



MEDIA KIT
2026

bluedotliving®

National Reach and Local Impact

Connect with 300,000+ readers who
are passionate about living
sustainably on this blue dot we share
- our home on Earth.





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- Advertising Options
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bluedotliving[®]

Your go-to sustainability-focused media network connecting readers with stories, guides, and resources that help them make greener choices in their daily lives.



Magazine
Publications

8



National
Website

150K+
Pageviews



Subscribers

125K+



National + Local
Newsletters

9



NATIONAL PUBLICATIONS

Newsletters, websites and digital magazines

The.Hub.

GOOD NEWS, TIPS, FOOD
ADVICE, FROM ALL OVER

27,500+ Newsletter Subscribers

A weekly newsletter and corresponding website for good news, good food, and good tips for living every day more sustainably shipping straight to your inbox every Friday.

THE BuyBetter
MARKETPLACE

12,500+ Newsletter Subscribers

A biweekly newsletter and marketplace website that navigates the confusing world of stuff to help readers shop more sustainably, on alternating Mondays.



blue dot living
KITCHEN
HEALTHY FOOD · HEALTHY PLANET

16,000+ Newsletter Subscribers + Digital Magazine!

A weekly newsletter published on Wednesdays and a subscription-based, digital magazine published every other month, full of recipes, stories in the food and farm space, shopping guides, product recommendations and more!



10,000+ Subscribers

A bite-sized, daily newsletter with Dot's daily musings, answers to reader's questions and Climate Quick Tips.

LOCAL PUBLICATIONS

Get in touch to learn more about our media network!

Local Newsletters

- 01 Brooklyn
- 02 Martha's Vineyard
- 03 Nantucket
- 04 Santa Barbara
- 05 Canada

Yearly Print Green Guides

- Nantucket
- Martha's Vineyard
- Santa Barbara



MV Seasonal Magazines





THE BLUEDOT LIVING AUDIENCE



“A significant shift in consumer behavior showed that 34% of global consumers were willing to pay more for sustainable products, with price premiums ranging up to 25% for these goods.” - **BusinessWire**

Illustration by Elissa Turnbull

75% Bachelor's Degree or higher level of education

\$\$ Bluedot Living readers encompass all income levels

60% Have recommended Bluedot Living to friends and family

85% Feel sustainability is important to their day-to-day life

70% Of Bluedot Living readers shop local first

85%

**Have Taken Action
Based on Newsletters**

80%

**Female Readership
vs 20% Male**



MARKET STATS

10%

Impact of ESG on Business Performance: Companies that incorporate environmental, social, and governance (ESG) priorities into their growth strategies are twice as likely to generate a 10% increase in revenue compared to their peers.

55%

Consumer Willingness to Pay for Sustainability: 55% of global consumers are willing to pay more for products or brands that work to improve society and the environment, despite the rising cost of living. This demonstrates a strong market for sustainable products

68%

Increase in Eco-Friendly Consumer Behavior: There has been a noticeable increase in sustainable consumer behaviors since 2021. For instance, 68% of people now use their own shopping bags, and 59% recycle regularly

64%

Growing Concern About Climate Change: In 2023, 64% of global consumers expressed concern about climate change, with many consumers actively seeking ways to reduce their environmental impact through their purchasing decisions

80%

Popularity of Local and Sustainable Goods: 80% of consumers are willing to pay more for locally produced goods, driven by a desire to lower their carbon footprint and support local economies



GET IN TOUCH

Join the Bluedot Living Community of Advertisers



CONTACT ADVERTISING SALES

To place an order or discuss your advertising goals, send us an email at: adsales@bluedotliving.com

or visit: bluedotliving.com/advertise



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Newsletter Advertising Opportunities



NEWSLETTER ADVERTISING

Dedicated Sponsored Email

An email exclusive to your brand and composed entirely of your content will be delivered straight to the inboxes of Bluedot Living subscribers from our trusted sender address.

Native Ads

Feature an image and short copy that is fully integrated into our newsletter, increasing the opportunity for our audience to engage and take action with your brand. Clearly labeled as sponsored, premium position opportunities available.

Additional Digital Opportunities

Social Media Amplification

Let Bluedot Living's social media team amplify your brand's message on our social channels.

Website Exposure

Increase your reach and exposure with advertising on the Bluedot Living websites.

Banner Ads

Your advertisement will be a highly visible graphic that stands out to readers to capture their attention and encourage them to take action and explore your brand!

Sponsored Header Logo

Make sure your brand is seen from the second a reader opens a Bluedot Living newsletter with premium logo placement in the header of the newsletter. Can be added to any ad position purchase.



Sponsored Header Logo



The Delicate Nature of Berries

We've all wondered if the extra expense of buying organic fruit is worth it, and berries are expensive to begin with. So what's the deal? Bluedot Living founder Victoria Riskin caught up with berry grower Garland Reiter, chairman of the world's largest berry producer (and SB resident) to find out what goes into the healthy and delicious Driscoll's Berries. His family has been growing for over a century, and they have transitioned to growing organic berries for about 20% of the business to meet demand, despite the challenges.

Premium Top Position Native Ad

Bluedot Kitchen

Cathy Walthers' Dinner Platter Salads

Chef Catherine Walthers knows both fish and salads (she *Raised the Salad Bar*, after all), and she combines the two in these wonderful fish-forward salad recipes. You make them on one big platter and pass the vinaigrette at the table. The presentation is beautiful, and these recipes feature the best of the seasonal produce available here in Southern California.

Banner Ad

NEWSLETTER ADVERTISING EXAMPLES

Banner Ads

Paid Advertisement



RISKIN PARTNERS
ESTATE GROUP

VILLAGE
PROPERTIES

LICENSE #01954177

OCT. 11-13
WINNETU'S 1ST
ANNUAL OCEANS
& OYSTERS EVENT

MARTHA'S
VINEYARD
31 dunes rd | edgartown

FRIDAY
CLAMBAKE

SATURDAY
PRIX-FIXE
DINNER

SUNDAY
BOURBON
BRUNCH

LEARN MORE

OCEANS & OYSTERS
Winnetu Resort • Martha's Vineyard
JEFFERSONS



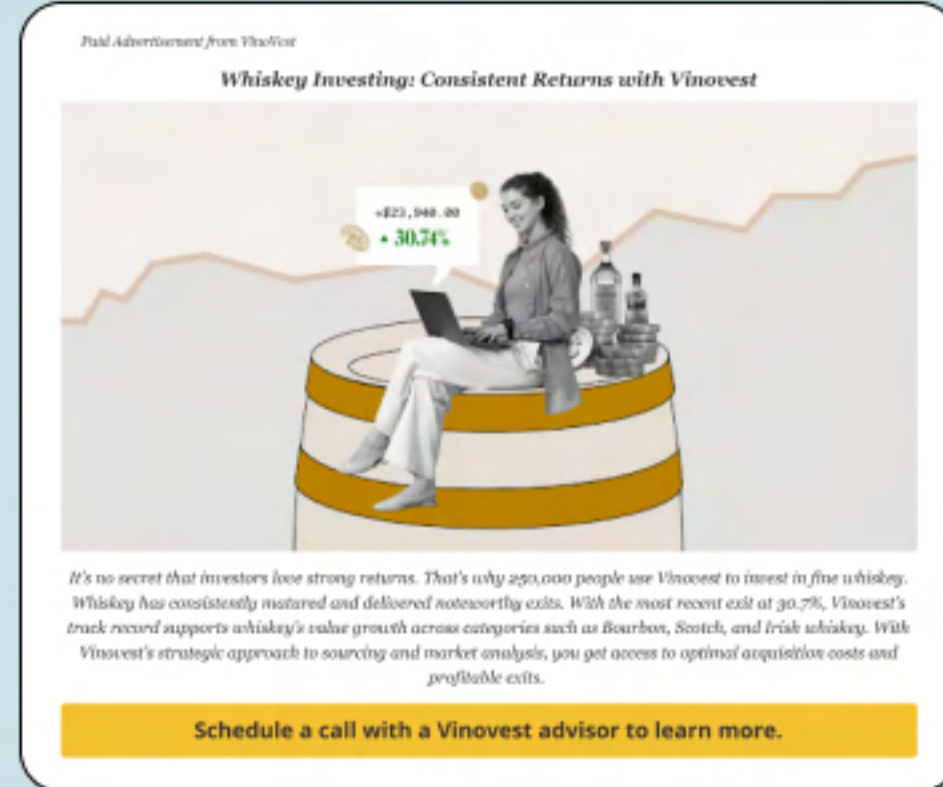

ACK Climate
Nantucket

Promoting Climate Action Through
Community Engagement

Native Ads

Paid Advertisement from YouVest

Whiskey Investing: Consistent Returns with Vinovest



+\$21,348.00
+30.7%

It's no secret that investors love strong returns. That's why 250,000 people use Vinovest to invest in fine whiskey. Whiskey has consistently matured and delivered noteworthy exits. With the most recent exit at 30.7%, Vinovest's track record supports whiskey's value growth across categories such as Bourbon, Scotch, and Irish whiskey. With Vinovest's strategic approach to sourcing and market analysis, you get access to optimal acquisition costs and profitable exits.

Schedule a call with a Vinovest advisor to learn more.

Advertisement

NativePath Collagen



So... what exactly does collagen do, again? This nutrient is Insta-trending for a reason – it's essential for healthy skin, joints, and bones. The big bummer: many collagen supplements are made with artificial ingredients and (gross) animal byproducts. NativePath has a different approach. NativePath collagen is certified grass-fed and pure, and sourced from 100% happy, healthy cows... so you can put nutrients into a happy, healthy human. It provides Types 1 and 3 collagen – more than 90% of your body's needs. Plus, it's tasty and provides 20 grams of protein, so you'll get lots of energy to boot. **Find out more about the many benefits of NativePath's collagen powder on their website!**

Dedicated Emails



VINEYARD

SUSTAINABLE PROPERTY SPOTLIGHT

MONTECITO GREEN RETREAT

Catching Up with Community First

Vineyard Power is aiming to ensure that all Islanders are awa... to energy efficiency technology, and state-funded financial incentives... the clean energy transition. Here are some highlights from **Vineyard Power's**... on their **Community First Partnership**, found in the Early Summer edition of **Bluedot Living** (also available in **Brazilian Portuguese**).



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Magazine and Print Advertising Opportunities



BLUEDOT LIVING KITCHEN DIGITAL MAGAZINE

The **Bluedot Living Kitchen Digital Magazine** offers advertisers direct access to an engaged, eco-conscious audience passionate about sustainability. This **subscription-only magazine** published every other month, delivers content like **seasonal recipes, shopping guides, and eco-friendly kitchen tips**, making it the perfect platform for brands aligned with greener living. Advertising here puts your brand in front of readers actively seeking innovative, sustainable solutions, helping position your company as a leader in the growing eco-market.

Highly Engaged Audience

As a subscription-only magazine, this ensures that your brand is reaching a **highly motivated audience** that actively seeks sustainable food and kitchen choices.

Niche Audience

The Bluedot Living Kitchen Magazine targets highly engaged readers who are **ready to invest** in sustainable solutions for their kitchen. Advertising in Bluedot Living Kitchen allows you to directly tap into this motivated audience.

Interactive and Dynamic

Unlike static print ads, this interactive digital format allows for **enhanced engagement**. Your ads can be linked directly to your website or e-commerce platform, **driving immediate action** from readers.





YEARLY PRINT GREEN GUIDES

Martha's Vineyard

Nantucket

Santa Barbara



Bluedot Living publishes an annual print **Green Guide** magazines in **Martha's Vineyard, Nantucket** and in partnership with the Santa Barbara Independent in **Santa Barbara**.

These guides highlight local sustainability initiatives, eco-conscious businesses, and green living tips tailored to their local communities. With a focus on **engaging residents and visitors** alike, the Green Guides are a blend of local feature stories and resources, making it an ideal platform for advertisers targeting an eco-minded audience.

Targeted Audience

The **Green Guide** reaches an audience of environmentally aware consumers who are actively seeking sustainable brands and eco-friendly products.

Extended Exposure

As a yearly print magazine, the **Bluedot Living Green Guides** have an extended shelf life compared to shorter-term campaigns. Readers will return to the guide throughout the year, ensuring sustained exposure for your brand.

Focused Local Content

The magazine is **highly localized** to their regions, meaning your advertisements reach both residents and visitors who are deeply invested in their local communities.



BLUEDOT LIVING MARTHA'S VINEYARD SEASONAL MAGAZINES

Our readers enjoy 4 issues of our award-winning print magazine from Spring to late Fall with stories, recommendations, useful info, and inspiration on how to make the planet, and our Island community, a better place to live.

Spring

Early Summer

Late Summer

Fall/Winter

*Publishing dates are approximate and are subject to change.



GARDEN • WHAT'S WORTH IT

example, have given up on potatoes, because no matter what I tried, they always wound up full of worm tunnels. Cindy grows potatoes in containers to solve this problem (using fresh, post-fire soil), and I may try that next year. Or maybe I'll just keep doing what I've been doing: buying potatoes (and corn) from the island's many wonderful farms.



Many herbs, including sage, oregano, and chives, are perennials, meaning that they come back year after year with no further effort required from the gardener, other than perhaps a little fertilizing. For this reason (among others), I find herbs, which are more nutrient-dense than most vegetables, most definitely worth growing.

WHAT'S WORTH IT • GARDEN

Of course, the largest Island animal threat to a garden is the deer. Deer are so overpopulated and hungry on Martha's Vineyard that they now eat things they supposedly don't like. Peter Kramer gave up planting perpetually deer-proof garlic outside of his garden since after the deer began gobbling it down. Cindy has solved this problem by scattering her garlic through flower beds full of other plants that the deer definitely don't eat, like sage.



It may seem obvious, but the most important factor in determining what's worth growing in your garden is what you like to eat.



MEET THE TEAM

Your Partner in Sustainable Living Media



Josh Katz

Nantucket + Martha's Vineyard Sales Director

josh@bluedotliving.com

Josh Katz is the Ad Sales Director for Martha's Vineyard, Nantucket, and The Cape. He lives in Oak Bluffs, enjoys the outdoors and loves taking advantage of the many Vineyard beaches and walking trails. Josh is passionate about traveling and is lucky enough to have explored over 30 countries. He plays softball in the summers and there is no ping pong competitor that he won't take on!

CONTACT ADVERTISING SALES

To place an order or discuss your advertising goals, send us an email at: adsales@bluedotliving.com

or visit:
bluedotliving.com/advertise