

# natural awakenings

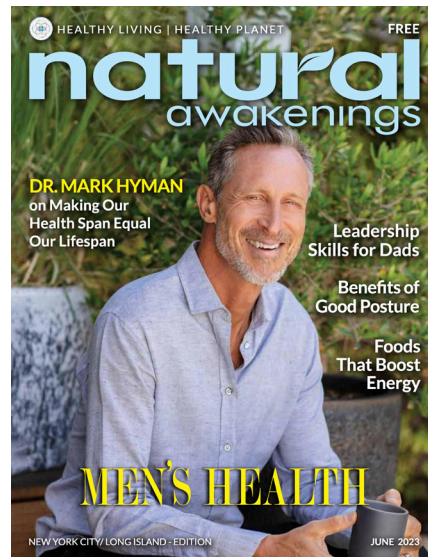
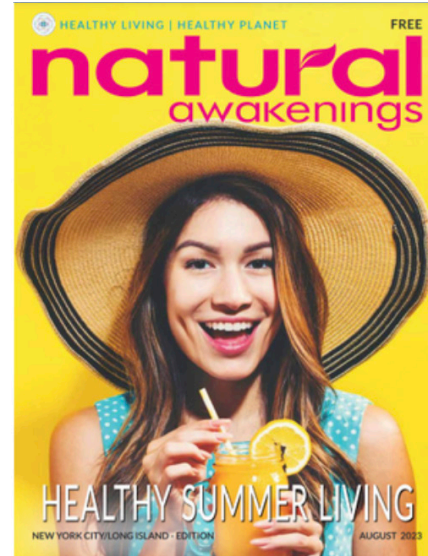
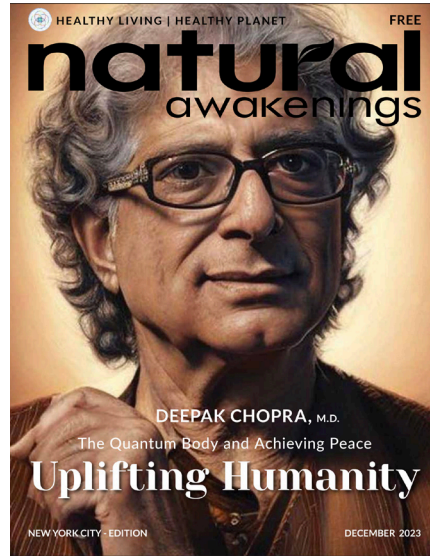
NEW YORK CITY | LONG ISLAND EDITIONS

**Healthy Living Healthy Planet**

Magazines and Multi-Platform Media Brand

**2024 Media  
Kit**

# 2024 OUR AUDIENCE



## TOTAL PRINT READERSHIP

**42,500**

**New York City: 25,000 | Long Island: 17,500**

## DISTRIBUTION

**450 locations**

**throughout New York City & Long Island**

## DIGITAL MEDIA

**10,500+ followers**

**Facebook • Instagram • Twitter • YouTube**

**Digital Edition • e-Newsletter**

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**Healthy Living Healthy Planet**



# 2024 WHO WE ARE

FOR PEOPLE WHO LIVE A HEALTHY,  
SUSTAINABLE LIFESTYLE.

## ABOUT OUR READERS

66% HAVE BEEN READERS FOR MULTIPLE YEARS

45% SHARE THEIR MONTHLY COPY WITH 3+ ADDITIONAL READERS

74% ARE FEMALE

49% ARE BETWEEN 35 AND 44 YEARS OF AGE

LESS THAN 3% ARE BETWEEN 18-20.5 AND 16% ARE AGE 21-24

60% HAVE ONE OR MORE COLLEGE DEGREES

89% PURCHASE HEALTHY OR ORGANIC FOOD FOR THEIR FAMILY AND PETS

78% ARE ACTIVELY SEEKING ALTERNATIVE HEALING

MODALITIES, ORGANIC PRODUCTS AND PLANT MEDICINE

52% ATTEND SPIRITUAL OR HEALING EVENTS

56% ATTEND EXERCISE OR FITNESS EVENTS

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**We are ranked 5th Nationally on Cision's  
Top 10 Health & Fitness Magazines List**



# THE EDITORIAL PILLARS

EACH MONTH YOUR BUSINESS IS AMONG CUTTING-EDGE INFORMATION IN NATURAL HEALTH, NUTRITION, FITNESS, PERSONAL GROWTH AND GREEN LIVING EDITORIALS.



**HEALTHY  
MIND**



**HEALTHY  
BODY**



**HEALTHY  
PLANET**

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# 2024 EDITORIAL CALENDAR

WE INSPIRE HOLISTIC, PEACEFUL AND SUSTAINABLE LIVES WHILE ENCOURAGING RESPECT FOR HUMANITY, ANIMALS AND THE PLANET.



## January

**Health & Wellness**  
Aging Gracefully  
Alzheimer's Disease



## February

**Heart-Healthy Lifestyle**  
Oral Health for Healthy Heart  
Breathwork for Stress Reduction



## March

**Food & Nutrition**  
Plant-Based Healing  
Colon Health



## April

**Eco-Travel**  
North American Eco-Adventures  
Parkinson's Disease



## May

**Women's Wellness**  
Hormonal Health Journey  
Lyme Disease



## June

**Men's Health**  
Mental Health for Men  
Vegan Fitness



## July

**Keeping It Cool**  
Eating Seasonally  
Skin-Safe Summer



## August

**Finding Your Tribe**  
The Power of Community  
Kids' Sports Safety



## September

**Emotional Healing**  
Trauma & Addiction Recovery  
Yoga for Recovery



## October

**Whole Body Alignment**  
Chiropractic & Bodywork  
Breast Health



## November

**Grateful Aging**  
Becoming a Wise Elder  
Food Celebrations



## December

**Reconnect & Rejuvenate**  
The Gift of Self Care  
The Placebo Effect

# 2024 WHERE TO FIND US



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FOUND IN OVER 450 LOCATIONS THROUGHOUT **NEW YORK CITY AND LONG ISLAND**

REACH OUR AFFLUENT, WELL-EDUCATED AND HEALTH-CONSCIOUS READERS  
WHO ARE EAGERLY SEEKING RESOURCES THAT WILL IMPROVE THEIR HEALTH AND WELL-BEING.

WITH WIDE DISTRIBUTION THROUGHOUT **NEW YORK CITY AND LONG ISLAND**, **NATURAL AWAKENINGS** IS PICKED UP EACH MONTH:



## WHOLE FOODS MARKETS

- **TRIBECA**
- **MIDTOWN EAST 57**
- **CHELSEA**
- **87TH and 3RD**
- **COLUMBUS CIRCLE**
- **97TH and COLUMBUS**
- **JERICO**



- **24 STOP&SHOP MARKETS | LONG ISLAND**

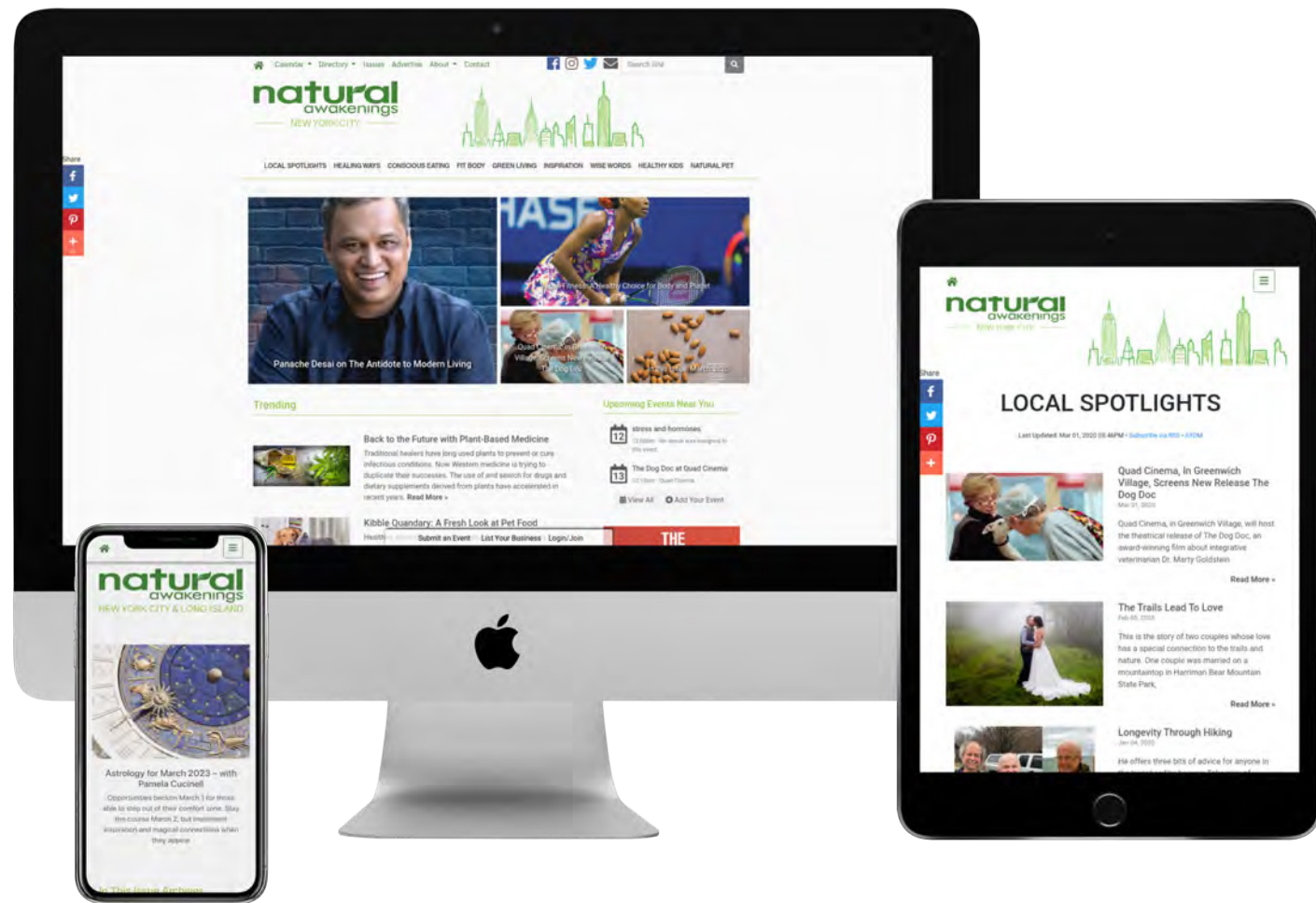
- **HEALTH FOOD STORES AND MARKETS**
- **FOOD CO-OPS**
- **VITAMIN AND HERB SHOPS**
- **RETAIL STORES**
- **GIFT SHOPS**
- **RESTAURANTS, CAFÉS AND COFFEE SHOPS**
- **HOLISTIC CLINICS AND CENTERS**
- **PRACTITIONER OFFICES**
- **GRAND CENTRAL PARTNERSHIP**
- **FITNESS CENTERS**
- **RECREATIONAL CENTERS**
- **SPAS & RETREAT CENTERS**
- **STREET SIDE BOXES**
- **NONPROFIT ORGANIZATIONS**
- **SCHOOLS AND EDUCATIONAL CENTERS**
- **NEWSSTANDS**
- **BOOKSTORES**
- **AND MANY OTHER LOCATIONS**

PLUS, WE'RE AVAILABLE TO PARTICIPANTS AND ATTENDEES  
OF SELECT HEALTH, WELLNESS, SUSTAINABILITY, PET AND  
METAPHYSICAL LOCAL AND REGIONAL EXPOS AND CONFERENCES.

## Healthy Living Healthy Planet



# 2024 DIGITAL



**WE INTEGRATE YOUR PRINT CAMPAIGN  
WITH OUR DIGITAL PLATFORM TO  
SUPPORT YOUR BRAND**

**INCLUDES:**

**Interactive Digital Magazines**

**Home Page Editorial**

**Holistic Local Directory Custom Microsite**

**Archived Editorial**

**Healthy Living Offers and Deals**

**Calendar Event Listings**

**Social Media Posts**

**Email Newsletter**

**All of the above comes with Integrated Marketing Packages  
- Custom Digital Ads and Webinars are Available -**

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# OUR MISSION

We aspire to resonate peace through every aspect of the organization. Our mission is to inspire our readers to live peaceful, energetic and joy-filled lives by leading physically, mentally, emotionally and environmentally balanced lifestyles while contributing to the well-being of humanity, animals and the planet.

## CONTACT

*Natural Awakenings NYC edition*

*Natural Awakenings Long Island edition*

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