

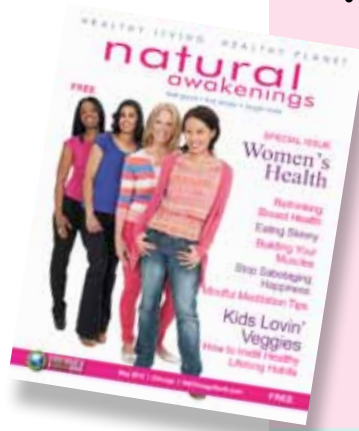
natural awakenings®

STATISTICS AND THE BENEFITS OF advertising

With Our Unique Coverage & Exposure

YOU CAN RECEIVE

- Presence in Chicagoland's #1 Healthy Living - Healthy Planet magazine
- Exposure to 80,000+ (and growing!) readers, your target audience of healthy-minded/green-living consumers
- Over 1,100 distribution spots throughout Cook, Lake and McHenry Counties.
- Presence in our print editorial departments with news briefs, health briefs and articles about you and your business.
- Presence on our website, NACHicago.com
- Distribution in major locations throughout city and suburbs, including most Whole Foods markets
- Up to 5 FREE calendar listings per month



demographics

- Our readers are overwhelmingly female (85%)
- Over 51% have a household income of over \$50K
 - 48% are between the ages of 35 and 54
 - 88% purchase healthy or organic food
 - 47% regularly attend exercise or fitness events
- *Natural Awakenings* magazine rated higher over TV, radio, internet and other print publications as the #1 source for health-related information

*Demographic results from audits conducted by the CVC Verification Council for Natural Awakenings magazines.

With One of Our Affordable Contracts

YOU WILL RECEIVE

- **5 Complimentary Calendar Listings with a display ad or 2 Complimentary Calendar Listings with a Community Resource Guide - every month - up to a \$100 value/month**
- **Up to 2 News Briefs with a 6-month contract**
- **Up to 4 News Briefs with a 12-month contract**
- **Editorial opportunities with 6 and 12 month contracts**

distribution

35,000 Copies Distributed Throughout Cook and Lake Counties

7500+ Copies Distributed Digitally

Full Digital Issue Available on Website

JANUARY 2017





what our CUSTOMERS ARE SAYING:

"Advertising with Natural Awakenings has been awesome!!!! This is the best advertising venue I have ever had and I've tried many. Hands down it works for me. I've gotten such a great response from Natural Awakenings!"

-Salon Owner

"I've definitely had several new, qualified patients mention your magazine. They come to me with great mindsets, ready to work on their health and complete their care plans. That tells me that your magazine is reaching the right audience - my audience!"

-Chiropractic Care Physician

"Natural Awakenings is the only paper magazine that really works well for my business. So thank you for making me part of the force that makes this place healthier and happier."

-Acupuncturist

"Over the years, I have advertised in a few Chicago-area publications to promote my. Before advertising with Natural Awakenings, I hadn't advertised for a few years. After placing my ad, several people said to me, "I am so glad to see you back. I thought you had disappeared." When I told them I was still here, they were so relieved. When people have seen your picture in an ad for so long (in my case, every month for

nearly three years) then all of a sudden the ad and picture have gone, they think you have, too. I am glad to show my presence again!"

-Natural Health Practitioner

"I feel great about having ads with you and really love the magazine. I have had several folks find it and want to connect with me as clients or to have me do workshops."

-Natural Health Practitioner

"Becoming part of Natural Awakenings provided me with the perfect audience for my message as a practitioner - and it has brought me new clients. It's been GREAT! No "convincing" the people who call to make an appointment with me...they are READY!"

-Natural Health Practitioner

"We wanted to thank you for all the help that you provided us today. We appreciate the time you took to share your expertise and the strategy that you have given us. You are a wealth of knowledge. We are excited at the possibilities. It is not often that people have the courage to let us know what is right versus what could have better impact. Looking forward to a mutually beneficial relationship."

-Salon Owner