Curtis

editorial mix

Journey launched in 2019, focused and devoted to reducing addiction stigma. We do this by increasing the visibility and accessibility of inspirational and aspirational personal recovery stories, programs and resources.

Our brand is **relatable** and **compassionate**; our voice is **hopeful, positive** and **inspiring**.

Journey Magazine is a bi-monthly, high quality, full-color and perfect-bound. Our content focuses on recovery community interest articles, programs, personal recovery stories and health and well-being articles.

As a print magazine, we:

- have a long shelf life and encourage pass along readership
- offer relief from screen-time
- produce relevant and credible local Maine content
- are able to reach people in places where online access is not possible

Every issue of Journey Magazine delivers hope and provides evidence that we can and do recover.

distribution & audience



**we bring hope
and recovery to
Main Street!**

**Over 3,000 people
welcome us into
their homes or businesses
via direct mail**

**available in 800+
Maine locations:**

town halls, colleges, banks, coffee shops,
grocery stores, libraries, healthcare
facilities, car dealerships, nail salons,
hotel lobbies, convenience stores,
real estate offices, etc.

In addition to:
recovery community centers,
peer support centers,
recovery residences



individuals who struggle,
mothers, fathers,
aunts, uncles, sisters,
brothers, grandfathers,
grandmothers, co-workers,
employers, neighbors,
community members ...

75%
of adults with
untreated
substance use disorder
are employed*

artists, students,
lawyers, painters,
therapists,
medical professionals,
customer service reps,
waitresses, data analysts,
dog walkers, doctors,
nurses, realtors, chefs,
accountants, ...

*According to the National Safety Council



print rate sheet

We offer a distinctive product providing unique visibility for our advertisers. Readers trust us because of our unwavering mission focus, our commitment to sharing genuine, uplifting recovery stories and our dedication to amplifying hope.

Let's get creative and elevate, amplify and promote you along the way!

Together we'll craft custom packages based on your specific needs and goals.

editorial calendar

	February	April	June	August	October	December
	Spiritual Wellness	Health	Education	Community	Employment	Emotional Wellness
Reserve By	Jan 5	Mar 1	May 1	July 1	Sept 1	Nov 1
Materials By	Jan 10	Mar 10	May 10	July 10	Sept 10	Nov 10

per issue rates based on frequency	One issue (1)	Three issues (3)	Six issues (6)
premium pages - inside front cover, inside back cover, back cover	\$2,500	\$2,250	\$2,000
centerfold	\$5,000	\$4,500	\$4,000
full-page - 8.125 x 10.625	\$2,000	\$1,800	\$1,600
two-thirds (4.9 x 9.75)	\$1,500	\$1,350	\$1,200
half page (7.5 x 4.75)	\$1,300	\$1,170	\$1,040
one third (4.9 x 4.75)	\$900	\$810	\$720
one sixth (4.9 x 2.25)	\$500	\$450	\$400
ADDITIONAL OPTIONS:			
Sponsored Content - Journey writes the content	\$3,000	\$2,750	\$2,500
Advertorial - advertiser supplies the content	\$2,750	\$2,500	\$2,250
Purchase copies in bulk	\$125/50 copies	\$750/50 copies x 6 issues	
Supplied inserts	postcards, single sheets, multiple pages available call for pricing		



recovery story – video sponsorship



**You believe the world needs
MORE inspiring personal
recovery stories**

Let us do that work!

We provide the evidence that people can and do recover from addiction.

One way we do that is by producing a 10-15 minute videos of personal story of people who have recovered and want to share their experience, strength and hope with others.

We feature these videos on our youtube channel, in the magazine and on our website and then we **AMPLIFY** everything on our social platforms.

Personal stories share emotionally with others that:

- They are not alone
- There are many paths to recovery
- There's hope, help and support available

You believe in the power of sharing recovery stories and see the value helping more of them be visible - in multiple channels.

Your sponsorship benefits include:

- 15 second post-roll (that you supply)
- logo on the printed story
- logo with link on website story
- logo with link on a social media post every time the video and additional graphics are shared

**\$1,000
per video**

\$5,000 / 6 videos

\$12,000 / 10 videos



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