

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:

Demographics

- 53% Female
- 45% have one or more college degrees
- 81% are between ages 25-54
- 65% have annual income over \$45K



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



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: 401-226-1552

SECURE YOUR SPOT TODAY

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

