

natural awakenings

Milwaukee's Healthy Living Healthy Planet

Magazine and
Multi-Platform Media Brand

2022 Media
Kit

2022 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

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

THE #1 HEALTHY LIVING HEALTHY PLANET
MAGAZINE IN THE U.S.

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THE EDITORIAL PILLARS

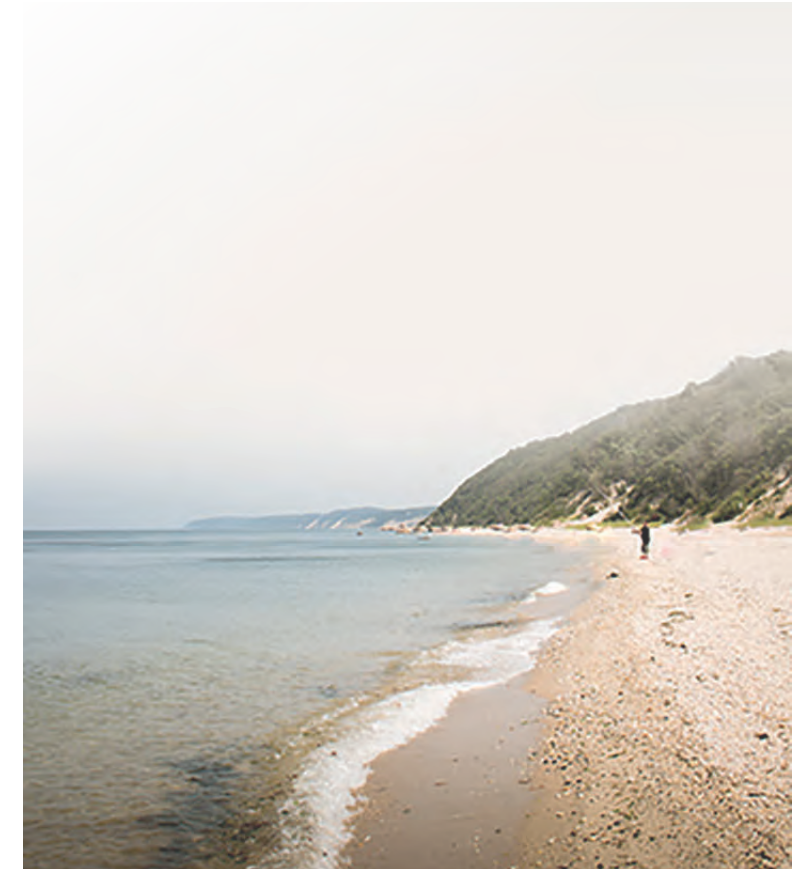
EACH MONTH YOUR BUSINESS IS AMONG CUTTING-EDGE INFORMATION IN NATURAL HEALTH, NUTRITION, FITNESS, PERSONAL GROWTH AND GREEN LIVING EDITORIALS.



**HEALTHY
MIND**



**HEALTHY
BODY**



**HEALTHY
PLANET**

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Healthy Living Healthy Planet

2022 EDITORIAL CALENDAR

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



January

Health & Wellness



February

Heart-Centered Living



March

Food & Nutrition



April

Sustainable Living



May

Women's Wellness



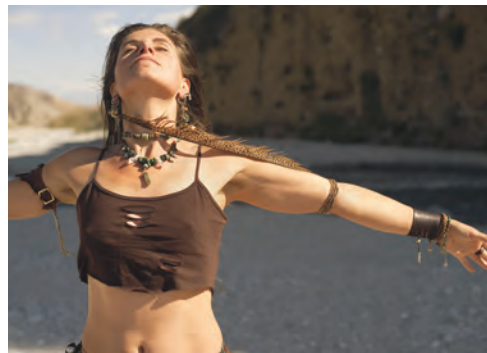
June

Men's Health



July

The Food Connection



August

Self-Empowerment



September

Inspired Living | Yoga Month



October

Healthy Planet



November

Mental Health & Well-Being



December

Uplifting Humanity

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2022 OUR LOCAL AUDIENCE:



TOTAL READERSHIP
30,000+
Every Month

DISTRIBUTION
300 locations
Throughout Milwaukee, Waukesha, Washington & Ozaukee Counties

DIGITAL MEDIA
Digital Edition • e-Newsletters
Social Media

Milwaukee's premier healthy and sustainable lifestyle
print and digital resource

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Healthy Living Healthy Planet

2022 OUR NATIONAL AUDIENCE:



TOTAL READERSHIP

2 Million

Each month in 50 Markets throughout the
United States

DISTRIBUTION

18,000 locations

DIGITAL MEDIA

Digital Edition • e-Newsletters
Social Media

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Healthy Living Healthy Planet

2022 WHERE TO FIND US



REACH OUR AFFLUENT, WELL-EDUCATED AND HEALTH-CONSCIOUS READERS WHO ARE EAGERLY SEEKING RESOURCES THAT WILL IMPROVE THEIR HEALTH AND WELL-BEING.

- 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

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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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