ABUNDANTLY

MEDIA KIT

Edition 2026 · 2027





AN INDEPENDENT EDITORIAL PUBLICATION

Navigate wellness. *Discover what's worth it.*

Wellness, beauty, healthy aging and technology, edited for women 35 and beyond. Evidence, experience and economics, in the same conversation.

ABUNDANTLYMARI.COM

BY MARI

Wellness, *edited.*



Abundantly is an independent editorial publication on wellness, beauty, healthy aging and technology, written for women 35 and beyond.

The field is crowded with options: another supplement, another device, another protocol, another beautifully packaged promise. Abundantly takes the opposite approach. Each story weighs the evidence, the lived experience and the full cost, then arrives at a clear verdict a reader can use.

The tone is calm and exact. The aim is agency: better choices about the parts of life a woman can actually influence.

Three questions

Evidence, experience and economics, applied to every story

Six territories

From hormones and midlife to wearables and tech

The Weekly Signal

A Saturday letter, sent at 11:11 a.m. ET

One signature

Every story is edited and signed by Mari

Marilène Hodge

EDITOR

by Mari

Mari brings a strategist's lens to wellness. Her questions are practical ones. What problem are we solving? What does it cost in money, time and attention? And when is doing less the smarter strategy?

THE SIGNAL

Tech for insights. Doctors for decisions. Community for support.



(02) THE READER

Discerning *by profession.*

She is 35 and beyond. She leads in the public sector, the private sector, in administration or in a business of her own.

She reads the brief before the meeting, and she brings the same rigor to her health, her skin and her sleep. She wants to understand what is changing, with options that respect her intelligence and her calendar.

i. **A CHANGING BODY**
Perimenopause, menopause, sleep, strength and skin. She wants clarity, delivered without alarm.

ii. **CONSIDERED SPENDING**
She buys with intent and expects the full cost to be named: subscriptions, refills, upkeep.

iii. **A LONG HORIZON**
Healthspan, capacity and confidence matter more to her than a quick result.

iv. **TRUST, EARNED**
Evidence, disclosure and an honest verdict carry more weight than any campaign.

She rewards the brands that respect her time.



Six territories. *One filter.*

Women are more than a list of separate symptoms. Hormones shape sleep, sleep shapes focus, strength shapes longevity.

Abundantly covers the territory where those threads meet, and reads every subject through the same lens: evidence, experience, economics.

01

Hormones & Midlife

Perimenopause, menopause, sleep and body changes, explained with care and precision.

02

Supplements & Nutrition

Ingredients, protein, gut health and recipes, each weighed against the evidence.

03

Mind, Capacity & Recovery

Nervous-system capacity, breathwork, mindfulness, recovery and self-leadership.

04

Beauty & Healthy Aging

Skin, hair, collagen and beauty technology. Aging, approached as care rather than renovation.

05

Longevity & Biohacking

Recovery, metabolic health, red light and emerging science, sorted for real life.

06

Wearables & Tech

Rings, watches, sleep technology and glucose sensors, and what the data can help her decide.

RECENTLY PUBLISHED

A sample of the stories on abundantlymari.com

i. October Rose: Breast Density and Better Screening Questions

ii. Beauty Tech Worth the Counter Space

iii. The Subscription Behind the Wellness Score

iv. After Your Last Period: What Is Worth Tracking

Useful beats *impressive.*

Every product, device, supplement, app and trend is filtered through three questions before it earns a place on the page.

(01)



EVIDENCE

What quality of evidence exists? Human trials and professional guidance are weighed apart from early research, plausible mechanism and repeated claims.

(02)



EXPERIENCE

Does it work in ordinary life? Personal testing is described on its own terms and kept separate from conclusions that apply broadly.

(03)



ECONOMICS

What does it cost beyond the sticker price? Subscriptions, refills, time, attention, counter space and charging all count.

HOW WE REVIEW

HOW EACH STORY IS LABELED

The Edit — Researched selections based on formulation, specifications, evidence and market comparison. Research is never presented as personal testing.

Tested — A hands-on review grounded in actual use, with tester, duration, method and limitations described.

Today's Delivery — A product diary: arrival, first use, two weeks in and the 30-day signal, where real use supports it.

EVIDENCE SHORTHAND

STRONG · PROMISING · MECHANISM-LED · ANECDOTAL

A marketing claim is never an evidence grade. Where research is limited, the story says what is known, what remains uncertain and what the research actually studied.

Sourcing is disclosed: purchased, gifted or supplied for a project.

(05) PARTNERSHIP FORMATS

COLLABORATIONS



Every partnership is clearly identified to readers.

01 **SPONSORED FEATURE** — EDITORIAL

A clearly identified story, researched and written to the Abundantly standard. The subject is agreed together; the verdict remains independent.

02 **PRODUCT FOR REVIEW** — TESTED · THE EDIT

Send a product for consideration. When it earns a hands-on review, the tester, duration, method and limitations are published with the verdict.

03 **THE WEEKLY SIGNAL** — NEWSLETTER

One considered placement in the Saturday edition, sent at 11:11 a.m. ET and tied to what readers are deciding that week.

04 **SEASONAL EDITS & GIFT GUIDES** — CURATION

Consideration for seasonal edits and the holiday gift guide, selected on formulation, specifications and value.

05 **AFFILIATE PARTNERSHIPS** — ALWAYS DISCLOSED

Commission relationships through approved programs. A commission supports the publication; it never purchases a conclusion.

06 **PRODUCT STORYTELLING & LICENSING** — RIGHTS IN WRITING

Original photography and thoughtfully scoped demonstrations. Deliverables, term, territory, exclusivity and usage agreed in writing.

Investment · *Rates on request*

Each proposal is scoped to deliverables, timeline and usage rights. Written discussion is welcome; a live call is optional.

The verdict *stays ours.*

Partnership and independence can share a page. The terms are simple, and they are the same for everyone.

01 Every paid relationship, affiliate link and gifted product is disclosed to readers.

02 Partners may check factual product details. Rankings and conclusions are never for sale.

03 Researched selections are labeled as research. Hands-on testing is labeled as testing.

04 Undisclosed placements and guaranteed favorable reviews are unavailable at any rate.

05 Health coverage is educational. Individual decisions belong with qualified professionals.

A commission can support the publication.
It can never purchase a conclusion.

EVIDENCE · EXPERIENCE · ECONOMICS · DISCLOSURE · INDEPENDENCE · RESTRAINT



LAUNCH PARTNERS

An early chapter, *by design.*

Abundantly is a young publication, building its readership one useful story at a time. Current, dated readership and newsletter figures are shared on request, verified and never estimated.

Launch partners join at the beginning, with closer collaboration and room to shape a format together.

abundantlymari.com
Features, edits and tested reviews

The Weekly Signal
Saturdays at 11:11 a.m. ET

The archive
Evergreen stories, built to stay useful



Correspondence

For a partnership proposal, please share the subject, intended audience, timeline, deliverables and rights requirements.

Press inquiries and product information arrive through the same channel. Written discussion is always welcome; a live call is optional.

DISCOVER SEE MORE

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