

# veggiehealth

## magazine

The guaranteed way to reach consumers concerned about their health and wellbeing

### About veggiehealth

- **veggiehealth** is published three times a year by the Vegetarian & Vegan Foundation (VVF), a dynamic health charity championing the benefits of a plant-based diet to human health
- **veggiehealth** is a 20-page, full colour A4 magazine with a growing circulation of 12,000
- **veggiehealth** is a subscription magazine read by VVF supporters, health professionals and members of the public interested in health issues
- In addition **veggiehealth** is sent to media nationwide as well as independent health food shops, hotels, B&Bs and restaurants which are part of our Supporters' Discount Scheme.
- Each full colour issue of **veggiehealth** is packed with nutrition news, health tips, the latest science on diet and health, deliciously healthy recipes and feature articles

### Our readers

Readers of **veggiehealth** are VVF supporters, members of the public and health professionals interested in health and nutrition. Many already follow a vegetarian or vegan diet, whilst others are meat and dairy reducers keen to cut back on their consumption of animal products in order to improve their health.

### About the Vegetarian & Vegan Foundation

The VVF is a vibrant health charity founded in 2002 whose primary goal is to improve human health and reduce disease through the promotion and adoption of vegetarian and vegan diets.

The charity researches the links between diet and health, using its findings to launch high profile and highly-professional consumer campaigns backed up by groundbreaking scientific reports, imaginative guides and helpful factsheets on a host of health and nutrition topics.

As well as trail-blazing campaigns, the VVF also provides reliable information on health and nutrition to schools, health professionals and the public and provides school talks through its wide network of trained speakers.

### Advertising in veggiehealth

If you want to reach those following, or wishing to have, a healthier lifestyle, **veggiehealth** is the perfect place to promote your business and products in. Our advertising rates offer affordable options for all, with discounts also available for vegan businesses and series bookings. See overleaf for details.



### Vegetarian & Vegan Foundation campaigns

- **White Lies** – marketed as pure and natural, milk is anything but posing a real danger to human health as well as being unpalatable for much of the world's population. Through our **White Lies** report and campaign materials, the VVF is leading the fight against this industry giant as well as dispelling the myth that milk is healthy and essential for strong bones.
- The **V-Plan** and **Vegetarian Recipe Club** – the VVF is helping people ditch the diet books and opt for a more enjoyable eating plan that will keep them free from hunger pangs and healthy for life through our **V-Plan** guide and UK-wide tour. We are also showing how deliciously varied a veggie diet is through our new and innovative **Vegetarian Recipe Club** which is available to subscribers both online and through quarterly updates.
- **Fishing for Facts** – the VVF have smashed through the fallacy that fish oil is essential to good health – which continues to be promoted by the media – by exposing the fact that almost all oily fish contain highly toxic chemicals and promoting the need for a balanced plant-based diet and fish-free omega-rich alternatives.
- **Children's health** – as we've seen in recent years, junk and processed food, overloaded with animal fat, sugar and salt, has replaced healthy meals and snacks. The result is a dramatic increase in childhood obesity and the resultant risk from killer diseases. Our report **Safeguarding Children's Health** spells out the dangers and our guide **Veggie Health for Kids** helps parents prepare healthy veggie alternatives.

*"The vast majority of diseases that kill most of us before our time in the West can be prevented by consuming an all plant-based diet. There are no nutrients in animal-based food that are not obtained to better advantage in plant-based foods. I welcome the timely and needed **veggiehealth**."*  
T Colin Campbell,  
Professor of Nutritional Biochemistry



*"The meat and dairy industries are amongst the most powerful in the world – and it is their products which are damaging our health. Against all the odds, the Vegetarian & Vegan Foundation is battling to expose this and show the way to good health. It is why I support it wholeheartedly."*  
Heather Mills, patron

