

Viva!life

ADVERTISING & MEDIA KIT

Viva!life

Published by Viva!, the vegan campaigning group

Issue 96 Summer 2026

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Through the eyes of my son
Juliet Gellatley takes her son on pig investigation

MASTER CHEF
Alexis Gauthier - the king of vegan fine dining

MEET THE REFORMED MATT PRITCHARD
(not so Dirty Sanchez)

CRACKED
GOES TO LONDON...
Demands 'Ban cage cruelty'

SOUNDS LIKE...
Activist Gemunu de Silva

'What will happen to all the animals?'
Juliet Gellatley tells you!

PROTEST
THE MOST EFFECTIVE TOOL WE HAVE
says Tony Wardle

NEW DOCUMENTARY NEARS

Jain 'Tolly' Tolhurst

Brilliant new book from...

JOEY CARBSTRONG
ARRESTED...
for exposing cruelty

Cuddles. Walkies.
Gassed?*

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Inner ferment
Healthy fermented foods

MEET THE BOSH! MEN

BAN VICTORY

VIVA!LIFE MAGAZINE

Each issue of Viva!life features lovingly crafted content from our expert team of journalists, nutritionists, health professionals, campaigners, recipe gurus and lifestyle influencers.

We feature editorial content from our current animal investigations, bag exclusive celebrity interviews, champion ethical businesses, digest the latest health news, whip up plant-based cookery features and review vegan trends.

Veganism is an ever-growing social movement and so advertising in Viva!life is the perfect way to reach ethical-minded readers and a dedicated vegan audience.

ABOUT VIVA!

Viva! has been at the forefront of the vegan revolution for 25 years. We are the UK's leading vegan campaigning charity. Our team campaigns on the impact of diet on our health, the planet and the animals. We present talks, cookery demos and produce a lovely array of helpful materials, to support people on their journey towards sustainable and healthy diets.

READERSHIP

18,000 circulation per issue

65,000 readership per issue

60% of our readership is vegan

40% is moving towards veganism

75% of our readership are female

Rated 'excellent' by our readers

All statistics are taken from the 2017 Viva! Supporter Survey

DISTRIBUTION

Viva!life is produced three times a year —

- March
- July
- November

We distribute over 10,000 copies of Viva!life directly to our supporters and over 5,000 are handed out at ethical events across the country.



SPECIFICATIONS & RATES

We want to work with businesses all over the UK to promote vegan-friendly products and services directly to the people who want to buy them. To make sure all businesses have equal opportunity, we have different rates depending on the size of your business.

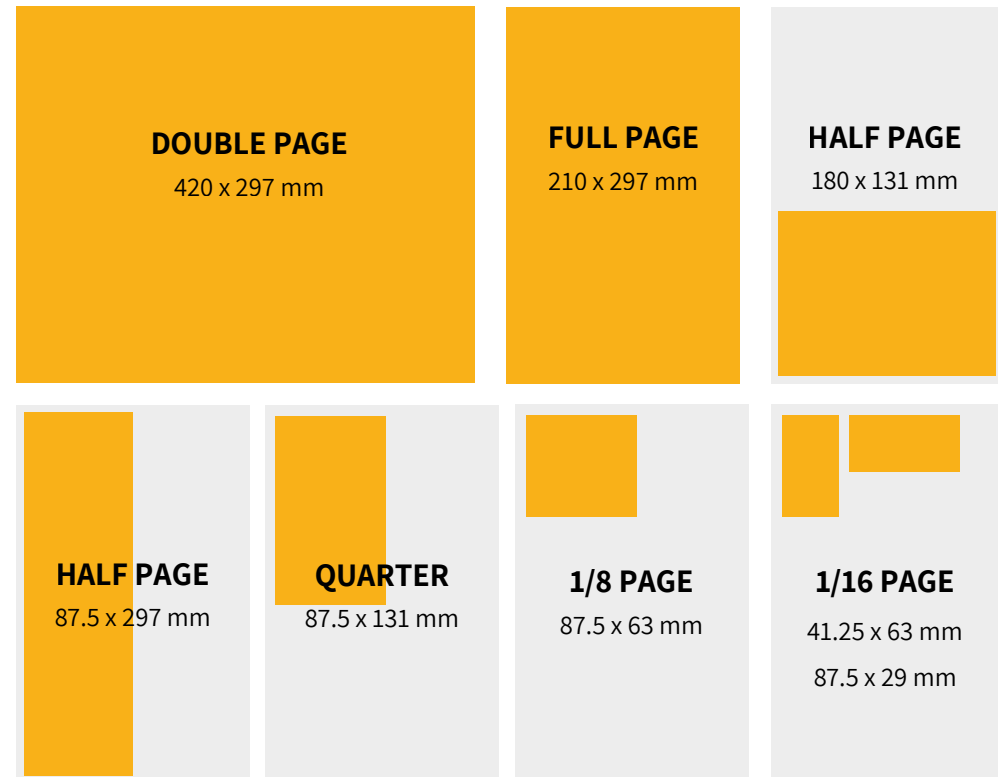
- Standard rate: company turnover of £1m or more
- Small business rate: company turnover under £1m or registered charity/non-profit

15% discount if you book three adverts

Excluding VAT

	Standard	Small business
Double page	£1900	£1400
Full page	£850	£600
Full pg inside front/back cover	£1000	£750
Full page back cover	£1200	£900
Half page	£600	£350
Quarter page	£300	£200

SPECIFICATIONS



CLASSIFIEDS

1/8 page	£80	Lineage (min 20 words)	40p per word
1/16 page	£60		

SOCIAL MEDIA & DIGITAL

By collaborating with Viva!, you will have the opportunity to reach a dedicated vegan audience who are deeply engaged with ethical and sustainable living.

THE FACTS

118,000 Facebook followers

20,000 X followers

62,700 Instagram followers

330,000 Combined social followers on Vegan Recipe Club

POWER OF FACEBOOK

520,891 organic reach — top post in Q2 2026

9% engagement rate

5.5 M total impressions

146.5 K total clicks

RATES PER POST

	Standard	Small business
Facebook		
Link	£200	£150
Photo	£180	£135
Video	£180	£135
Instagram		
IG Post	£55	£42
IG Story	£40	£30
Twitter		
	£40	£30

We are happy to do swaps and in-kind promo

We can offer cross-promotion through:

- Email newsletter: 28,000 subscribers
- Podcast: 5000 monthly listeners
- Blogs: 3500 readership on our top blog and 26,000 total blog views this year

Get in touch to book your advertising!

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