A biannual, 120-page print magazine that celebrates the individuals and businesses who are embracing life with purpose to create a kinder, regenerative and more equitable world.

Distributed by international magazine distributor MMC to stock the magazine in high-end magazine stores and bookshops around the world. Tailored mail distributed to 150+ FTSE 100 CEOs and leaders.

The Beautiful Truth is

A daily-updated editorial hub at thebeautifultruth.org on a purposeful life, work and planet with 15k average visitors and 10k online subscribers to weekly content.
Audience Snapshot

Our readers are management and C-level professionals who are interested in the impact that purposeful business can make.

Our readership spans multiple geographies, primarily the USA, UK and Canada.

10,000 subscribers

15k average users per month
Our active subscribers include heads of sustainability, CSR directors and CEOs at global manufacturing, fashion, energy, FMCG and healthcare companies and influential academics.

“Beautifully curated, insightful and thought-provoking content – I would brand it as ‘coffee table magazine’. A refreshing change from mass-generated, low-value and dishonest (social) media.”

Marketing director, FTSE 100 finance company

“... a beautiful, upbeat biannual to cheer the heart and offer some sunny stories, solutions and suggestions for a world that needs them”

Monocle Magazine

“an incredible vision for fusing design with point-of-view editorial leadership to help bring about a sense of hope and healing.”

Founder, Creative leadership company

“I’ve been poring over this wonderful first issue, I hope that it drives exactly that optimism and passion. Bravo!”

Board advisor, Publishing company
Our regular features

The Beautiful Truth is a magazine is the first of its kind, celebrating and profiling the individuals and businesses who are embracing life with purpose to create more equitable businesses and a better world.

We cover a variety of subjects all deep-rooted in human insight, creativity, and the belief that business can be a force for good and profitable at the same time.

We aim to be a source of inspiration for those who want their lives and work to have a lasting, positive impact on people around them and on the world.

Leaders Series
Speaking to business leaders about the ‘why’ driving their leadership. How, despite challenges, do they stay committed to a higher cause?

#TheEdit
Curation of the best articles, podcasts, videos and more, focusing on purpose in business, life and the world.

The Basics
Series exploring the concepts and individuals essential to purposeful business.

Sustainable business content
Commentary and analysis of trends and themes emerging from the world of sustainable business.

CEO insights
Conversations and insights from individuals driving purpose beyond profit in their organisations.

Thinkers Series
Asking the world’s leading thinkers what one quality they thought was key to a kinder, more equitable, and greener world.
We're excited to have contributions from world-class journalists who write for publications like The New Yorker and Harvard Business Review, as well as best-selling authors like Rutger Bregman and Will Storr.
Our content strategy lead will work with you to craft a custom solution that could span print, online, film and custom events – depending on requirements.

We would work with you on a targeted campaign, distributing the co-created content on our email and social channels.
The Beautiful Truth is a 120 page print magazine which is a distinctive mix of intelligent, accessible and inspirational journalism with a global context and considered design.

Each edition contains contributions from world class writers to create an unparalleled reader experience targeted at senior business leaders and executives.

Currently one issue per year.

**Opportunities include:**
- Editorial Partnerships
- Co-branded advertorial
- Co-branded interviews
The Beautiful Truth online offers exclusive editorial content.

Featuring:
- The Thinkers Series
- Leaders on Purpose
- Curated reading and watching lists

Opportunities include:
- Co-branded advertorial
- Long form articles with engaging formats (e.g. Shorthand)
The Beautiful Truth has a rich documentary background, telling stories of how individuals live through purpose that benefit the world.

We make short and long from broadcast and cinema release documentaries, as well as corporate films and have for more than 20 years.

Opportunities include:

• Co-branded film
For more information, please contact our editor in chief, Hannah Finch,
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thebeautifultruth.org