

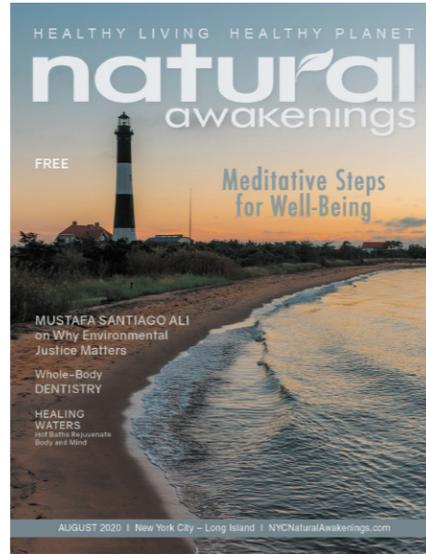
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NEW YORK CITY | LONG ISLAND EDITION

Healthy Living Healthy Planet

2021 Media
Kit

2021 OUR AUDIENCE



TOTAL READERSHIP

67,000

New York City: 30,000 | Long Island: 37,000

DISTRIBUTION

500 locations
throughout New York City & Long Island

DIGITAL EDITION

includes live links

SOCIAL MEDIA ENGAGEMENT

13,000+ followers

Facebook • Instagram • Twitter • e-Newsletter • YouTube

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Healthy Living Healthy Planet

2021 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

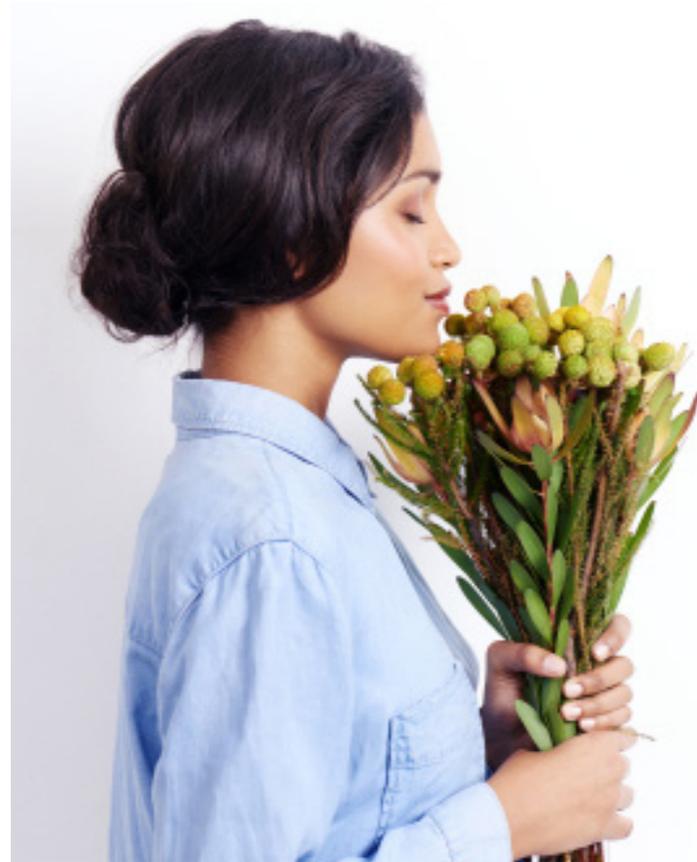
56% ATTEND EXERCISE OR FITNESS EVENTS

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

THE EDITORIAL PILLARS

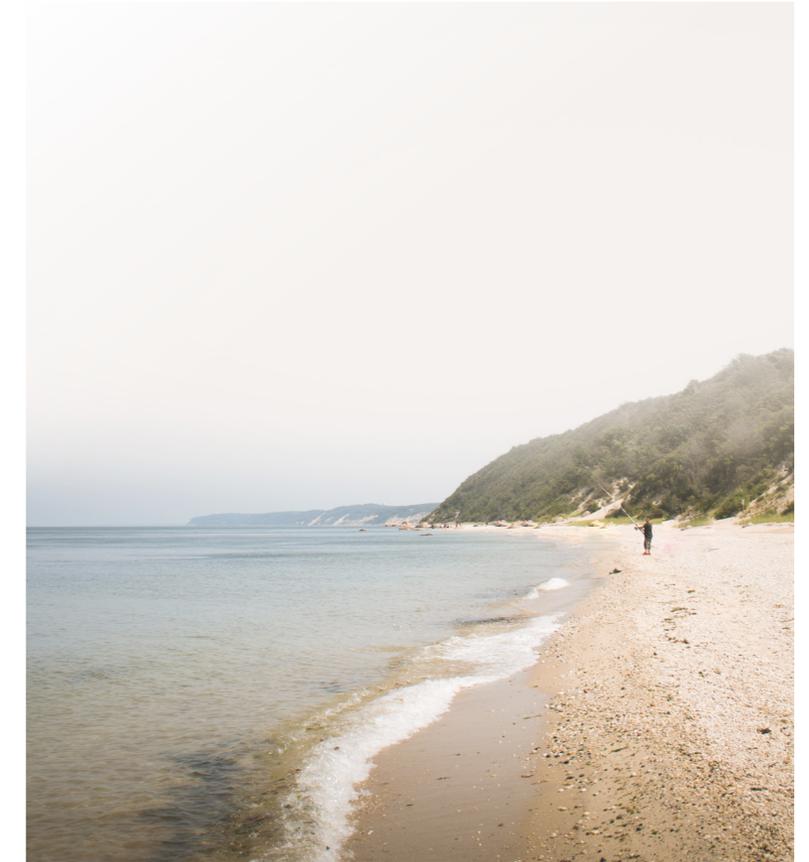
EACH MONTH YOUR BUSINESS IS AMONG CUTTING-EDGE INFORMATION IN NATURAL HEALTH, NUTRITION, FITNESS, PERSONAL GROWTH AND GREEN LIVING EDITORIALS.



**HEALTHY
MIND**



**HEALTHY
BODY**



**HEALTHY
PLANET**

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Healthy Living Healthy Planet

2021 EDITORIAL CALENDAR

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



January

Integrative Hospital Care
Whole Health Care on a Budget
Holistic Pediatrics
Climate Anxiety



February

Conscious Relationships
Eco-Friendly Weddings
Mindfulness & Meditation



March

Regenerative Healthcare
Plant Medicine for Mental Health
Indoor Kitchen Garden



April

Sustainable Living
Climate Crisis Strategies
Healthy Home



May

Women's Wellness
Autoimmune Breakthroughs
The Collagen Connection



June

Men's Wellness
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

2021 WHERE TO FIND US



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FOUND IN OVER 500 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
MARKET

- WHOLE FOODS MARKETS
BTW 2ND/3RD/57TH
3RD/87TH
COMMACK
COLUMBUS/97TH
COLUMBUS CIRCLE
EAST HOUSTON
JERICHO
TRIBECA
UNION SQUARE



Stop&Shop

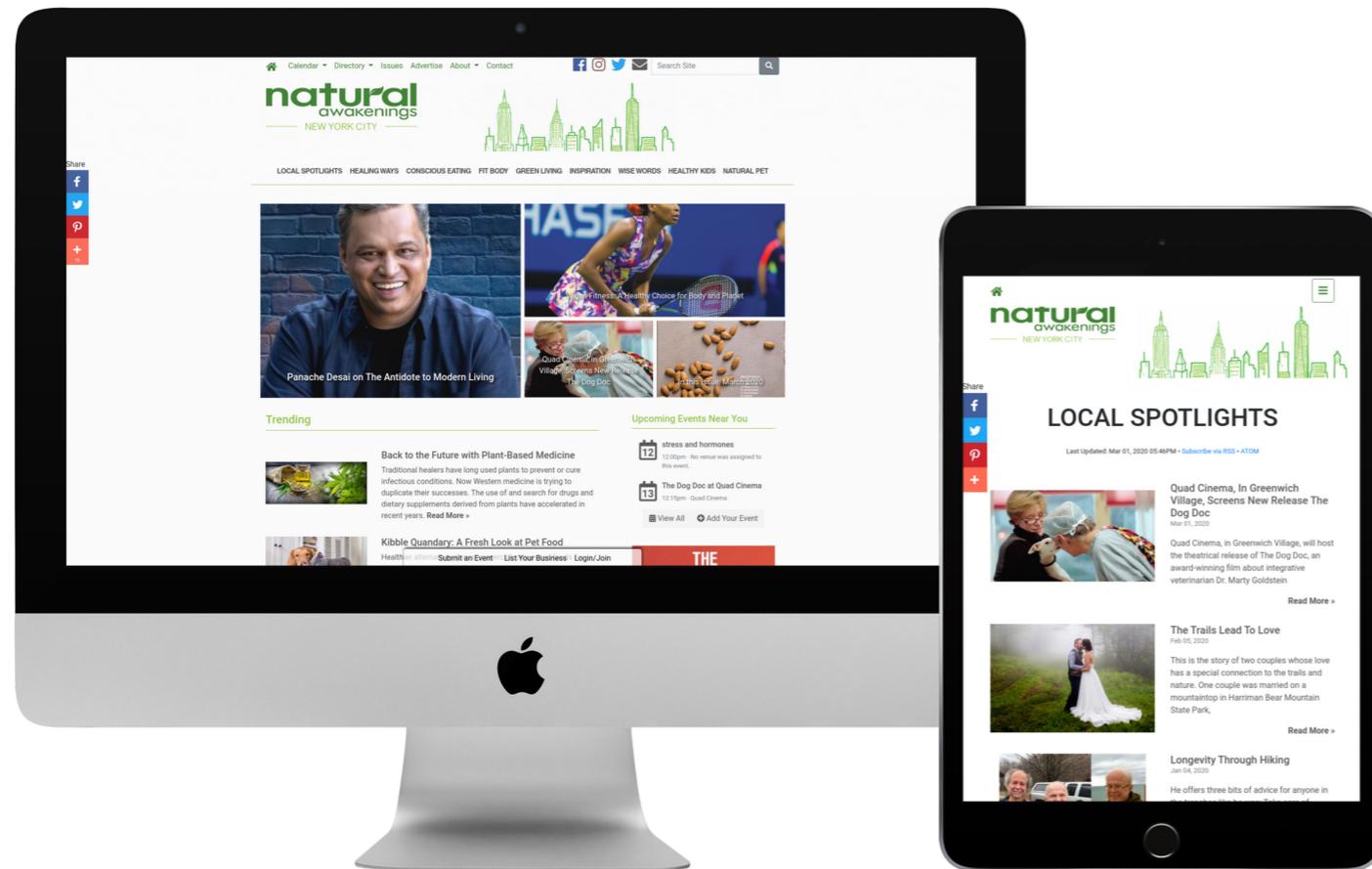
- 24 STOP&SHOP MARKETS | LONG ISLAND

- 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.

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2021 DIGITAL



SOCIAL MEDIA SERVICES FOR PRINT ADVERTISERS

DIGITAL MAGAZINE AVAILABLE WORLDWIDE, 24/7

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.

We'll personalize your business to reach the Natural Awakenings Community. Options are available to include Zoom and YouTube Webinars.

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Healthy Living Healthy Planet

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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