

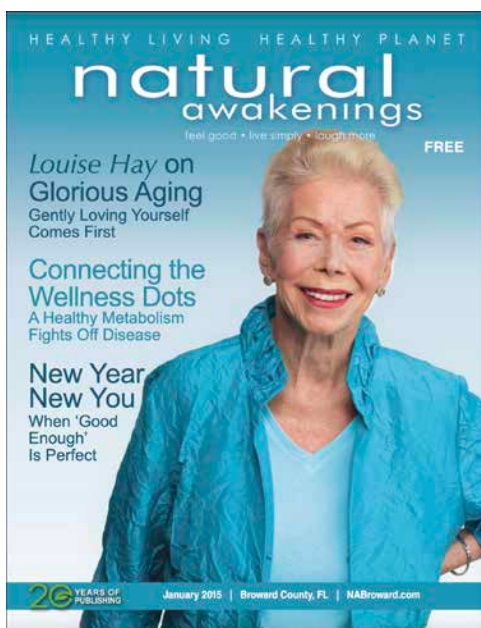
HEALTHY LIVING HEALTHY PLANET

natural
awakenings

media kit

**Broward & Palm Beach County,
Florida Editions**

**Office: 954-630-1610 or
561-626-5584**



Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy. With more than 40 franchises in markets across the U.S. Compare our rates — they are the most reasonable you will find. Your ad in Natural Awakenings works for you much longer than in daily or weekly publications.

Natural Awakenings Magazines are considered current even if they are two years old because the information in each issue/edition is not political news. It is based on the newest medical and scientific research on health and wellness from the United States and all over the world. The dates of the issues are only there for people to be able to find the articles. As a matter of fact we know this, because we have been publishing our magazine for almost thirty years. Our loyal readers keep them in their libraries or wherever they keep their favorite books and magazines to share health and wellness news with family and friends. It's very common for people to call us to let them know if we can mail them an old issue where they read about such and such.

Our mission is to provide insights and information to improve the quality of life physically, mentally, emotionally, and spiritually. One in four adult Americans are part of the \$290 billion marketplace for goods and services in the categories of health and wellness, the environment and ecological living, social justice, personal development, spirituality and socially responsible investing.

Who is the *Natural Awakenings* Reader?

Results from our 2022 Readership Survey reveal our readership is:

- 80%+** of readers make purchases from ads seen in our magazine
- 88%** have been reading Natural Awakenings for at least 6 months
- 44%** purchase from our advertisers between two and three times per month
- 51%** share their copy of our magazine with two or more additional readers
- 53%** are female
- 69%** are between 25 and 44 years of age
- 81%** are college educated
- 49%** purchase healthy or organic food
- 51%** attend events as seen in our magazine

Targeted Distribution Yields Local Market Penetration

As a free community publication, we're distributed in hundreds of locations in each franchise market for an unsurpassed depth of market penetration of **tens of thousands of distribution points**.

Each month we distribute more than **75,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our readership of multiple **millions**.

CISION[®]



Natural Awakenings recently received the prestigious FBR50 Franchise Satisfaction Award from Franchise Business Review.

Natural Awakenings Magazine is ranked 5th Nationally in Cision's[®] 2016 Top 10 Health & Fitness Magazines list

Cision[®] is the world's leading source of media research. Visit cision.com or follow @Cision on Twitter.