



Healthy Lifestyle & Living

enrich **RATE CARD**



Circulation

Enrich is a monthly health, wellness, and lifestyle magazine that is sold through Mercury Drug stores in over 1,200 locations throughout the Philippines.

The magazine has a long history of working with many of the nation's most well-known brands and companies of all different sizes. Now on its 17th year of printing, the geographical coverage and nationwide audience just keeps on growing, making it the perfect choice for targeted advertising.



Greater Manila



Provincial

Demographics and Readership Profile

- **76%** of readers archive the magazine for future reference
- **62%** of our readers spend more than 1 hour reading the magazine
- **73%** of readers are aged between 25 and 45 years old Gender readership is **61%** female - **39%** male
- **76%** of readers say that print advertising influences their purchasing decisions

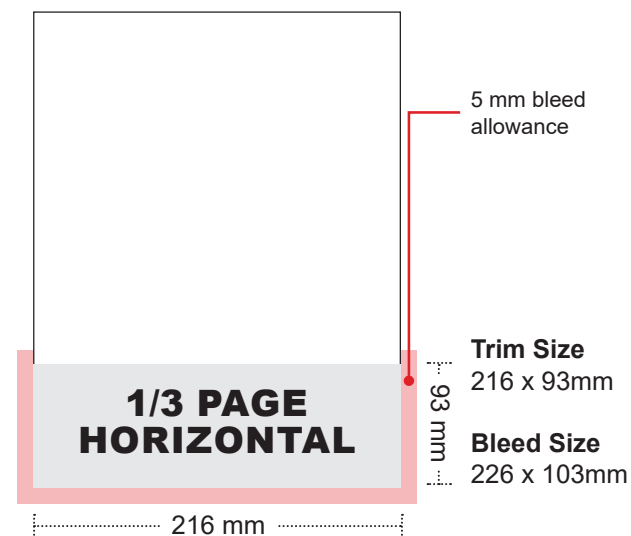
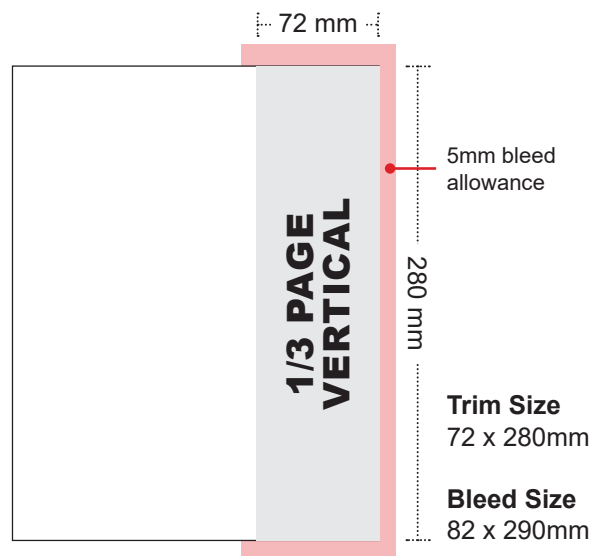
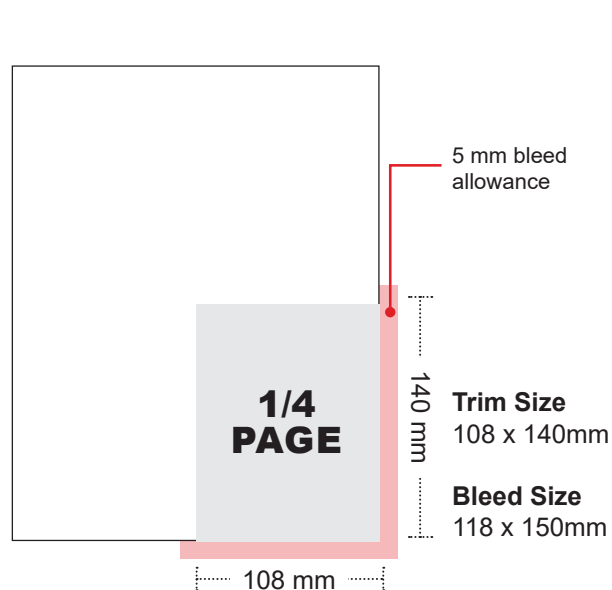
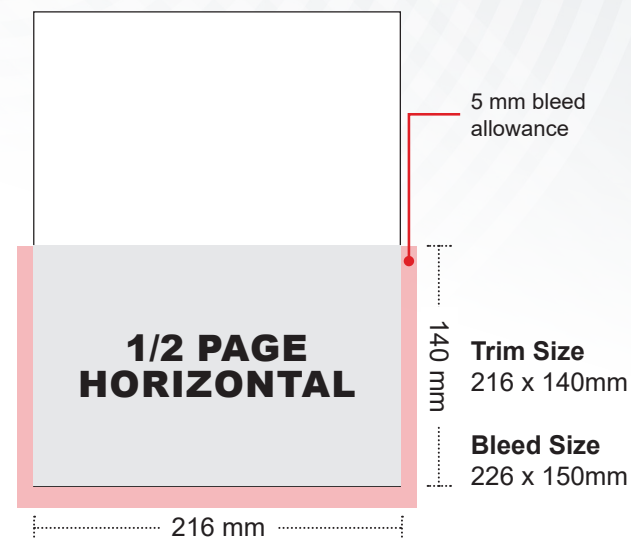
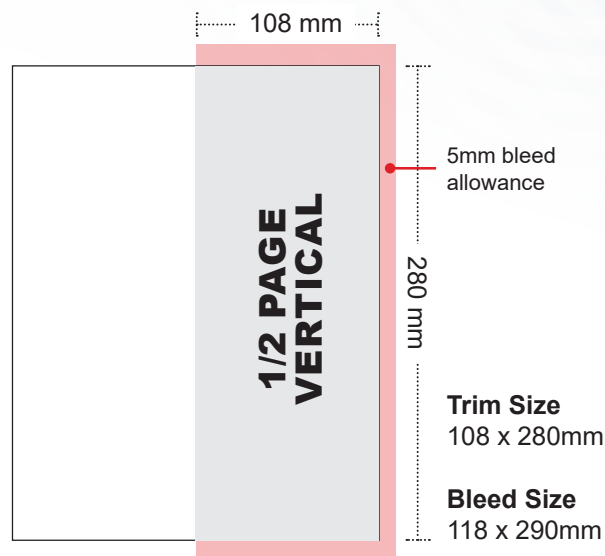
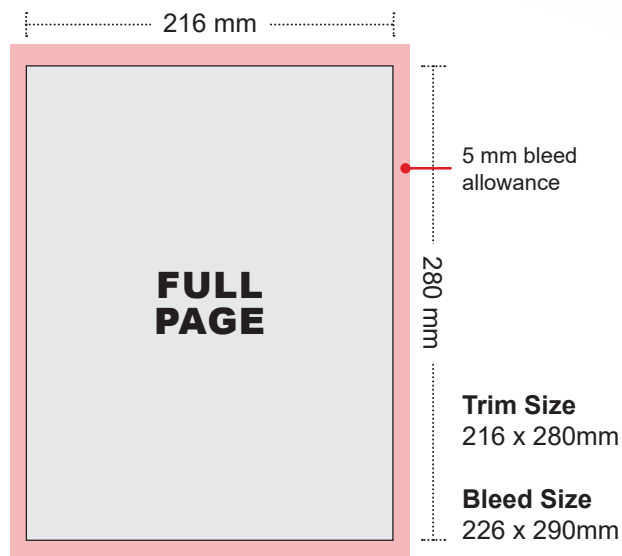
Why You Should Advertise

- At only P75 per copy, it's affordable for everyone and has an audience of 200,000+ readers
- 30,000 copies printed every month
- Sold at over 1,200 Mercury Drug Stores nationwide
- Advertising rates compared to circulation makes it a cost effective choice
- Supported by many of the country's leading brands
- The most targeted advertising available for pharmaceutical, cosmetic, health, wellness, and most fast moving products

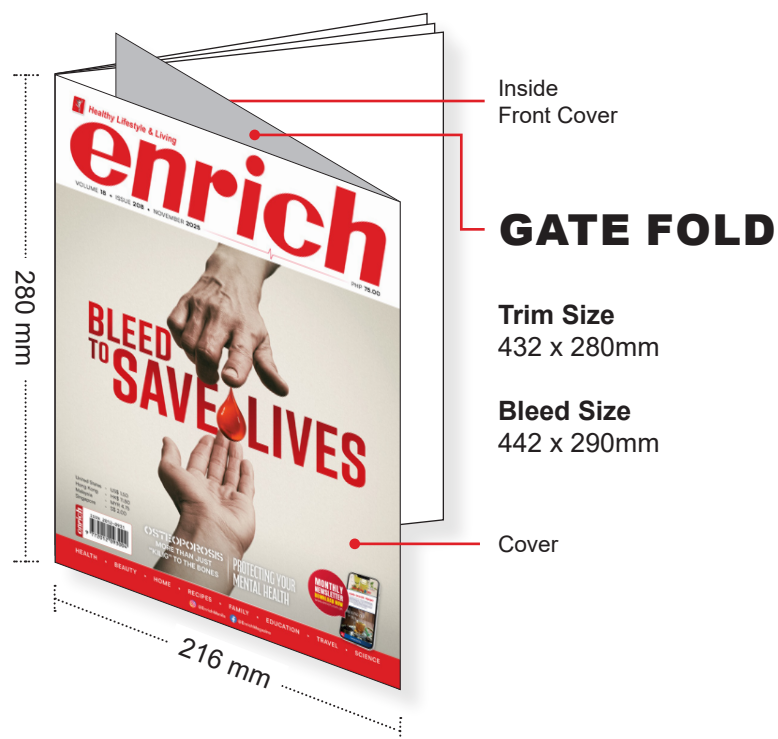


Ads Material Size / Specs

MercuryMedia
CORPORATION



Technical Specification



Images / Logos to be submitted must be in accordance with the following requirements:

File Format:	TIFF, JPEG, EPS, PSD, PDF
Resolution:	300 dpi CMYK, colored corrected
Mode:	CMYK, colored corrected
No. Colors:	Full Color Process only No Spot / Special Colors

- 5mm bleed on sides as required
- All important text, logos and images should be at least 5mm away from trim line

DEADLINES

Booking: 8 weeks prior to publication

Materials: 6 weeks prior to publication

Non-compliance to specifications will result in delays and/or compromise the quality of your ad.

Publication Details

Frequency: Monthly

Language: English

Distribution: Nationwide through
Mercury Drug stores

Readership: 200,000+

Regular Positions

Full Page P60,000

1/2 page P33,000

1/3 page P22,000

1/4 page P16,500

Requested Positions + 10% loading

Premium Positions

Outside Back Cover P85,000

Inside Covers P75,000

Positions P65,000

Guaranteed

Fixed Positions P70,000

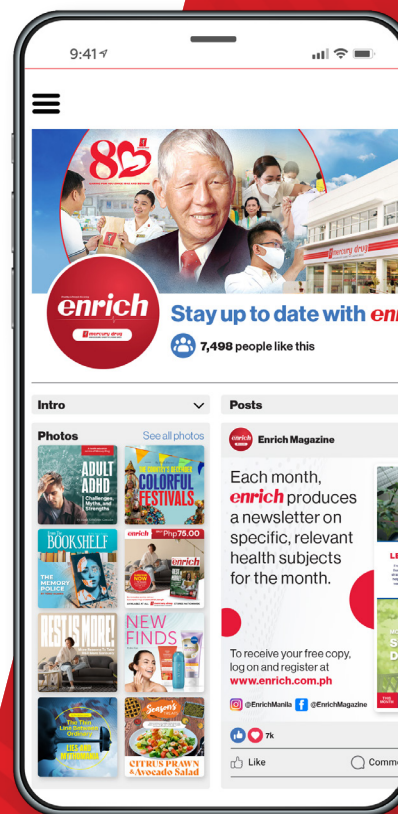
Gatefolds & Spreads on request

Frequency Discounts:

12 issues 5%

6 issues 2.5%

**VAT not included*



Social Media Marketing

One post per week
(Four weeks)

Total per month:
Php10,000

ADVERTISING CONTACT

Jeffery International Media

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0917-145-5841

**GROW YOUR
BRAND AND
GET IN TOUCH
TODAY!**