

natural awakenings

new york city edition

Healthy Living Healthy Planet

**2020 Media
Kit**

2020 OUR AUDIENCE



READERSHIP

25,000

DISTRIBUTION

200 locations
throughout New York City

DIGITAL EDITION

includes live links

SOCIAL MEDIA ENGAGEMENT

6,000+ followers
Facebook & Instagram

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Healthy Living Healthy Planet



2020 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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2020 EDITORIAL CALENDAR

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



January

Age-Defying Habits
Healthy Immune Systems



February

Cardiovascular Health
Regenerative Medicine



March

Thriving on a Plant-Based Diet
CBD



April

Grassroots Climate Crisis Strategies
Healthy Home



May

Autoimmune Breakthroughs
The Collagen Connection



June

Inspired Lifestyle Travel
Brain Health



July

Beyond Factory Farming
Gut Health



August

Biological Dentistry
Environmental Education



September

Emotional Well-Being
Adaptive Yoga



October

Stress Management
Joint Health



November

Personalized Diabetes Strategies
Skin Care



December

Creating Community & Connection
Spending Locally

2020 WHERE TO FIND US



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FOUND IN OVER **200** LOCATIONS
THROUGHOUT **NEW YORK CITY**

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 **MANHATTAN**,
NATURAL AWAKENINGS IS PICKED UP EACH MONTH:

WHOLE FOODS
M A R K E T

- **WHOLE FOODS MARKETS**

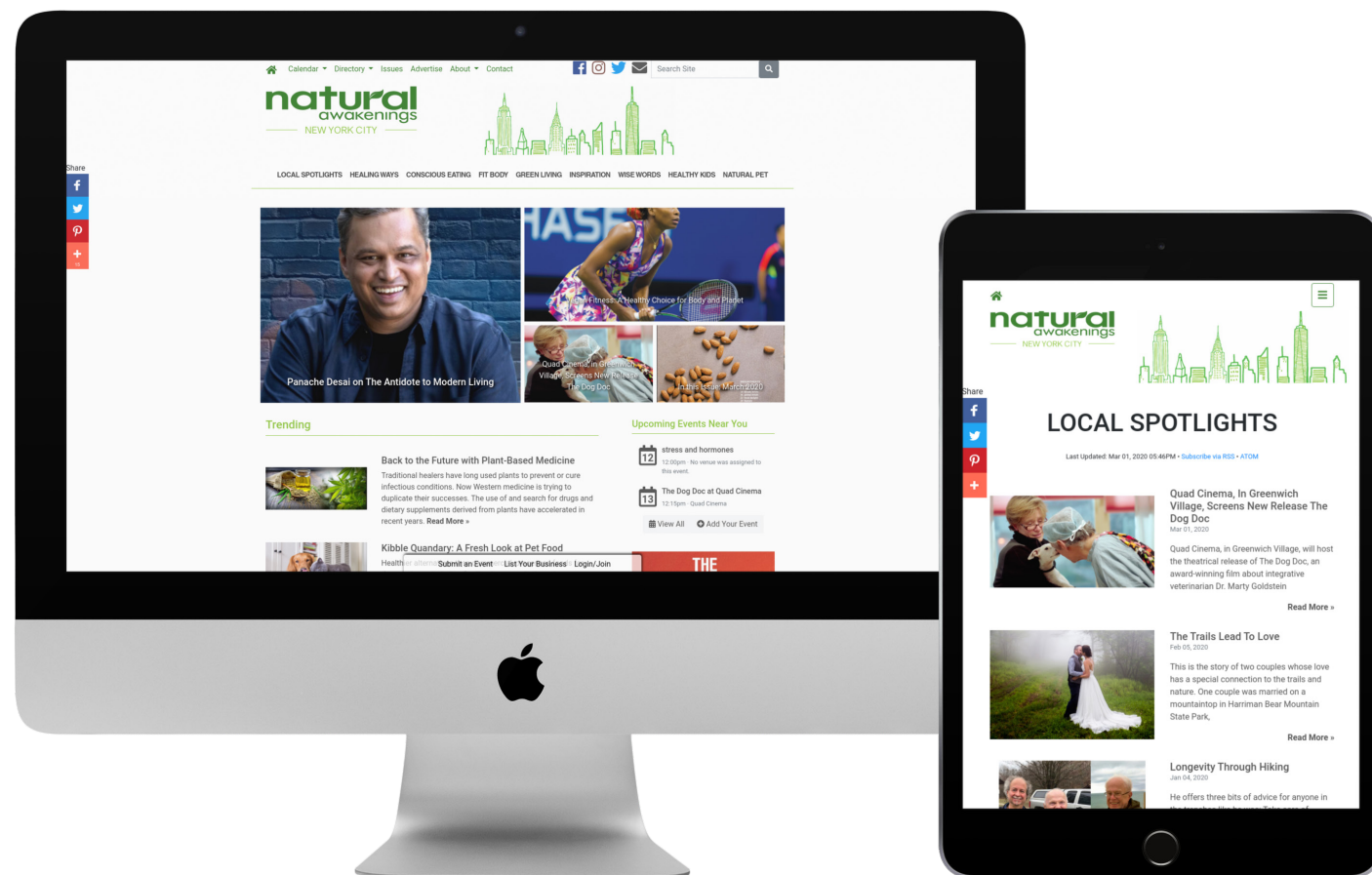
CHELSEA
3RD/87TH
COLUMBUS/97TH
COLUMBUS CIRCLE
UNION SQUARE
EAST HOUSTON
BTW 2ND/3RD/57TH

- 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.**

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2020 DIGITAL



SOCIAL MEDIA SERVICES FOR PRINT ADVERTISERS

We integrate your print, editorial social and digital campaign to support your brand.

Your personalized content will be written in our voice and designed to promote your unique product, service or event.

We tag your Instagram accounts and add hashtags. Your Facebook posts are linked to your Facebook page, website and/or events. In addition, you have the freedom to further promote your business by posting on our Community Partner Facebook page; designed to provide the ultimate number of shares.

All social media services are included in each package advertising rate.

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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.

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