

BeWell Lynchburg E-Newsletter Program

*Need to Promote Towards a
Wellness Audience?*

*Share Expert Advice,
New Products and Trending Items
to Build Your Brand Authority!*

THINK BE WELL LYNCHBURG!

E Expand your reach, authority and expertise with a highly targeted audience. *Lynchburg Living* has established a newsletter focused on health and wellness.

This newsletter will go out monthly, on Thursdays at the beginning of each month.

Each newsletter will be sent to a minimum of 40,000 recipients per area. All featured content participants will be supplied follow up metrics showing opens and click throughs.

Demographics and lifestyle interest for this curated audience include:

- Active Lifestyle
- Health and Fitness
- Sporty Living
- Household incomes over \$150,000

Specs & Prices:

Featured Content **\$250***
50-75 Words & 1 Photo (800x550) and link
Featured Content purchases will include a share on social media (Facebook: @lynchburgliving)

Banner Ads **\$125***
300 pixels (w) x 250 pixels (h) and link

**10% Discount for
Print Advertisers*



Sample Newsletter Report

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