

# Sweat. Nourish. Glow.

A fascia-informed wellness and  
longevity ecosystem for women 40+

*By Shari Zisk*



Media Kit 2026



SWEAT. NOURISH. GLOW.

### About the SNG Ecosystem™

Sweat. Nourish. Glow.™ is a modern wellness ecosystem designed for women who want to feel strong, radiant, aligned, and deeply connected to their lives.

### The SNG Pillars™

#### SWEAT

Strength • Mobility • Fascia-Informed Fitness • Outdoor Movement

#### NOURISH

Wellness • Clean Living • Longevity • Whole Food • Rituals

#### GLOW

Recovery • Fascia Care • Clean Beauty • Nervous System Wellness • Radiance

### The SNG audience is made up of women who value:

wellness as a lifestyle  
intelligent movement  
longevity-focused fitness  
natural beauty  
recovery and nervous system care  
thoughtful products  
elevated everyday living  
science with warmth



# Meet Shari Zisk

*Holistic Fitness Educator • Wellness Writer • Founder*

**Shari Zisk** is a wellness educator, writer, fascia-informed strength specialist, and founder of the Sweat. Nourish. Glow.™ ecosystem.

With more than 25 years in the wellness industry and a background in Human Kinetics, Shari blends evidence-informed fitness with posture education, fascia care, longevity principles, nervous system support, and nature-connected living.

## She is a:

NASM Certified Personal Trainer  
MELT Method Level V Instructor  
Block Therapy Instructor  
wellness writer and educator  
one of the early wellness bloggers in the online fitness space

## Her work is known for combining:

intelligent movement  
luxury wellness aesthetics  
behavioral science  
recovery-centered fitness  
and holistic lifestyle design



## Published in

THRIVE  GLOBAL

 Authority Magazine

 alive  
magazine

 Athletic Business  
ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS.

 IMPACT  
MAGAZINE

 Fitness  
Business  
CANADA

 INTERNATIONAL  
COUNCIL ON  
ACTIVE AGING 

## Certified by



# The SNG Woman

## The SNG Woman™

She is wellness-minded, intelligent, intentional, and investing in longevity.

## Audience Snapshot

Women 40+ who are interested in:

- strength training
- posture and fascia care
- healthy aging
- outdoor wellness
- nervous system support
- premium wellness products
- recovery and regeneration
- natural beauty
- elevated activewear
- luxury wellness experiences

## Lifestyle & Purchasing Behaviors

The SNG audience:

- prioritizes wellness spending
- values quality over quantity
- prefers thoughtful, elevated products
- seeks trusted recommendations
- invests in fitness, recovery, beauty, and longevity
- responds strongly to educational storytelling



# SNG at a Glance

## Audience Demographics

90% Women

Core age: 40–65

Primarily North America

High disposable income

Wellness purchasers

Travel-oriented

Education-focused

Premium product buyers

## Interests

Longevity

Strength

Recovery

Outdoor wellness

Clean beauty

Wellness travel

Home fitness



25+ years in wellness

Blogging wellness since 2009

Multiple rare certifications  
NASM CPT, MELT Method, Block Therapy, Facial  
Fitness

Discerning, women 40+ audience

A highly differentiated fascia/posture/biophilic  
fitness identity

# Traffic & Metrics

April 2026/ Google Analytics/ Google Search Console

## Website

Monthly Page Views **1K**

Monthly Unique Visitors **875**

Average Time on Site **18s**

Top Countries **USA, Canada,**

Top Traffic Sources **Pinterest, Organic Search**

Google Search Impressions **4.83K**

Monthly Organic Clicks **61**

## Social Media

Pinterest Monthly Impressions **7.28k**

Engagements **1.08k**

Total Audience **5.38k**

Outbound clicks **462**

Instagram Followers **297**

**Newsletter- Just about to launch**

2026  
The year we  
go big!

Rapidly growing wellness platform

Highly engaged niche audience

Early-stage founder-led editorial brand

High trust within women's wellness space

# The SNG Ecosystem

## **Website & Editorial**

Long-form wellness articles, evergreen SEO content, educational storytelling

## **Newsletter**

Wellness insights, curated recommendations, seasonal living

## **Instagram**

Luxury wellness imagery, movement education, lifestyle integration

## **Pinterest**

Search-driven evergreen wellness discovery

## **SNG Magazine™**

Editorial wellness publication focused on strength, fascia, beauty, and biophilic living

## **Courses & Programs**

Digital wellness education and fascia-informed fitness systems

## **Virtual & In Person Classes & Events**

Weekly fitness & fascia-care classes, online coaching, seasonal events



# Why Brands Partner With Shari Zisk and Sweat. Nourish. Glow.™

## Trusted Educational Voice

Shari's audience values thoughtful education over trend-based wellness content.

## Evergreen SEO Value

Long-form editorial wellness content continues generating traffic and brand visibility over time.

## Elevated Visual Storytelling

Luxury wellness imagery designed to feel aspirational, calming, intelligent, and authentic.

## Premium Audience Alignment

Women 40+ with strong interest in wellness, longevity, recovery, beauty, and lifestyle optimization.

## Selective Brand Partnerships

Collaborations are intentionally curated for strong alignment and authentic integration.

**A highly differentiated  
fascia/posture/biophilic fitness identity**

**biophilia** = *Biophilia is the innate, genetically-driven human tendency to seek connections with nature and other living organisms. It explains our intrinsic desire to be around plants, animals, and natural landscapes, and why such interactions boost our well-being, reduce stress, and restore mental focus.*

# Brands We Love Working With

**Sweat. Nourish. Glow.™** prioritizes partnerships with brands aligned with:

intelligent wellness  
longevity  
clean living  
recovery  
beauty from within  
sustainability  
time in nature  
elevated everyday rituals

## **Especially Interested In**

natural fabrics (Linen, Silk, Cotton)  
eco-conscious manufacturing  
B-Corp brands  
wellness technology  
recovery tools  
luxury activewear  
fascia care tools  
clean beauty  
outdoor wellness  
hydration and nourishment brands  
stylish home fitness equipment  
travel wellness destinations  
travel wellness tools



# 2026 Partnership Menu

**Sponsored Editorial Article**

**Contextual Wellness Mention**

**Shop the Story**

**Instagram Editorial Post**

**Seasona Gift Guide Placement**

**Newsletter Sponsorship** *Launching in 2026*

**SNG Magazine Sponsorship** *Launching in 2026*

**Course Integration** *Launching in 2026*

**Event Collaboration**



Additional licensing fees may apply for:

paid advertising usage

whitelisting

raw asset delivery

extended campaign usage

exclusivity

website/commercial usage

Custom licensing packages available upon request.



# 2026 Partnership Menu

## Sponsored Editorial Article

\$650

Custom long-form wellness article published on ShariZisk.com and thoughtfully integrated into the Sweat. Nourish. Glow.™ ecosystem.

Ideal for:

- wellness storytelling
- educational content
- SEO visibility
- evergreen discovery
- product integration

Include:

- Professionally written editorial feature (600–900 words)
- 3–5 curated images
- 1 permanent backlink
- Pinterest distribution
- SEO optimization
- homepage placement duration

Optional Add-Ons Quoted Separately

- newsletter feature
- Pinterest graphics
- Instagram integration
- additional usage rights
- permanent dofollow placement

# 2026 Partnership Menu

## Wellness Spotlight

(Only 2 Spots on the Homepage)

\$500 / month

\$1200 / Quarter

Premium placement within the Shari Zisk Fitness SNG homepage ecosystem.

Ideal for:

- seasonal campaigns
- elevated wellness brands
- product launches
- long-term partnerships

Placement Opportunities

- featured wellness spotlight
- curated product integration
- “Shari’s Favorites” inclusion

Includes

- clickable link integration
- curated visual placement
- editorial alignment review

# 2026 Partnership Menu

## Contextual Wellness Mention

\$450

Strategic integration of your brand, product, or service within an existing or newly created wellness article aligned with the SNG audience.

Best for:

SEO support

evergreen wellness discovery

subtle editorial integration

brand alignment campaigns

Includes

contextual placement

editorial alignment review

website backlink

long-form content integration

# 2026 Partnership Menu

## Shop the Story Feature

\$450

Integrated product storytelling experience within a wellness editorial, lifestyle article, or SNG feature.

Products are naturally woven into:

- wellness rituals
- movement practices
- recovery routines
- travel wellness
- outdoor living
- longevity-focused lifestyle content

Ideal For

- luxury wellness brands
- apparel
- recovery tools
- supplements
- beauty and lifestyle products

Includes

- editorial integration
- product imagery
- clickable shopping links
- wellness storytelling framework

# 2026 Partnership Menu



## Instagram Wellness Feature

\$450

A thoughtfully curated Instagram feature created within the visual and educational style of the Sweat. Nourish. Glow.™ ecosystem.

### Ideal For:

wellness brands  
recovery and longevity products  
clean beauty  
luxury activewear  
fascia care tools  
outdoor wellness brands  
wellness travel experiences

### Includes:

One dedicated Instagram feed post  
Up to 5 curated images or carousel slides  
Educational caption written in the SNG editorial voice  
Brand tagging and mentions  
Placement within the SNG wellness ecosystem  
Authentic product integration and storytelling  
Sponsored disclosure where required

# 2026 Partnership Menu



## Pinterest Wellness Feature

\$450



Bundle \$750

A curated Pinterest campaign designed to extend the reach and longevity of your brand through search-driven wellness content.

Pinterest serves as a powerful discovery platform for women actively searching for wellness solutions, products, and inspiration.

Ideal For:

- wellness products
- recovery tools
- activewear
- clean beauty
- supplements
- wellness travel
- home fitness equipment
- educational wellness campaigns

Includes:

- 3 custom Pinterest pins
- Branded imagery integration
- SEO-informed pin titles and descriptions
- Direct links to your website, product page, or sponsored article
- Placement within relevant SNG Pinterest boards
- Evergreen visibility through Pinterest search

# 2026 Partnership Menu

## Newsletter Sponsorship

Launching 2026

Brand placement within the SNG newsletter ecosystem reaching wellness-focused women interested in longevity, recovery, fascia care, and elevated living.

Opportunities May Include

featured recommendation  
sponsored editorial section  
curated wellness inclusion  
seasonal spotlight

# 2026 Partnership Menu

## SNG Magazine Sponsorships

*Launching 2026*



# 2026 Editorial Calendar

## **SWEAT. NOURISH. GLOW.™ Magazine**

### **ISSUE 01 — THE RETURN TO RADIANCE**

*A Quarterly Journal of Strength, Beauty, and Biophilic Living*

A refined, modern take on fitness and wellness, SWEAT. NOURISH. GLOW.™ Magazine is your quarterly invitation to move, live, and feel beautifully aligned in your body.

Rooted in fascia-informed strength, biophilic living, and the rhythms of real life, this inaugural issue—The Return to Radiance—guides you back to yourself. Inside, you'll explore posture and presence, hydrated strength, time in nature, and the quiet rituals that restore energy, confidence, and glow.

Thoughtfully curated for women who value both science and elegance, this is not just a magazine—it's a seasonal reset for your body and your life.



1. Cover
  2. Editor's Letter
  3. Table of Contents
  4. Quotes / Short Inspirations
  5. The Return to Radiance
- FEATURE WELLNESS SECTION
1. What Is Radiance?
  2. Hydrated Strength™
  3. Fascia 101
  4. Recovery Is the New Luxury
  5. The Posture Effect
- LIFESTYLE & BEAUTY SECTION
1. Nourish
  2. Beauty from the Fascia Up
  3. Wellness Travel
  4. Nature Living
  5. Seasonal Rhythms
- COMMUNITY & ACTION SECTION
1. Radiant Reader
  2. Voices of Radiance
  3. Movement Lab
  4. Shari's Favorites
  5. The Radiance Collection
- CLOSING
1. Reflection Ritual
  2. Next Issue Teaser
  3. CTA + Newsletter + Programs

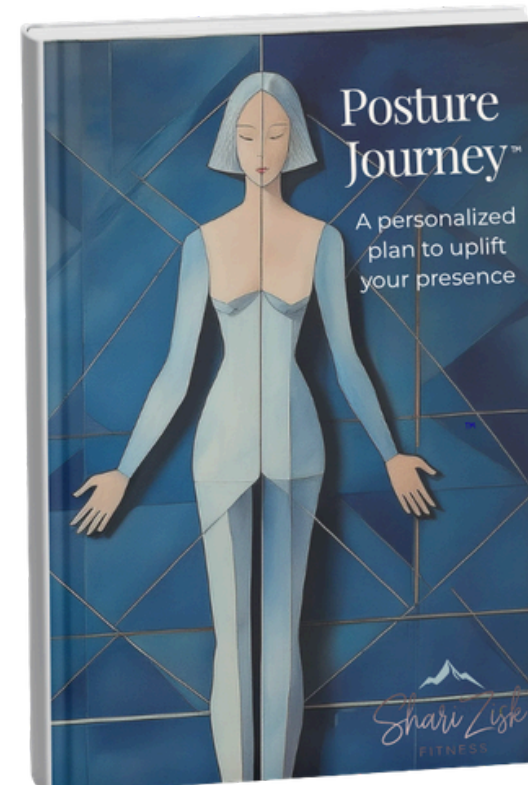
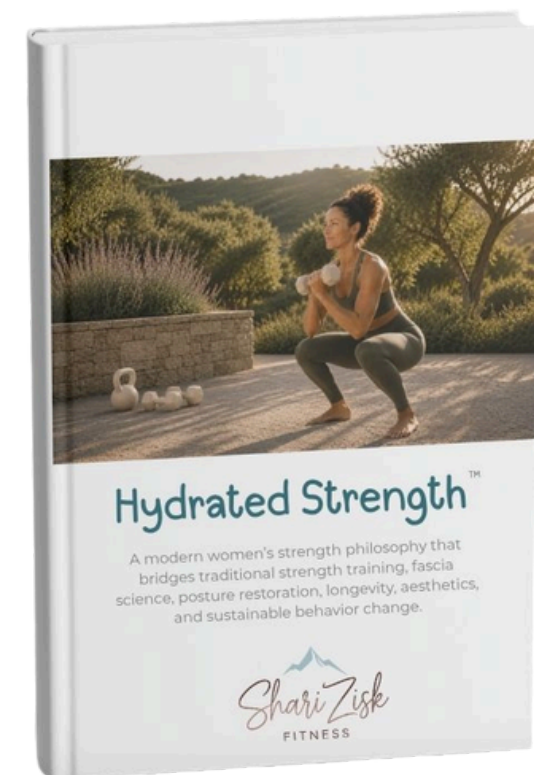
# 2026 Partnership Menu

## Course Integrations

Launching 2026

Includes:

- Recommended Tools
- Shari's Favorites
- Bonus Offers
- Gift with Purchase
- Bundles
- Live coaching collabs



# Partnership Philosophy

Sweat. Nourish. Glow.™ partners selectively with brands that align with the values of intelligent wellness, longevity, fascia-informed movement, beauty, recovery, and elevated living.

Every collaboration is approached with the intention of creating:

- educational value
- aesthetic integrity
- authentic storytelling
- and long-term audience trust

We believe the most meaningful partnerships feel organically woven into a wellness lifestyle — not simply advertised.



*"The new conversations around fascia are changing how we think about strength, recovery, beauty, and aging. Sweat. Nourish. Glow. is where those ideas converge."*

*-Shari Zisk*



# Let's Dream Up Something Beautiful Together

Shari Zisk

Founder, Sweat. Nourish. Glow.™

Website

<https://www.sharizisk.com>

Pinterest

<https://www.pinterest.com/trainershari/>

Instagram

<https://www.instagram.com/trainershari>

X

<https://www.x.com/trainershari>

Linkedin

<https://www.linkedin.com/in/sharizisk/>

Email: [shari@radiancewellness.ca](mailto:shari@radiancewellness.ca)



*Inspired by the resilient Edelweiss flower of the Swiss Alps, the Sweat. Nourish. Glow. framework recognizes that health is not perfectly balanced year-round.*

*Like the uneven star of the Edelweiss, different areas of life expand and contract with the seasons. Movement, nourishment, restoration, nature, and connection all play a role — but the emphasis shifts as the body adapts.*