

ELIXIR

www.elixirnews.com

The world's No1 anti-ageing magazine



ELIXIR

Elixirnews.com

The worlds only online
And digital magazine
devoted to anti-aging
products and services

Elixir digital and Elixirnews.com
are unique

Known as the "The Vogue of aesthetics", Elixir reflects the aspirational desires of our readers for the ultimate, the best and the most luxurious products and services that help them look younger, stay younger and live longer.

Elixir is the first consumer magazine to tap 100% into these concerns: detailed marketing surveys of our readers reveal that they don't just want to look young – they also want to stop ageing from the inside.

They want to know the science behind looking great and vital, as well as the aesthetic and cosmetic treatments. They also want their homes and accessories to reflect their youthful outlook and lifestyle. Elixirnews.com is the only E-Magazine to deliver these desires to the global "ageing" community.

Who are our readers?

They include the "baby boomers" – the wealthiest demographic in the history of the world, but our research reveals that concerns about ageing start typically around age 30 for both men and women. Our typical reader is a high networth individual, with two homes, two cars, takes two or three holidays, including one at a spa and keeps spending even in a recession.

Elixirnews.com readers are discerning and want informed and well-researched articles on the science behind looking the best as we age, and since they are global travellers they want this information from every major market and capital city in the world. If it's new and hot, whether it's available in New York, London, Paris, Rome, Moscow, Beijing or Sydney they not only want to know about it, but they will travel there to experience it.

What's in the magazine?

In each issue you will find news, features and reviews on what is hot and new in anti-ageing in every area - Skin, Hair, Eyes, Mind & Body. This includes non-surgical aesthetics, cosmetic surgery, cosmetic dentistry, cosmeceuticals, cosmetics, nutraceuticals, foodceuticals, solutions for ageing hair and eyes, exercise, diet and healthy happiness including spas and spiritual retreats.

The "anti-ageing lifestyle" is reflected in lifestyle features about spas, spa therapies, as well as the latest anti-ageing gadgets, and eco-products for the home and body. Celebrity features focus on aspirational qualities of those who have achieved healthy ageing.

We also look at the latest medical interventions, such as stem cell therapies for the diseases of ageing including obesity, diabetes, heart disease, stroke, Alzheimer's disease.



Our Figures

30,000
Unique visits a month

100,000
visits a month

15 minutes
average time spent on
site

30,000

Elixirnews.com editorial has credibility. Our medical panel includes the foremost medical and aesthetic experts from around the world, to ensure that the science behind what is new and hot in ageing, is written authoritatively, accurately and intelligently.

No other magazine has this range and level of medical expertise. They include New York dermatologist, Dr Nicholas Perricone, whose books include *The Wrinkle Cure*; Dr Bob Goldman, Chairman of the American Academy of Anti-Aging Medicine; Cosmetic Surgeon Dr Javier Benito, General Director of Barcelona's Instituto de Benito Plastic and Aesthetic Surgery; David Kirsch, the acclaimed wellness trainer and founder of Manhattan's Madison Square Club and trainer to supermodels such as Heidi Klum and Linda Evangelista; Beverly Hills cosmetic surgeon, Dr Raj Chopra; Dr John Moran, renowned for his expertise in anti-ageing medicine and in particular, hormone replacement therapy.

Elixirnews.com is read by adults who have a passion for life and a passion for spending it on anti-ageing products and services. Elixir is for advertisers who want to get their products in front of this audience.



ELIXIRNEWS.COM is edited and published by Avril O'Connor, a magazine and print journalist who has authored articles for *The Times*, *The Sunday Times* and the *International Herald Tribune* amongst others. She has spent the last decade writing about this market which is now valued at US\$70bn worldwide and growing fast.

ELIXIRNEWS.COM was launched in April 2005 and is based on a original concept by Avril O'Connor.



We can offer you a combination of advertising solutions, including a combination of online sponsorship (banners, Podcasts, Video). promotions and inclusion in our digital magazine and newsletter to 30,000 subscribers who have requested anti-ageing news via our web site

www.elixirnews.com



Coming soon - our new members' only area packed with discounts, offers, freebies and an exclusive magazine

Sponsored Editorial

(website inclusion 1 quarter and 1 newsletter)

- Advertorial **£3,500**
- Quiz **£3,00**
- Competition **£2,50**
- Editorial Promotion **£POA**

Research Services

Interactive Survey

- In-house **£3,500**
- External **£6,000**
- NetDoctor User Survey **£POA**

Podcasts

- Client own production **£2,500** per podcast 1 quarterQuiz
- Produced by Elixir (using our editor) **£4,000** per podcast
- Produced by Elixir (using one of our panel) **£POA**

On Request

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