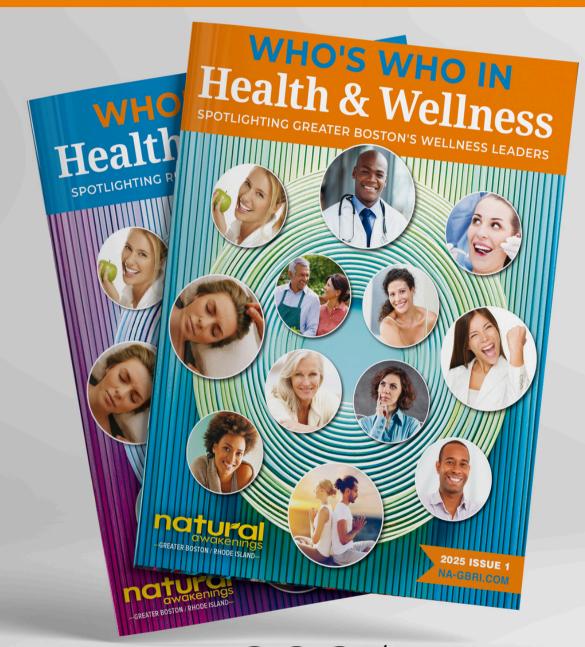
# WHO'S WHO IN Health & Wellness

Spotlighting Greater Boston & Rhode Island's Wellness Leaders



2025
Premier Profile Edition
MEDIA KIT

## **About the Premier Profile Edition**

The wellness community in Greater Boston and Rhode Island is vibrant, diverse, and growing rapidly. Who's Who in Health & Wellness is your opportunity to stand out in this thriving marketplace and connect with the region's most engaged health-conscious audience.

This first-of-its-kind profile directory, curated by *Natural Awakenings Magazine*, showcases the best practitioners, services, and products in our region. With 30+ years of experience connecting readers with holistic health solutions, we've created this annual guide as a trusted resource that readers keep and reference throughout the year.

## **Our Mission**



To empower individuals to live a healthier lifestyle on a healthier planet



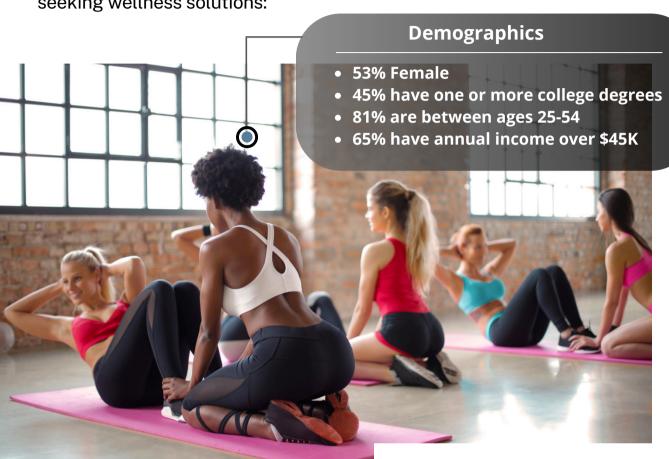
To educate communities on the latest in natural health and sustainability



To connect readers with local wellness resources and events

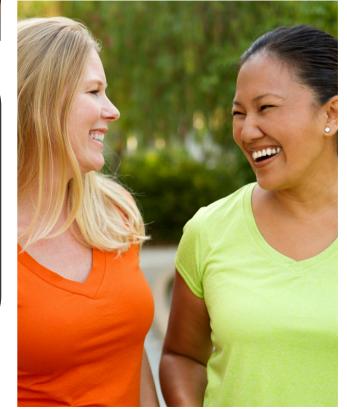
### **Our Readers**

Natural Awakenings reaches an engaged, affluent audience actively seeking wellness solutions:



#### **Behaviors & Interests**

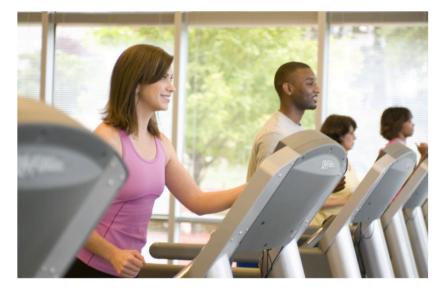
- 90% share their copy with one or more people
- 52% attend exercise or fitness events
- 42% have been reading *Natural*Awakenings for 2+ years
- 44% purchase from advertisers 2-3 times monthly



## **Distribution & Reach**

Your message will reach over 100,000 local engaged readers in print and digitally through:

- Health Food Stores and supermarkets
- Fitness centers and recreational centers
- Holistic practitioner offices & wellness centers
- Restaurants, cafés and coffee shops
- Local and regional wellness events & expos
- Websites, email and social media









## **Advertising Options**

#### **Profile Packages**

- 2-Page Spread: \$4,990
- Full Page: \$2,995
- 1/2 Page: \$1,595

All packages include 12-month premium online directory listing.



**Click for SAMPLE** 





#### Johnson Compounding & Wellness

Your Compounding Experts. Treating the Whole You We're Open!

577 Main St Waltham, MA 02452-5527 781-893-3870

#### **Digital Add-Ons**

#### **Annual Rates:**

- Leader Board (Home Page): \$350
- Leader Board (Landing Page): \$270
- Rectangle Ad (Home Page): \$270
- Rectangle Ad (Landing Page): \$180
- Video (Home Page): \$350
- Video (Landing Page): \$270

SECURE YOUR SPOT TODAY



## **Package Benefits**



Year-round visibility in print & digital formats



Premium online directory listing



Social Media Promotion

(Facebook, Instagram, & Linkedin)



# **Categories Featured**

- Acupuncture
- Beauty & Personal Care
- Chiropractic Care
- Counseling & Mental Health
- Fitness & Personal Training
- Food & Dining
- Functional Medicine

- Herbalists & Holistic Medicine
- Massage Therapy
- Meditation & Mindfulness
- Nutrition
- Salons & Spas
- Yoga, Tai Chi & Pilates
- And many more...

## What Our Advertisers Say

#### Dr. Chrysanthi Kazantzis, Anasa Personalized Medicine

"We have been advertising in Natural Awakenings for several years now and have been consistently adding new patients as a result of our participation."



# Kim Childs, Take The Leap Coaching

The clients who've found me in Natural Awakenings are some of my favorites, as they're typically already aligned with my holistic approach.

#### Jessica Liggero, Rebalance Your Routine

Deciding to work with Natural Awakenings was an easy decision for me. I was already familiar with the magazine and trusted it as a good resource for Holistic and Natural products and services. I received 2 bookings for consults on the first day it was published! I am pleased with the visibility that my business is receiving as a result of advertising in Natural Awakenings.



## **Important Dates & Contacts**



• Profile Submission Deadline: March 21, 2025

• Directory Release: April 2025



• Email: Sales@NA-GBRI.com

• Phone: <u>401-226-1552</u>

## **SECURE YOUR SPOT TODAY**

in the premier resource for health and wellness in Greater Boston & Rhode Island

