

THE
BEAUTIFUL
TRUTH

The Beautiful Truth Magazine

Exploring connection & collaboration

September 2025



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The Beautiful Truth is



An annual print magazine that celebrates the individuals and businesses who are embracing life with purpose to create a kinder, more equitable and greener world.

Distributed globally to leading magazine stores and bookshops, and sent directly to senior leaders through tailored, purposeful mailings.



A daily editorial hub exploring purposeful life, work, and leadership at thebeautifultruth.org. A space for thought-provoking ideas, curated conversations, and imaginative thinking about the future of business and society.

Read by a growing global audience of 10,000 monthly visitors and over 6,000 subscribers.

Letter from the Editor

“The meaning
of life is to give
life meaning.”

We all have a need to understand ourselves and our place in the world. This understanding comes to us through stories - the stories we hear, and the stories that we tell (ourselves and others) about who we are, what we do, what is right and wrong, and how we can overcome obstacles.

For years we've been telling stories professionally – about individuals and businesses. We created this magazine to explore an inspirational narrative – one that helps us understand our human contradictions and flaws, as well as demonstrating that people and businesses are capable of magnificent things. Instead of shying away from complex truths, we explore them through the lens of our human condition.

When we appeal to our humanity, business can be improved upon. If we choose it to be, business can be a force of positive change and personal fulfilment.

This magazine spurs people and businesses to think more boldly about the good that people and business are capable of. Most of all, we hope it inspires you to imagine a future where our lives, values and work come together to create a better world.

Hannah Finch

Editor in Chief - The Beautiful Truth

Our Reach

We don't chase scale -
we cultivate substance

2,000
print circulation

12
countries
stocked in print

6,000
newsletter subscribers

1,300
Instagram followers

10,000
unique website visitors
per month

50
bespoke magazine
stores worldwide

600
Youtube subscribers

7,000+
LinkedIn followers

Our readers are leaders, dreamers, and meaning-seekers drawn to depth, not noise.

Our Readers

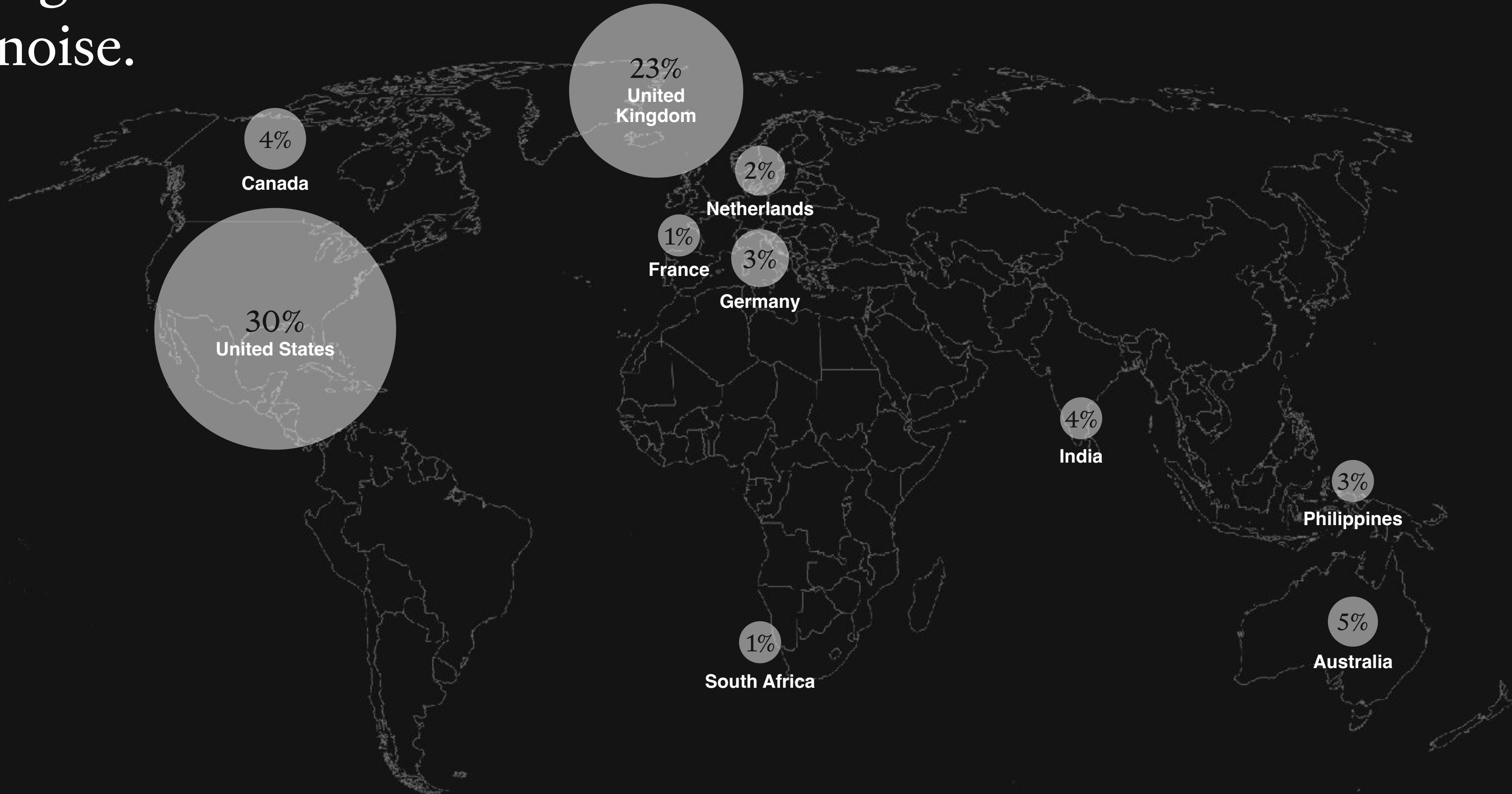
Our readers are leaders, dreamers, and meaning-seekers drawn to depth, not noise.

PROFESSIONS

CEOs, Directors of Sustainability, Heads of CSR, Corporate Affairs leaders, academics and Heads of Culture and People

INTERESTS

Technology, banking and finance, news and politics



57%
Female

42%
Male

Global distribution for our print circulation

Our recent editorial

Inspiration hero content from The Beautiful Truth



40 women reflected on what made them a great leader. Five themes emerged.

[Click for more info](#)



Dr Edward Brooks on why character is back in fashion in education and work.

[Click for more info](#)



Physician-philosopher Deepak Chopra on joy, death, and the limits of systematising reality.

[Click for more info](#)



How can organisations be profitable and bring value to society? Ikujiro Nonaka thinks Japanese business philosophy might have an answer.

[Click for more info](#)



Dominique Hyde, Director of External Relations at UNHCR, on the impact business can have on the humanitarian refugee crisis.

[Click for more info](#)



How The Cherie Blair Foundation for Women is transforming the lives of 300,000 women entrepreneurs worldwide.

[Click for more info](#)

Our regular features

We cover a variety of subjects all deep-rooted in human insight, creativity, with 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.



My Life on Purpose

An interview series where individuals reflect on how they shape a life with intention and impact.



#TheEdit

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



In Conversation With

Meaningful dialogues exploring the moments, mindsets and motivations behind meaningful work.



Field Notes

The TBT community shares their contemporary takes on workplace challenges.



CEO Insight

Spotlighting leaders navigating change with trust, meaning and imagination.



Perspectives

A film-and-interview series presenting compelling executive viewpoints on global challenges.

Our contributors and team

Our contributors are journalists, authors, academics, artists and business leaders, who contribute their views alongside insights and expertise from the TBT team.

OUR RECENT CONTRIBUTORS



Adam Grant
Organisational
psychologist
& author



Rebecca Solnit
Writer & activist
on feminism politics
and place



Michael Kiwanuka
Mercury Prize
winning singer-
songwriter



Katie Paterson
Conceptual artist
exploring time, nature,
and the cosmos



Paul Polman
Business leader &
advocate advocate for
sustainable capitalism

THE TBT TEAM



Adam Penny
Co-Founder and
CEO



Elizabeth Smith
Co-Founder and Client
Services Director



Hannah Finch
Editor in Chief



Claudia Bicen
Head of
Experiences



Brenna Spain
Staff Writer

Our readers

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 annual magazine to cheer the heart and offer some sunny stories, solutions and suggestions for a world that needs them.

Monocle Magazine

“

I'm continually relying on sophisticated, meaningful, and provocative thinking on purpose that *The Beautiful Truth* creates and curates.

Business professor

“

This is such a wonderful publication, full of insight and inspiration. In a world obsessed with “blink and you miss it” news and scrolling, the slower, more reflective nature of the magazine’s content and format are a welcome tonic.

Brand and culture strategist

Making meaning, together

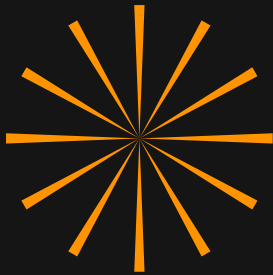
We tell the deeper story of your business and bring our editorial craft into your world — through voice, presence and meaning.
We work with like-minded organisations to -



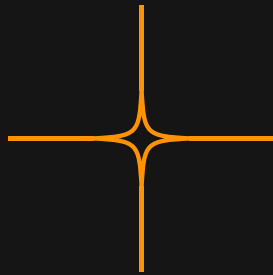
Amplify purpose-led, conscious leadership and explore what meaningful work can mean



Capture values-driven business transformation



Bring visibility to world-changing ideas and initiatives



Engage audiences through intelligent, beautiful editorial

Whether it's a feature story, a panel conversation, or a creative campaign, we help organisations show the truth of who they are – and what they stand for.

Ways to be a part of our story

Every partnership is tailored for mutual value, combining our trusted reach, high engagement and editorial integrity with your brands goals. We also consider value exchange arrangements where there's a clear mission alignment

Pricing is flexible and based on format, reach, and editorial time. Looking for media value guidance or partnership ideas? Ask us for our Partnership Value Overview - a short summary of ways we collaborate and estimated value across formats.

EDITORIAL COLLABORATIONS

These reflect our editorial pillars - guided by our team; and often non-fee based.

- Individual Profiling- My Life on Purpose | In Conversation With
- Contributor / Columnist Opportunities
- Features & Long-form Coverage- to be led by TBT Editorial Team.

STRATEGIC PARTNERSHIPS

For organisations seeking deeper alignment, we co-create bespoke content experiences.

- Collaborative Business Content - Co-created editorial that reflects shared values and sparks meaningful engagement.
- Media & Event Partnerships - Curated editorial coverage and presence at summits, festivals, and partner-led events that align with our editorial vision - selected based on strategic fit and mutual value exchange.
- Experience Design - Editorial experiences brought to life - offsites, gatherings and moments of presence that shift culture.

Partnerships start from around £1,000 for a single sponsored feature and range to £10,000+ for bespoke magazine supplements and experience design.

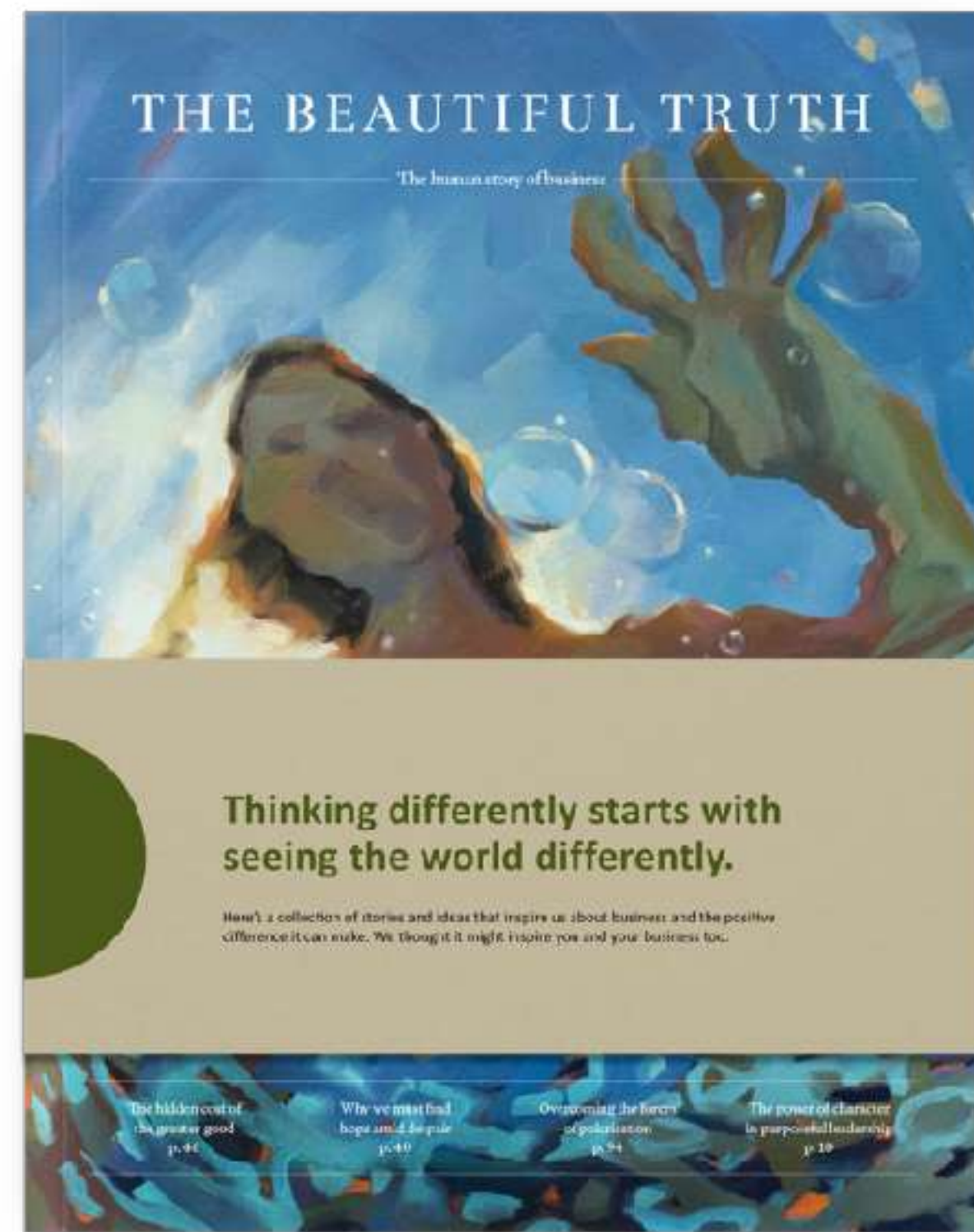
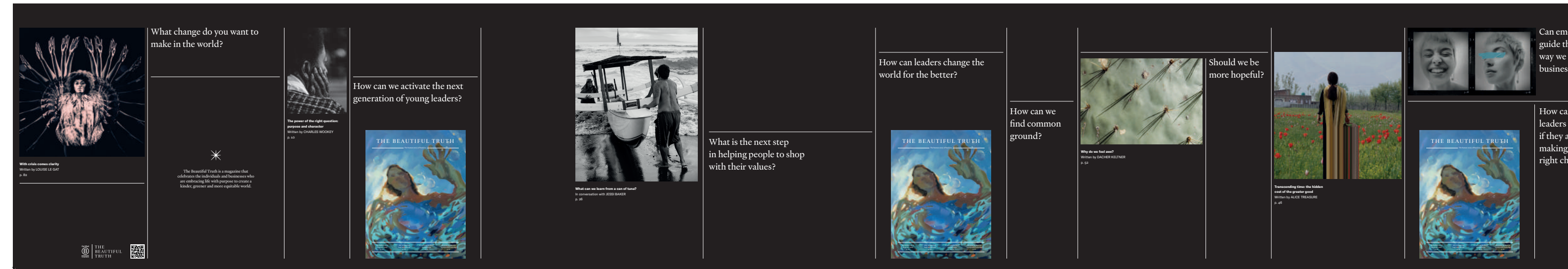
Past Partnerships

Deloitte

Anchored in our mutual curiosity and exploration of what ‘purpose’ means for organisations currently and grounded in the idea that ‘thinking differently starts with seeing the world differently’, we are partnering with Deloitte on a number of activities.

Our current partnership includes lectures and panel discussions, installations, thought leadership pieces and articles. All with the intent of broadening thinking, understanding nuance and contributing towards a different view of business, its impact and the meaning leaders/employees derive from it.

[Read the full article here](#)



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Past Partnerships

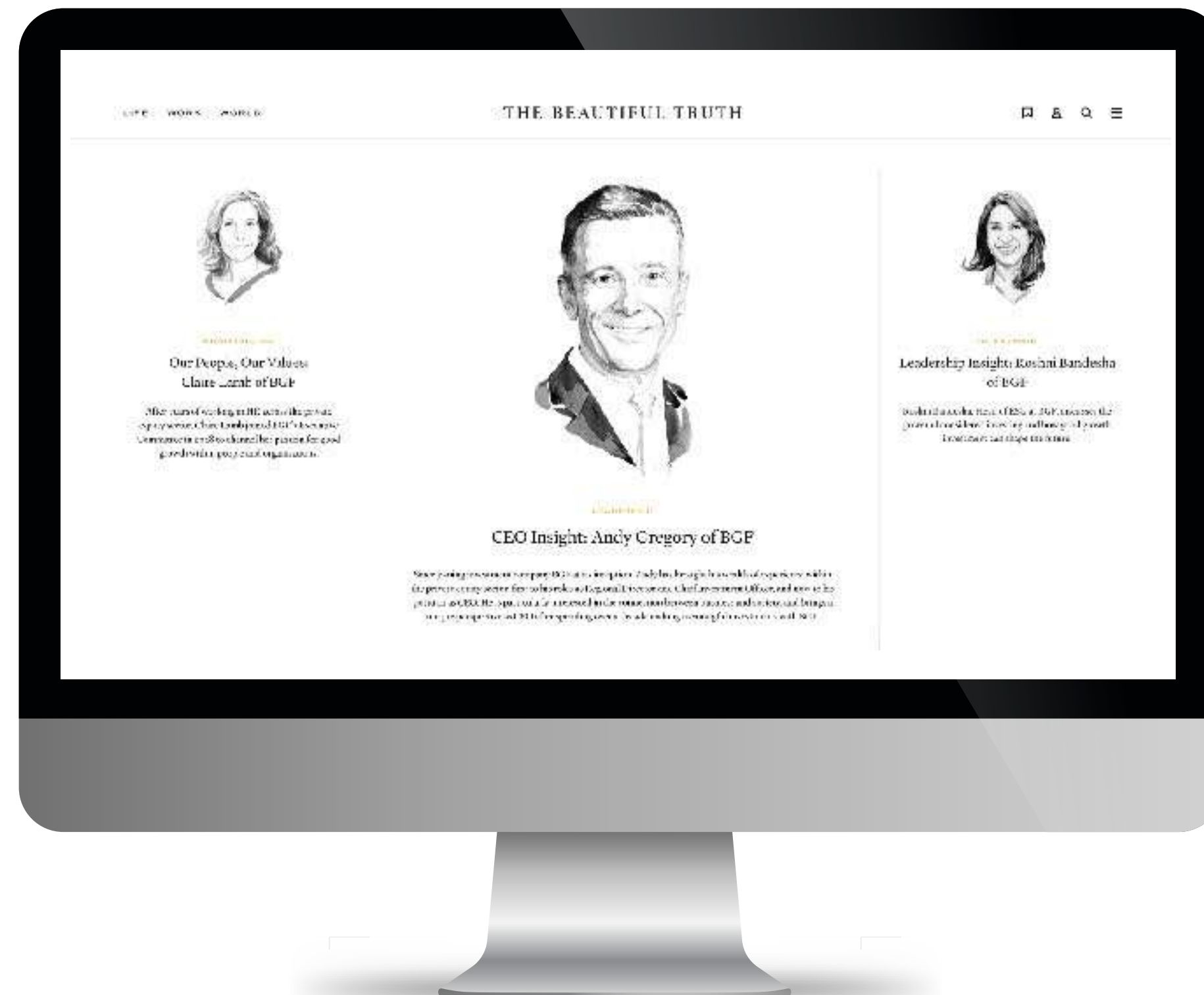
BGF

We've partnered with Business Growth Fund to delve into the concept of growth and it's relationship with purpose. Exploring BGF's concept of 'Good Growth', we have collaborated on a three-part interview series spotlighting members of their leadership team, unpacking their values, purpose and people. In tandem, we produced a short documentary film to continue this exploration, leveraging the stories of their portfolio company leaders.

Beyond content creation, our partnership has covered various events, including hosting a purposeful business panel at their flagship 'Growth Forum'.

[Read the series here](#)

[Watch the film here](#)
Password: 8GF



Past Partnerships

Finnish Flow

Anchored in a shared belief that wellbeing, connection, and consciousness must shape the future of business, we partnered with Finnish Flow to bring editorial depth to their World Economic Forum gathering in Davos. Our work included-

- Playing Human with Deepak Chopra: a feature film on consciousness and wellbeing
- A Perspectives features on AI in healthcare with Poonacha Machaiah and several tech entrepreneurs
- A longform interview with Cherie Blair on economic empowerment, technology, and gender

Our editorial approach was designed to honor the depth of conversations that Finnish Flow facilitated, translate the event's energy into purposeful storytelling, and reach a diverse audience of conscious leaders, including through Deepak Chopra's 3M-strong global network.

[Playing Human: An Interview with Deepak Chopra](#)

[Poonacha Machaiah: AI in Healthcare](#)

[Cherie Blair: Unlocking Women's Economic Empowerment through Technology](#)



We publish for those who believe imagination belongs in leadership, that presence matters more than performance, and that culture isn't built by slogans – but by stories that stick.

Ready to move beyond surface-level thought leadership?
We'd love to explore how we can create something meaningful together.

To start a conversation please contact our editor-in-chief
Hannah Finch, hannah@wearetbt.com



thebeautifultruth.org