

**Advertiser and Reader**  
*Testimonials*

**natural**  
awakenings

## ACUPUNCTURE

*"A little boost for your long day: a new patient, an active retiree, tells me, 'I've been to the chiropractor, I've been to the physical therapist. They help a little but my pain is chronic. I was feeling very bad about it. While I was at the health food store I said, 'Guide me to relief.' I picked up Natural Awakenings, like I always do, and the first ad I saw was yours. Here I am."*

*Her 7/10 chronic pain was 0/10 after her first treatment. It'll come back, but we're going to push that stagnation—together—out of her life. That connection between us? That's what YOU do."*

Thank you for that,  
Paul, Milwaukee, WI

## ALTERNATIVE HEALTH CARE

*"Thank you so much Natural Awakenings!!! This month you celebrate you! I have been advertising with Natural Awakenings since 2008, and it has brought my business many loyal clients looking to improve their health and well-being. This publication has opened people's eyes to many alternative therapies and has led thousands of people on their paths to wellness. This publication has also helped me connect with other practitioners that I now work with to help individuals improve their health. Keep up the good work Kelly, and thank you for everything."*

Vanessa Galati  
Cleansing Concepts

*"When we opened our business (GFM Wellness) in October 2013, our first step was to place an ad in Natural Awakenings. What a great investment that has been! The majority of our patients have come from those monthly ads and we couldn't be more pleased or grateful. We'll continue to advertise in Natural Awakenings indefinitely—it's definitely a win for us."*

Connie Casebolt  
M.D., owner/founder, GFM Wellness

*"Natural Awakenings has been a great vehicle for bringing attention to Foot Reflexology, an ancient holistic healing modality. And thank you to Joe and Kathy for their guidance and creativity. The ad, especially, has been instrumental in generating responses—it speaks volumes in a few words on the benefits of footwork. Thanks again for a great job!"*

Christel Haase  
Ph.D./Certified Reflexologist

*"Natural Awakenings Indy has given natural health practitioners and product providers a valuable and professional way to get our message to the public. In fact, I have been so pleased with the response that I now also run ads in seven other markets."*

Marilyn York, Natural Health Advocate  
Owner, Synergism Marketing

*"I wanted to let you know that being in business for myself for 20 years, Natural Awakenings is the only advertising I have done that has brought me business. Thank you."*

Shawn Aceto  
Heart of Peacedale

*"Thank you for that article in the last issue. It piqued people's curiosity and some of them made some big changes. When the issue comes out there is a significant flurry of calls that lasts a couple of weeks. I see there is a surge of website visits as a direct correlation. Google analytics shows they have explored my website in depth. Unlike other advertising I have done, the inquiries come from people who are more committed to engaging in the process."*

Eric Cooper  
Clinical applications of Hanna Somatics for Pain Relief  
Ann Arbor, MI

*"Tomorrow Medicine has found a home with Natural Awakenings; it is much more than a place to advertise, it is entering a community that shares the same values and approach to health as we do. Not only have we reached many clients through Natural Awakenings, but we have been connected to other like-minded businesses that allowed us to grow, network and learn from each other. Dana especially has been a link to much of our success and we are so grateful for our relationship with her. Thank you, Natural Awakenings, for such a positive experience. We are looking forward to keeping Tomorrow Medicine in all the issues to come!"*

Tomorrow Medicine  
Westchester County, NY

*"Advertising in Natural Awakenings is an integral part of Inner Spa's marketing efforts. The magazine is a valuable resource for health and wellness education, and equally important is the relationship we have created with Karen. As a publisher, Karen is dedicated to helping us come up with strategic ways to promote the business within the magazine. She takes time to*

*understand our goals and works with us to create a year-long marketing campaign that aligns with those goals. It has certainly proved to be a valuable relationship."*

Christine Tentilucci, Marketing Manager  
Inner Spa in Newtown

## **AYURVEDA**

*"Thank you, Elaine and staff, for being such a great support as I build my business in San Diego. You have found a way to make the challenge of marketing an enjoyable success. Your timely emails and correspondence were a breath of fresh air, and your experience within the advertising business was clear as you made great suggestions and upgrades to my ads. Most importantly, the calls to my office increased. Some people called to thank me for the information in the articles and many more called to book appointments. Thank you for your dedication in helping people grow their business in the field of health and happiness! Look forward to continuing our work together."*

Dave Lesinski  
Modern Ayurveda

## **DENTISTRY**

*"Happy anniversary, Natural Awakenings Long Island. Thanks for all you do!"*

Jonathan Richter  
DDS, FAGD Cardiodental, a Dental Wellness Center

*"Natural Awakenings is a valuable publication that educates and informs the community on a wide range of important health issues, and behind the scenes, always a pleasure to deal with. We at Golden Dental wish you continued success. Happy seventh anniversary and be well."*

Linda J. Golden  
DDS, Golden Dental Wellness Center

*"We have been advertising with Upstate Natural Awakenings for many years. We have been blessed to have many of their readers as patients in our office. We have been tracking our marketing for many years as well, but recently started tracking every single new patient that called our office. It is very important to us to know and be able to market even more where our patients are hearing about us! Our results showed that we are doing exceptional as far as our return on investment with Upstate Natural Awakenings and we are very pleased with our results! Thank you Upstate NA for having this media tool available for readers*

*that want a more natural approach to taking care of their health!"*

Celia Bridges  
Office Manager, Palmer Distinctive Dentistry

*"I've been working with Natural Awakenings for more than three years now; it has been one of the best decisions I ever made! As a business owner, I could not be happier with the results. As a dental health care provider with a more holistic approach, Natural Awakenings allows me to reach like-minded patients seeking exceptional care. I highly recommend Karen and the team at Natural Awakenings! Their attention to detail and willingness to help me convey my purpose in an eloquent and 'Zen' way is the perfect partnership."*

Dr. Beth Skovron  
Heritage Dental

*"Natural Awakenings has been a great help in our search for quality new patients. Each month we can count on getting a steady flow of new contacts who are eager to do business with us. These people are informed and concerned about their health. Just the kind of people I love to work with. Thanks for making it easy for us."*

David Doering, DDS  
Doering Family Dental

## **ENERGY HEALING**

*"I wanted to build an audience in New York City and decided to advertise my Ecstatic Trance workshop in Natural Awakenings and several other media outlets. Roger Dubin, marketing director at Natural Awakenings, was amazing to work with. He helped me refine my message to appeal to a New York City audience by writing a compelling article on my trance work philosophy and coaching style. All the attendees informed me they discovered the Ecstatic Trance workshop because of online and print publicity from Natural Awakenings. Due to my positive experience with Roger and the success of my workshop, I plan to use Natural Awakenings for any future workshops in the NYC area!"*

Nika Annon  
CreateYourBliss.com

*"After years of not getting results from print advertising, I am so grateful I found Natural Awakenings! I have had wonderful results reaching new clients and my current clients tell me all the time that they enjoy the magazine; from the articles*

*to finding new health practitioners to work from the directory. Simply a great investment and Carolyn truly cares about your business success and helping the readers in our community."*

Gina Clemente

Reiki Healer and Instructor, Saratoga Springs, NY

*"Since I started advertising with Natural Awakenings Austin I have had a 75 percent increase in my business... that's huge!!! Another thing is that it so widely distributed... you can find a Natural Awakenings magazine pretty much anywhere you go in Austin and even outside of Austin."*

Gabriella Espinosa

Pure Soul Alchemy, Austin, TX

## **HEALTH CLUBS/SPAS**

*"Natural Awakenings has opened the door for mom-communication. We are reaching a new demographic of families in New York City and couldn't be happier with the service of the publisher, Tina Woods. She makes the process wonderful and is strategic in making health and wellness available to all."*

Frost Valley YMCA

*"Advertising with Natural Awakenings has been one of the best things we have ever done! It has provided us the opportunity to inform readers of all of the benefits holistic dentistry has to offer and has dramatically increased our new patient flow."*

Lori Ann Wayland

Dr. Dreher's Office, Ballston Spa

## **HEALTHY FOODS/ DINING/MARKETS**

*"The staff at Natural Awakenings worked with us to put together an ad that would highlight our on-site store. When I saw the completed ad it was just what we wanted. We love our ad in Natural Awakenings. The first Saturday after the ad appeared in the magazine was the busiest day ever at our store!"*

Tom Trantham

Owner, Happy Cow Creamery

*"I appreciate Kathy and Joe's assistance in making the food and clothing drive so successful. It is amazing how much clothing we collected for women returning to work at this past psychic fair. I also run food bank drives three times a year, and each time we collect a truck load of food. I appreciate all of*

*your help and the time and space you have allotted to 'Be the Change' to continue to give back to our community. Blessings!"*

SuZen Ravenhart, Central NJ

*"Advertising in Natural Awakenings has allowed us the opportunity to target and reach those customers who are interested in natural products. We also find that the news briefs help the readers to get to know our business and employees a little better than just reading an advertisement."*

Maggie Sheldon

The Health Hut (Daphne and Mobile, AL)

## **HOLISTIC HEALTH CARE**

*"Advanced Holistic Healthcare and Premium Holistic Healthcare thank you for your continued support in promoting holistic health care. Thank you Natural Awakenings for being part of our mission to help everyone lead healthier, longer and more vibrant lives. With your help, we have helped over 20,000 patients take back ownership of their health."*

Dr. Ray Omid

Lighten Up Jerico

## **HYPNOTHERAPY**

*"I just wanted to take the time to write to you both and express my gratitude to Natural Awakenings for the enormous role it has played in the success of Thought Alchemy. It simply would not have happened without you. From the very first month of advertising where the ad paid for itself and then some, to the presence it has created for Thought Alchemy today, is truly amazing. I have advertised through quite a few venues and none have produced the results that Natural Awakenings has. The client referrals that come through you are all people serious about change. In fact, I have never had to convert the client because the calls that come through are always 'I'd like to make an appointment.' Both of you have made my life as a solo business owner much easier; it is like having my own advertising team, guiding me and assisting me in my success. Thank you, thank you, thank you!"*

Rose Siple – Thought Alchemy

## **INTEGRATIVE MEDICINE**

*"When people ask me what I would consider my best form of advertising, I always tell them: Word of mouth is always the best, but next to that is Natural*

Awakenings magazine. I have been advertising with Natural Awakenings since it came to the Upstate and I continue to be pleased with the results. Not only that, the staff makes it so easy by sending me friendly reminders if there is something coming up that might be a good 'extra' fit for my business. It is amazing how many of my patients read this magazine! That tells me that Natural Awakenings is doing it right."

Cheryl Middleton  
PA-C, LivingWell Integrative Healthcare

"Natural Awakenings publishes my articles and reflects my philosophy. I give it to my patients almost as a brochure for them to get to know me better and to introduce them to the new or featured services in our office."

Dr. Svetlana Kogan  
Founder of the Doctors at Trump Place

"Advertising in and writing numerous articles for Natural Awakenings has helped foster awareness about my integrative medical practice to the Capital Region. We get many inquiries and numerous people have indeed become new patients, which is most gratifying. I look forward to continuing to promote my practice through this unique publication. Carolyn has been very helpful in providing a professional experience and is always making sure our relationship with Natural Awakenings proceeds smoothly and to the best advantage."

Stuart I. Earner, M.D.  
Capital Region Progressive Medicine and Longevity  
Practice, PLLC, Albany, NY

"Marketing with Natural Awakenings is absolutely THE BEST marketing investment that I have ever made in my 40 years practicing medicine. Thanks for all that you do."

Dr. Howard Robins, Long Island, NY

## LIFE COACHING

"Natural Awakenings has introduced us to several new clients and increased visitors to our wellness center. We have received an amazing amount of attention from our presence in this wonderful community magazine through our advertisements and editorial submissions. Carolyn is a great marketing partner. Natural Awakenings is the place to be!"

Kim Perone, Certified Life Coach  
Inspired Life Coaching at The Center for Clarity,  
Compassion & Contentment, Burnt Hills

"I'm writing to tell you about the success I've had with my listing in the NABOS Community Resource Guide. The clients who've found me in Natural Awakenings Boston are some of my favorites, as they're typically already aligned with my holistic approach to life and career coaching by virtue of the fact they read the magazine. Your editorial staff has helped me to craft my ads and news briefs, and also guided me to understand that it sometimes takes a while before readers make contact. That being said, some people pick up the magazine for the first time and call me the next day!"

Kim Childs  
Certified Positive Psychology Life and Career Coach  
Boston, MA

## MASSAGE THERAPY

"I thought I'd let you know how well my ad is doing in Natural Awakenings. It's always done well but over the past few weeks ever better. I've had a couple of calls from the Bedminster area. One person said she picked it up at Time to Eat. Whatever you are doing, keep up the good work."

Kim Redfern  
Therapeutic Touch by Kim

"My relationship with Carolyn and Natural Awakenings has been, by far, the most beneficial experience for my business. Through advertising and distributing the magazine locally, I have been able to increase my visibility and also increase the number of new clients coming in. I couldn't ask for anything more!"

Kathleen Vronman  
Community Massage & Holistic Therapies

"Janine and I are so grateful to you both, and we wanted to tell you. The article you published of Sara's interview with me has been fantastic!"

We've had 10 new clients in the last week I think, and I have four more later today who have read the article. We really do appreciate all you do for us... You ladies are awesome!"

Jason Shipman, LMT  
Wellness Integration Center, Pearland, TX

"Natural Awakenings magazine has been an integral part of our marketing strategy for five years. The magazine is representative of a community, giving local businesses an affordable opportunity to both advertise and publish newsworthy information. I've

*appreciated the proactive help and support from Peggy Malecki and her editorial staff in soliciting news briefs and features. The magazine is distributed to a perfect cross-section of wellness centers, natural food stores and cafes. I feel like I'm always running across my own ad, which is great, since I'm part of my target demographic!*

*So, let's review. The content is excellent, the rates are reasonable, the distribution is perfect and the staff is supportive and friendly. I wholeheartedly recommend becoming an advertiser!"*

Steve Rogne, Clinic and School Director  
Zen Shiatsu Chicago

## MISCELLANEOUS

*"Working with publisher Carolyn Coogan and her staff is a joy. We love the ease of access for promotion of articles, interviews and advertising. The magazine has great depth, substance and balance from local and national wellness and health information sources. We wish them continuous success in educating and having a strong presence in the greater community."*

Pierre Zimmerman  
One Big Roof, Saratoga Springs, NY

*"I will be advertising with you in the September issue. I am a very happy customer; the ad and wonderfully written news brief (thank you) have already garnered me quite a few parties."*

Christine McCullough, MA

*"Thanks to Natural Awakenings, my classes and appointment book have been full. Thank you so much for doing what you do. I am so grateful."*

Gladys E.  
Alicea Heavenly Hugs, Warwick, RI

*"Natural Awakenings publisher and franchise owner Elaine Russo is the go-to person if you are looking for greater success in your business venture. Advertising in Natural Awakenings has given me the marketing support and community visibility to reach my designated clientele. The magazine reaches a demographic that is wholesome, positive, prosperous, and health-oriented. In addition, working with Elaine has offered me so much more than just expose for my business. Elaine is a wonderful networker and a powerful force for good in the local community. Straightforward, honest and generous, Elaine is someone I can always rely on to give me friendly advice on how advertising in Natural Awakenings can*

*help me reach my marketing goals. Elaine can help you achieve your business aspirations as well!"*

Anonymous Submission

*"Hi Lori – Just got back from Florida and picked up a copy of NA. Very pleased. Thank you so much for fiddling with the article and making it work for the magazine. I'm already getting some calls. One, in fact, was probably the day the magazine came out when I was still in Florida. It was a man who wanted to know the address of the Hightstown Library where I would be speaking."*

Carol Bemmels  
Hightstown, NJ

*"I love Natural Awakenings magazine. I feel it is totally and completely in alignment with the same ideals that I have for my own business... creativity, compassion and community... and I feel like Shelly and the magazine embody those same goals and principles, so I don't know that there could be a better venue for my business than Natural Awakenings."*

Sherry Gingras, Drumz, Austin, TX

*"I already got three calls for consultations and one is already in my schedule... the other two are for next week for consult... just FYI. Also, I'd like to put another ad in just for my certification class and group teachings/corporate lectures. Is it possible. Anyway, I'd like to thank you for an awesome job that you did and wishing you health wealth and joy in 2017 with your loved ones."*

Love and Gratitude,  
Funda Kahn  
Chicago, IL

*"My relationship with Natural Awakenings magazine in Westchester/Putnam has been the mainstay of advertising for my business, the Awaken Wellness Fairs! Their audience and my audience are one and the same—individuals who are interested in learning how to live a more healthful life in body, mind and spirit. Dana and Marilee are exceedingly generous with their marketing expertise and connections in the community. My Awaken Fairs have grown nearly 1000 percent in the past decade; I honestly think this would not have happened without Natural Awakenings magazine. Thanks for being part of the wellness community, ladies!"*

Paula Caracappa  
Founder & CEO of PPC Group, LLC,  
Producing the amazing Awaken Fairs!

*"I just had to write to express my complete satisfaction with the advertising I have purchased in Natural Awakenings magazine. Each and every issue attracts numerous phone calls to my clinic, her walks and workshops. It amazes me the circulation power you have acquired. When I introduce myself to people, most of them tell me they heard about me through your magazine. You have a dynamic publication and I am pleased to be a part of it."*

Rose Kalajian, Herbalist  
Wesley Chapel, FL

*"Please have people call me if they are hesitant to advertise. I will tell them that your magazine has brought me MANY new clients! And the RIGHT kind of clients! Keep up the good work, Karen! The magazine is fabulous and beautifully serves our community—and humanity!"*

Susan Duval  
Doylestown, PA

*"Aw Maisie, you're too sweet for asking! Thank you! The event was AMAZING! We had over 300 people attend, so our advertising definitely paid off. Thank you again and I'd love to stay in touch and work together again soon."*

Rachel Minnick, Senior Manager,  
Marketing and Patient Engagement Alliances Center  
for Information & Study on Clinical Research  
Participation (CISCRP)

*"I have been very happily surprised with the result of my decision to advertise my work in your magazine. I teach voice as a spiritual discipline and tool for emotional healing. Because of your comprehensive exposure including not only a description of my work in a classified ad, but also in a news brief and in a fully detailed article. I received seven calls for my free introductory first lesson just in my first three months of advertising, so obviously the ad goes way beyond paying for itself each month. Thanks so much for being such an effective recruitment tool for my work."*

Barry Harris  
Voice Teacher, Medford, MA

## **NATURAL HAIR CARE/ BEAUTY AIDS**

*"I love Natural Awakenings! It always has the most interesting articles relating to many different aspects of healthy living. It has helped my business attract clients that are equally interested in an eco-friendly*

*salon and organic makeup products. Carolyn is so sweet and truly cares about her advertisers! She is always looking and asking how she can help and if there is anything coming up in the future for small spotlight articles, which is so great because there is always something going on. Thank you to Carolyn for helping Bloom. Salon & Makeup Bar connect with clients all over the Capital Region!"*

Allison Tulio, Bloom. Salon & Makeup Bar  
Voorheesville

*"I'd like to say how wonderful it has been working with Carolyn Coogan and Natural Awakenings magazine. Carolyn treats you like a friend and I love her personal touches. For someone in business who is still small and getting started, it has been so nice to have an opportunity for reasonably priced advertising, especially to my target market in the natural health and wellness field. I truly appreciate the business highlights and features I have had in the magazine because I am receiving inquiries and getting noticed. I'm looking forward to another great year with Carolyn and the magazine."*

Lisa Small  
NYR Organic Independent Consultant

*"I just wanted to tell you how thrilled I am with the results that I have been getting by advertising in Natural Awakenings magazine. I have many new clients every month because of the ad and I love the fact that I can write an article to go along with that ad. It has been the best advertising decision that I have made. Thank you again!"*

Debby Votta  
Fresh Face Skincare Center at Avalon

*"I've been in business for three years and have tried several different forms of print advertising and so far, Natural Awakenings is the only one that produces good results every month. I can't tell you how often people call because they found us in Natural Awakenings a year or two before and kept the issue all that time. Natural Awakenings will remain our primary form of print advertising for the foreseeable future."*

Lori Goldstein, Upstairs Hair Affair

*"Thank You Natural Awakenings!"*

*Through the 25-plus years as a small business owner, I have spent hundreds of thousands of dollars on advertising. The most effective marketing has been my relationship with Natural Awakenings magazine, a community of like-minded people and those seeking knowledge about a healthier way of life. Natural*

Awakenings provides sound advice, profound information and the resources to make the right connections to the answers to concerns of our community.

*I have had the pleasure of being of service to many new guests and making new connections with like-minded people building lasting relationships. Natural Awakenings has helped my business create awareness to a holistic approach to beauty. Because of my relationship with Natural Awakenings, my business has grown on so many levels and enjoyed rapid growth.*

*Most of all, I love you!!!!"*

Maureen, Fresh Organic Salon  
Bedford Hills, NY

## **NUTRITION**

*"Advertising with Natural Awakenings has been a positive experience from the start. First, Carolyn took the time to meet with me in person and learn my business. She then created a marketing plan with me based on my needs and budget. One of the things that I love most is the creativity of Carolyn and her team. I can give them a few sentences and in a few days, they have created an attractive ad with an image that captures my message exactly. Then they seem to find the perfect placement for it in the magazine. Since advertising with Natural Awakenings, the number of people taking advantage of my specials has increased significantly. The people who come to me through Natural Awakenings tell me how much they love the magazine and how the articles they have read give them hope. I also love having a stack of copies on hand to share with clients who are not yet familiar with it."*

Joan Bender  
Food and Mood Coaching, LLC, Delmar

## **ORGANIC HOME & GARDEN SUPPLIES**

*"I love reading Natural Awakenings and my customers clearly do too because when I ask, 'How did you hear about us?'; they reply, 'I saw you in the Awakenings magazine!' Considering how expensive some print advertising is, this is a great value!"*

Karen Totino  
Green Conscience Home & Garden  
Saratoga Springs, NY

*"We have been advertising with Natural Awakenings for several months now. And even though we have only received one or two direct leads from the magazine we have received many from the Internet. Let me explain: Five years ago, we set up a website to try to get projects from the Internet, but as you know just because you build it does not mean they will come. So, we worked with a few Internet marketing companies to try and get on a Google search result page, but the bigger companies with a lot of overhead and money always bullied us off that page. So, we had to settle for just having a page to send to people that we had already met with as sort of a portfolio of our work thing.*

*All of the sudden, two weeks after we started advertising with Natural Awakenings magazine, that changed. Customers were calling out of the blue. When asked who referred them, they said they did a Google search. I called the person who handles our website to thank her for enhancing our Web presence and found out she had done nothing different. Soon one lead per three weeks became three leads per week from Google.*

*When you told me that advertising with Natural Awakenings magazine was more than just an ad in the magazine, I figured it was just another sales pitch, but I really liked the theme and direction of the magazine so we went with you. You told me that Natural Awakenings magazine would work with us as a partner, again I thought it was just a line. You have partnered with me at metaphysical/New Age events that have exposed us to a new market. So, I wanted to thank you for helping increase our business 20 percent and welcoming us into the Natural Awakenings family."*

Michael Gulbrandsen  
Owner, Reflections of Nature Landscaping

## **PSYCHIC MEDIUMS**

*"Happy anniversary to Natural Awakenings! What an incredible resource for like-minded, conscious-living individuals interested in wellness and self-improvement. I'm truly grateful to have been able to team up with this fabulous publication to bring the light to its readers; to a bright future!!!"*

Shira, Psychic Medium  
Long Island, NY



## PSYCHOTHERAPY

*"Tina Woods, publisher of Natural Awakenings, is creating a community of health and consciousness advocates by pulling together writers and advertisers who are on the cutting edge of offering tangible alternatives to make a real difference in the world. Her unassuming magazine is chock-full of practical wisdom and valuable tools for both looking within and creating the kind of change that our communities are in such need of at this time in history."*

Michael Mongno, Ph.D.  
LP, Present Centered Therapies

*"As a new small business owner, I advertised my services in Natural Awakenings. After just one month of advertising I added many new clients to my business (counseling practice). What was even better was these clients were just the ones I was looking for—smart, friendly and motivated to change their lives. I signed on for six months of advertising and in just one month I have received the full benefit of my investment. Thank you Natural Awakenings!"*

Nanci Adams  
Raising Family, RI

## SPIRITUAL HEALING

*"Being with Long Island's Natural Awakenings since the beginning has brought me so much joy! Reflecting on the relationships that have been created with colleagues and the community shows just how RICH the experience has been. While aligned to support our local community, knowing that Natural Awakenings is dedicated to education on a global basis and committed to integrity, makes me proud to be a part of their tribe. Thank you for all that you do for us! Happy anniversary!"*

Pamela Rich  
Chopra Certified Vedic Master

*"Just wanted to say thank you again so much for your support and glad we were able to work something out for promotion. The response has been tremendous! Hoping to work with Natural Awakenings again in the future on other body/mind/spirit projects!"*

360 Degree Communications, NYC, NY

*"I have advertised for years with Natural Awakenings. My business has grown steadily as Dana and Marilee have helped me to create and sustain an effective, recognizable presence in the book.*

*"They really care about me and my business. They stay in contact, reminding me of opportunities. They advise and help me in every way placing ads that are effective. I consider them partners. We work together to create a successful outcome for us all. Advertising in Natural Awakenings is another way that I invest in building the business of lovingkindness in this crazy mixed up world!"*

Eileen O'Hare  
Shamanic Practitioner and Teacher  
Author, *Current Shamanism: Reveal it. Feel it. Heal it.*

*"Thank you for your support and doing an ad in your magazine. It meant a lot to us. The Labyrinth was the highlight of the retreat. We had a lot of women feel like they had a spiritual breakthrough after walking it. Thanks again and warm wishes."*

Laurie Nunes  
Stonehill College, North Easton, MA

## THERMOGRAPHY

*"I operate a full-service medical thermal imaging center that specializes in medical breast thermography for the early detection of breast cancer. I have been using the Natural Awakenings magazine to promote my business for more than five years. Natural Awakenings has helped me reach more quality patients than any other source through their print advertising and organized health fairs. Natural Awakenings magazine helps us reach people who are well educated and have chosen a more natural approach to life and wellness. I appreciate all that they do and highly recommend their services."*

Dr. Lealand Fagan  
Thermal Imaging of the Carolinas

*"Metrowest Thermal Imaging is pleased to recommend Natural Awakenings Boston, Maisie Raftery, as an excellent provider for customer service and advertising services. I first met Maisie four years ago when I was just starting up my new business, Metrowest Thermal Imaging. She approached me and explained that Natural Awakenings was able to educate readers about my service and allow me to reach a patient base that I normally would not be able to access. Medical thermography is a complementary, functional imaging service that uses a specialized camera to detect dysfunction in the body. She was correct. My patients are a group that care about their health and that is the specialty of the magazine.*

*Maisie was very supportive with assisting me in*

*designing an advertisement that best complements my business, promoting the definition of thermography by allowing me to write articles explaining what it was to the readership. She is easy to contact and a delightful upbeat person to work with.*

*If you have any questions whatsoever, please feel free to call and speak with me, Susan Saari, licensed by the Board of Registration in Medicine to practice acupuncture and thermography."*

Susan Saari, Lic. Ac., CCT, MAOM, EDd.  
Waltham, MA

## **VETERINARY MEDICINE**

*"Natural Awakenings magazine and Kelly Martinsen has, for years, supported my vision of the future of veterinary medicine and has given me the opportunity to help educate the public on the multiple integrative healthcare options provided to pets and their owners. Many times over, I have heard from my clients that Natural Awakenings magazine has provided them with information in natural holistic health care that they would not have gotten otherwise. The Advanced Animal Care Center family appreciates Kelly for all that she does for the Long Island community and is thankful for her Natural Awakenings magazine. We look forward to a continuous symbiotic relationship for years to come."*

Dr. Michel A. Selmer  
DVM, CVA Advanced Animal Care Center

*"I have advertised with other sources for years without reaching many clients interested in my niche. About six years ago, I began advertising with Natural Awakenings magazine. I have been thrilled as I have connected with many new clients. It was exactly the resource my holistic veterinary practice needed."*

Dr. Jeanne Fowler  
Owner, All About Pets

## **YOGA/PILATES**

*"It has been a pleasure to be a part of the Natural Awakenings community since the opening of our family yoga studio. Natural Awakenings has always been a key part of keeping the BNFYoga Community connected and flourishing. Congratulations on celebrating seven years of providing outstanding editorial resources, and supporting physical and mental well-being."*

Leah Hartofelis  
Breathe N Flow Yoga

*"Natural Awakenings helps my clients and I feel connected to the larger world of health and wellness. The articles often echo my teachings. When I am featured in our local edition, it is a great affirmation of the deep work we do at The Yoga Lily. The calendar of events is a wonderful way to knot the wellness community together, for both clients and facilitators. I'm very pleased to work with Carolyn, who is a pleasure and harmonizes with what Natural Awakenings represents."*

Pam Lunz Medina, E-RYT  
The Yoga Lily, Clifton Park, NY

*"I have to say you have the best, most user-friendly website... especially the part used for calendar submissions!"*

Ellen Schaeffer, One Yoga Center

*"I work at Glow Yoga Studios, in Pluckemin, looking after the children while their moms and dads practice yoga. So this morning, I saw a copy of Natural Awakenings and I love it!! When will the November edition be out? I don't want to miss any of the great events advertised!"*

Nancy Lamensdorf  
Glow Yoga Studio

*"I think it reaches a market that a lot of other publications, print and Web, do not reach and the range of articles and information that is offered in Natural Awakenings brings in different types of students into our yoga studios. We just love Shelly and love that she visits several of our locations and is always bringing in people, spreading the word of how yoga can help transform people's lives. She is always promoting our business, not just in the magazine but also in the yoga community and outside of Austin."*

Mardy Chen - Pure Bikram Yoga - Austin, TX

*"When we were looking to target the local and regional demographic that embraced a more holistic and mindful lifestyle, Natural Awakenings Gulf Coast was the first place we investigated, and then, after all our research was done, the first place where we applied our advertising budget. Over the years, Natural Awakenings has been the most common response when we ask our new clients how they heard about us. As a small business with a limited advertising budget, their blend of a dedicated ad coupled with their classified section really gives us a great 'bang for the buck'!"*

Chris Garrett  
Synergy Yoga & Pilates, Mobile, AL

*"The Advertising Dollar that Keeps on Giving.*

*TheraPilates Fitness is a small business with a small advertising budget (actually, at times a nonexistent advertising budget). Our business grew over eight years by word-of-mouth advertising. It was when we busted out of our original studio that we realized that advertising was a must. We had expanded our number of Pilates reformers and the number of physical therapists. So, we had classes and therapy schedules to fill with new clients.*

*I had been a long-time reader of Natural Awakenings and knew that it would be the correct sociodemographics that I was seeking. The readers had the same quest for health and wellness that my business model was designed for. I knew that the readership was the perfect target market for private physical therapy and a Pilates reformer studio.*

*When we first opened our new location, we advertised with a quarter-page ad and we listed our Open House in the calendar of events. It is now one year later and our new clients that we met at our Open House continue to come in on a weekly basis for Pilates and physical therapy. The advertisement in Natural Awakenings more than paid for itself in one month.*

*In the May issue we continued to advertise and had a Business Brief written about our practice. The article was able to capture the unique nature of our practice and because of that, we continue to generate new clients from it. The article facilitated other clinicians from our area to refer to us, even though they have never met us in person. In addition to that, we gladly and confidently refer our clients to other clinicians that we have learned about from Natural Awakenings. The article is now online and pops up when our business is searched for. Because of this, we continue to attract new, informed clients to our studio. We have drawn from all corners of our region and Northern Kentucky with Natural Awakenings, which is a far greater area than word of mouth would ever be able to reach.*

*Ultimately, for TheraPilates Fitness, our advertisements in Natural Awakenings is well spent advertising dollars that keep on giving! Prior to advertising with Natural Awakenings, I wondered how I would afford to: now I know, I could not have afforded not to advertise with them."*

TheraPilates Fitness  
Batavia, OH

## READERS' TESTIMONIALS

*"I hope this message finds you well! It's been nagging me... the 'I have to reach out and tell Joe how much I enjoyed reading the JULY issue of NA.' Love the new information out there and hoping that more people jump on the 'mindfulness' and nutritional bandwagon. Thanks for a good read!"*

Jen Molzen  
Tick Tackler LLC

*"I truly enjoyed reading your recent issue of Natural Awakenings. I am happy every time a new issue comes out. The magazine provides me with helpful health-minded options for so many different facets of my life. I always learn something new and truly feel 'awakened' and enchanted. Thanks for putting out such a great resource."*

Jen  
Central NJ

*"Tina, publisher of Natural Awakenings NYC, is brilliant and knows her stuff about how to market your business. I came to her with a particular request to fill up a class I was teaching. She outlined a marketing plan that was beyond brilliant. It was easy to say yes to her ideas. She filled my class and then some! I continue to work with her for every project and she always gets results!"*

Sue Frederick  
Author of *I See Your Dream Job & I See Your Soul Mate*

*"I have a home subscription, so I will never miss an issue!"*

Michael K., Greenwich

*"Each issue is always vibrant and rich with intelligent articles and viewpoints that reawaken the mind, body and soul."*

Carol H.  
Ballston Spa

*"Natural Awakenings is a major gift to our area; for people who care and support so many healthy things, overall awareness and for the many practitioners in it."*

Aime "Trent" M.  
Saratoga Springs, NY

*"I always find a steady supply of great articles about health and wellness and see it as a resource for locating practitioners who really can make a difference in our lives. I look forward to the new issue every month."*

MaryBeth J., Troy, NY

*"Natural Awakenings is an excellent source of local happenings and events, and I appreciate that it guides me to new as well as established businesses and services in the area."*

Barbara P., Albany, NY

*"With its combination of regional and national content, Natural Awakenings gives me the ability to shop locally while keeping up-to-date on broader subjects that are relevant to my lifestyle."*

Jim Z., Wilton

*"I just wanted to comment on your October 2016 letter. I don't know if you realize it or not but your 'silent' manner is changing Central PA in so many ways that you cannot be thanked enough for your choice of vocation. Before you started this publication in this area, there were very few ways to find out about natural healing, environmental or spiritual providers or events. The bottom line is you are a wave maker because you are delivering the information to the area, so thank you and keep being a 'silent wave maker.'"*

Charles and Claire, PA

*"First, I would like to acknowledge you for an amazing health/news magazine. I am always impressed at the articles when I pick it up (from my local Edge of the Wood, in New Haven, CT). I always pick up extra copies to drop them off at the hospital's waiting room where I work. It is so important to share the great information you print. Keep up the great work! I am vegan, a GMO activist, long-time environmentalist, etc., and appreciate the important information you write about to help educate people."*

C.L. Mathieu

*"I absolutely love your magazine. It was just what I needed after the November election. I felt very alone in my beliefs and was taken aback, to say the least, with the outcome. I was wondering where all like-minded people were... and then I picked up your magazine and found them. Thank you for that. So, with that said, I was inspired to start my own business where I could find a niche with the issues that are so important to me while finding positive common ground in the love of gardening. The opening of my Garden Center is scheduled for Mother's Day. I would be so excited to be able to advertise in your magazine and be added to the community section. I'm really passionate about being a green, eco-friendly, organic supplier of merchandise that is only made from recycled or biodegradable materials or can be repurposed or recycled. I also want to provide flowers, shrubs and ornamental trees that are matured by me in my greenhouses using only organic growing medium, biodegradable pots, and no poisonous chemicals or fertilizers and also using resource-conserving practices. Thank you for your time and I hope to hear from you soon."*

Melanie Benedict

*"Congrats on Natural Awakenings; your reach is far and wide. What a wonderful source of information for bettering one's life, alternative health care and events throughout Westchester, Putnam and Dutchess counties. I look forward to connecting with you again soon."*

With gratitude,  
Tina, NY