



# DONE WELL

EVERYTHING WORTH DOING

MEDIA KIT 2023





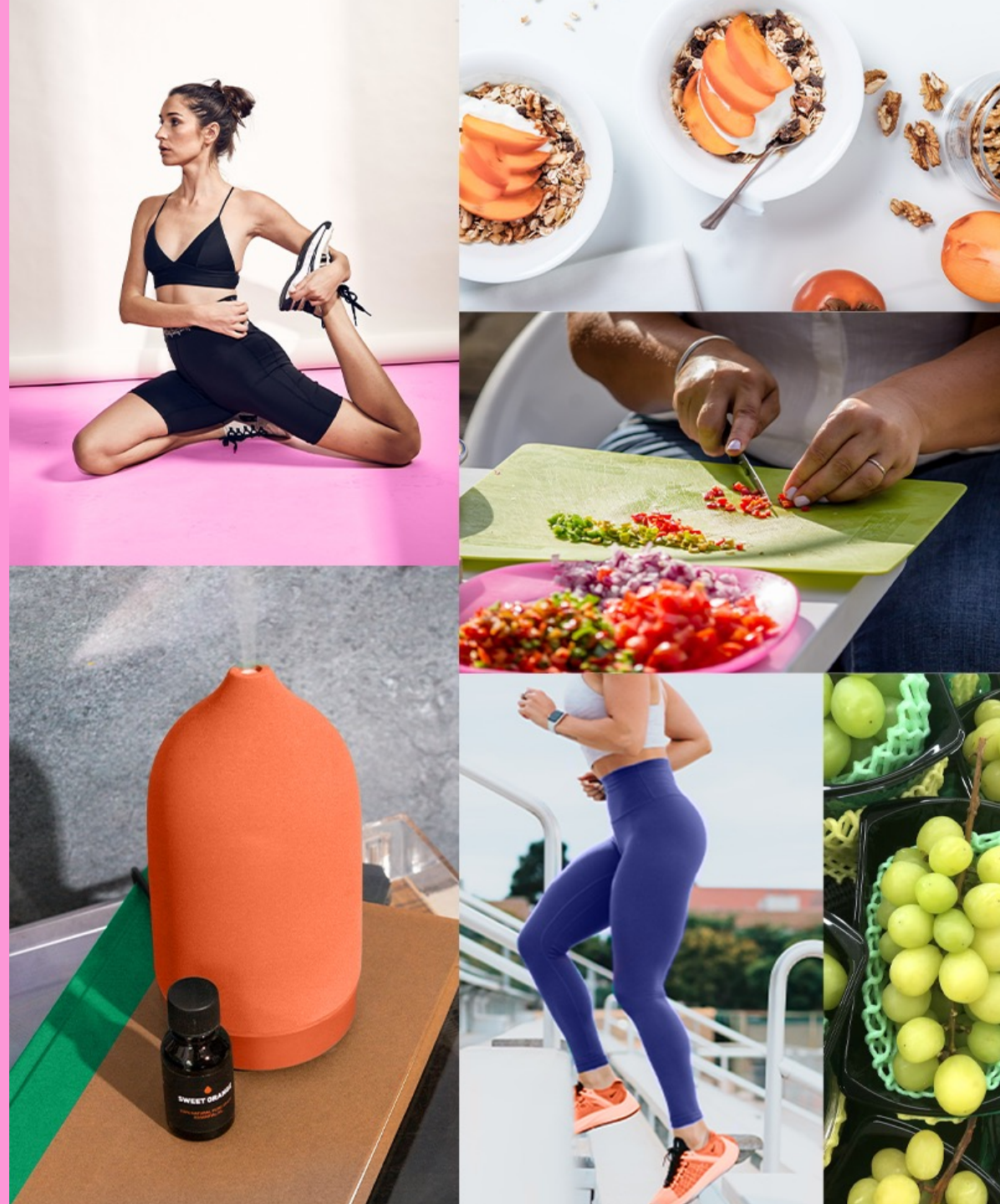
# WELL, IT'S ABOUT TIME!

Miss us much? It's been a minute since we last landed in your inbox, and sadly the news and the world are still in a bit of a slump. So that's why we decided to put The Bullet on the backburner and start cooking up something even better.

Life is meant to be lived well, so we're dedicating the next version of ourselves to helping you live your life to its fullest.

Introducing **Done Well**. A new newsletter packed with a perfect dose of tips and trends on living well. We'll serve you balanced ideas (like the latest viral salad recipe, paired with a glass of wine), expert tips for reducing your carbon footprint, resources to help you manage your mental health, and suggestions for when to splurge (good quality skincare is a must), and when to save (DIY fancy coffee is possible!).

It's everything worth doing. And if it's worth doing, it's worth doing well. I hope you'll join us on this new and exciting journey.



# OUR MISSION

*We believe life is meant to be lived well.*

We're dedicating the next version of ourselves to helping you live your life to its fullest.

We'll serve you balanced ideas (like the latest viral salad recipe, paired with a glass of wine), expert advice for reducing your carbon footprint, resources to help you manage your mental health, and time-saving tips for delicious and nutritious meals (like our go-to protein-packed pancake mix!).

We don't want to burden you. We want to bring you a new perspective and share information that will simplify decision-making.

We're not reinventing the wheel. But we can promise a smoother ride, tasty car snacks, and a better playlist.

## WHO WE REACH

Our audience already knows us (and loves us), so let us tell you a little bit about them.

35-55

AVERAGE AGE  
OF 35-55

+90%

MAJORITY  
FEMALE  
CANADIANS

ON/AB/BC

PREDOMINANTLY IN  
ONTARIO  
FOLLOWED BY ALBERTA  
AND B.C.

## WELLNESS

They're keen on knowing the latest and greatest in the lifestyle space. They care about what they put on the outside *and* the inside of their bodies.

They follow trends, but want to adopt practices and products that speak to a healthier, balanced way of life.

They're committed to being their best selves, which includes eating well, practicing fitness, investing in quality skincare and exploring techniques for improved mental health and wellbeing.


DONE  
WELL

# HOW WE REACH THEM

Reaching nearly

# 40,000

Canadians Per Week



**30,000+**  
Subscribers



**3,600+**  
Facebook Followers



**4,500+**  
Instagram Followers



**2,300**  
Twitter Followers

**Coming Soon!**  
TikTok Followers

Today, more than ever before, Canadians are prioritizing their health and wellness—and their interest continues to grow.

They're looking for guidance on how to improve their health, and ultimately, live well.

That's where Done Well comes in. We're tapping into a growing market, with so much potential, to serve as that much-needed resource.

## WHY WE REACH THEM

**\$1.5  
Trillion**

\$1.5 trillion per year on average is spent on consumer health and wellness products and services.

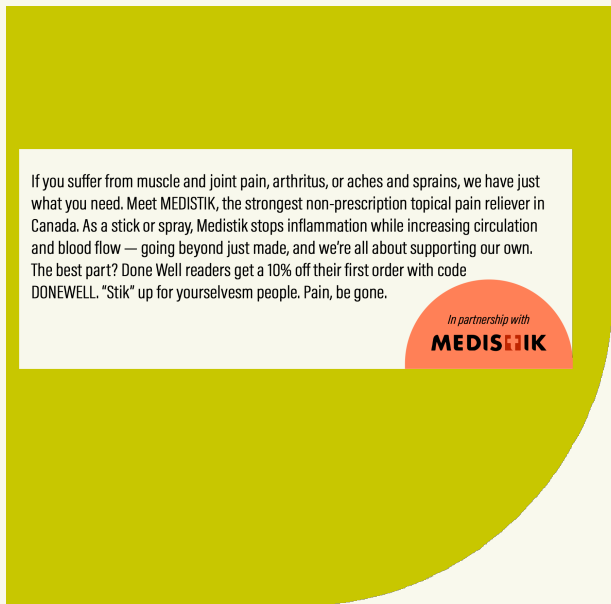
**80%  
Importance**

80% of consumers in North America believe wellness is important, and +40% consider it a top priority.

# WHAT WE CAN DO TOGETHER

## PARTNERSHIP OPPORTUNITIES

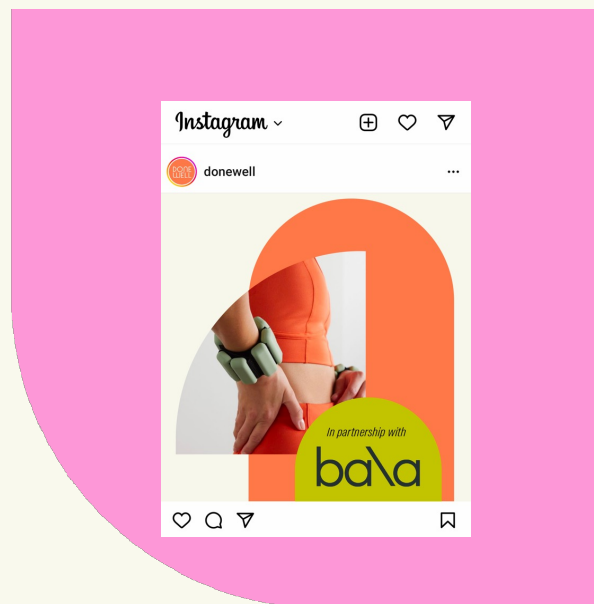
We are committed to developing customized, integrated opportunities that provide the most value to both our partners *and* readers. Each program is developed to meet your business objectives and to drive engagement with our audience, so each program is scalable. Packages start at \$2,500. Contact us to learn more.



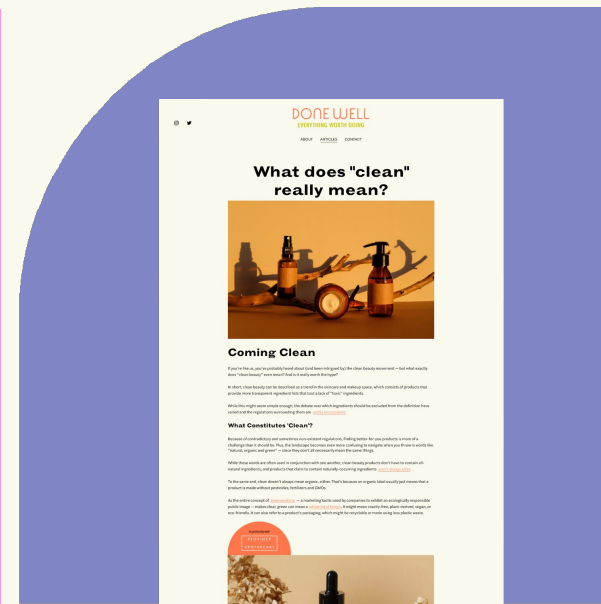
NEWSLETTER INSERTIONS



DEDICATED EBLASTS



SOCIAL CONTESTS



INTEGRATED ARTICLES

## HOW WE'LL DO IT

### SAMPLE EDITORIAL CALENDAR

1 <sup>st</sup> MONTH	
WEEK 1	LAUNCH ANNOUNCEMENT
WEEK 2	BACK TO SCHOOL LUNCHES
WEEK 3	PREPPING SKIN TO TRANSITION TO FALL
WEEK 4	NATIONAL DAY FOR TRUTH AND RECONCILIATION

2 <sup>nd</sup> MONTH	
WEEK 1	THANKSGIVING MENU
WEEK 2	MENTAL HEALTH
WEEK 3	BREAST CANCER AWARENESS MONTH
WEEK 4	HALLOWEEN SUGAR



# HOW WE'LL DO IT

## SAMPLE EDITORIAL CALENDAR

### 3<sup>rd</sup> MONTH

WEEK 1

SLEEPING TRICKS AFTER DAYLIGHT SAVINGS

WEEK 2

FALL / WINTER FITNESS

WEEK 3

HOLIDAY GIFT GUIDE

WEEK 4

HOLIDAY GIFT GUIDE

### 4<sup>th</sup> MONTH

WEEK 1

HOLIDAY TRAVEL

WEEK 2

HEALTH DURING THE HOLIDAYS

WEEK 3

GIVE-BACK OPPORTUNITIES

WEEK 4

HOLIDAY SIGN OFF

# LET'S GET THIS DONE, WELL.

*For partnership inquiries, contact:*

[hello@done-well.ca](mailto:hello@done-well.ca)

DONE  
WELL