

Our goal is to awaken one community at a time...

## Circulation & Readership\*

- READERSHIP: 268,000\*\*
- FEMALES: 72%
- TERTIARY EDUCATED: 69%
- POST GRADUATED: 28%
- AVERAGE AGE: 34
- AVERAGE INCOME: \$ 68,000

## Target Market\*

- 52 % have attended a workshop/training/course in the last year
- 69 % take vitamins/supplements regularly
- 59 % use natural skin care/beauty products
- 48 % eat organic food
- 56 % are environmentally friendly
- 79 % have visited a complementary health care practitioner in the last year
- 65 % have complementary healthcare

## Loyal Readers\*

- 78 % of readers read every issue
- They read each edition for 1 hour and 15 minutes on average
- 81% of readers have been reading innerSelf for over 2 years

\* Readership Survey 2013

\*\* According to our Readership Survey,  
2.8 people read each issue of InnerSelf



## Welcome . . .

Welcome to InnerSelf wholistic living newspaper, a FREE publication which is the Australian resource guide on health & wellbeing, personal growth, and spirituality, with information to empower positive choices for the personal and social environment.

Free copies of InnerSelf are circulated at over 2,000 public distribution points such as health food stores, bookshops, new age retailers, alternative health clinics, organic outlets, healing centres and as well as libraries, community centres, week end markets, fitness centres, and coffee shops.

InnerSelf Newspaper is also featured and given away at the following Festivals and Expos across Australia:

- Body, Mind Spirit Festivals in Sydney, Melbourne, Brisbane and Adelaide (6 per year)
- Health, Harmony and Soul Expos in Brisbane and Gold Coast
- Body, Mind Psychic Expos in Adelaide
- Other smaller holistic festival and fairs across Australia (for more info please contact us)

"The conscious living revolution we saw emerging years ago when we first started publishing Golden Age in 1988, Woman Spirit in 1994 and Health & Wellbeing in 1996, is now in full swing", say the publishers Leo Drioli and Enza Vita. "It is propelled by the kind of people who read our paper and visit our website. Sharing the good news is both fun and rewarding. We love what we do. Our goal is to awaken one community at a time..."

**82%**  
*of our readers  
have used services  
found in InnerSelf*

## Our Readers

Just when I thought your newspaper couldn't get any better...you all outdid yourselves with this issue on the Feminine Face of Awakening. The writer and the teachers she interviews are delving deeper into the mysteries revealing the significance of the ancient teachings in our daily lives. Please continue to go deeper.

— P.M., Surry Hills, NSW

I can't wait for each InnerSelf. You give me so many things to think about and help me merge my working life with my spiritual one. Please don't ever stop.

— J.H., Chatswood, NSW

Now I want to say thank you to the Editors, for your wonderful work and for your generosity to share all the information with us. I feel totally blessed. ... I also would like to thank you, all staff members, for creating such a wonderful newspaper. All the best to each of you.

— G.R., Mt Gravatt, QLD

I am a 74-year-old woman, who mostly stays at home with my animals and garden. I have two grand-children and often tell them of the blessings of the trees, the earth, the rain, the rocks, the mountains, that all are living, and they all seem to understand. Perhaps it is our young people whose hearts will return the human race to love, wisdom, and the saving grace. I am heartfelt thankful for the wisdom and love you are bringing to the world. Thank you in love and understanding.

— T.D., Neutral Bay, NSW

For more information call us on 08 8396 6752  
or email [innerselfnewspaper@iinet.net.au](mailto:innerselfnewspaper@iinet.net.au)  
[www.innerself.com.au](http://www.innerself.com.au)

# Why advertise in InnerSelf ?

How would it feel to reach a total readership of 268,000\*\* conscious people predisposed to the ideas behind your personal growth or healthy living product or service?

We are ready to go to work with you -and for you! We offer flexible cost-effective advertising options targeted to the customers you want to reach. We can assist you with your advertising program - locally, or nationally.

- Current readership estimated at 268,000\*\*

- Over 2,000 well targeted network of outlets in all capital cities and some regional towns distribution locations, including health food stores, therapy centres, Mind-Body-Spirit retailers, practitioners rooms, universities and tertiary colleges, cafes, restaurants, independent cinemas, markets, libraries, chemists, community and recreation centres.

- **The publishers and editors of InnerSelf**, Leo Drioli and Enza Vita, have been publishing pioneers in the Body, Mind, Spirit field for over 22 years with titles such as Golden Age, Woman Spirit and Health & Wellbeing and are recognised as the authority in this field.

- An unbeatable 82% percent of our readers purchase products or services because they see an ad in InnerSelf.

- We can help you customize a marketing program that fits your company's needs as you grow and mature.

- We work with you to customize an advertising package that is perfect for your needs now and offers flexibility for the future.

- If you're committed, health conscious, spiritually and environmentally aware and open to new ideas in natural medicine and holistic lifestyles., we want to work with you – and for you!

\* Readership Survey 2013

\*\* According to our Readership Survey, 2.8 people read each issue of InnerSelf



## Our Advertisers Rave about their Sales Results

The loyalty and support of our advertisers over many years is the core of our success. Here is what some of them have to say:

**Conor Healy  
Sales Manager  
The Tad James Co. Australia**

"Just some good feedback about our current add in the SA edition of Innerself. The one full page add we booked for a training we were running 3 months from now has sold out from the one full page add I used. Great ROI and shows perfect target market for trainings and seminars."

**Michelle Stanton,  
CEO, Zonehigh P/L**

Thank you so much for putting out the most profound spiritual newspaper in Australia.

I have been advertising with you on and off for about four years now, and every issue for the last year and a half and I wanted you to know that I have made a multiple return for my investment. From one person coming to my Breakfast from an ad in the InnerSelf newspaper 18 months ago, it has brought me more than

20 clients and has the potential to grow to more than a hundred. And that's only from one reader. It is difficult to count the exact number of clients InnerSelf has brought me but I know it is many more. And to put this into context, just one new client pays for my ad for the whole year. You can bet I'll be advertising with you for years to come.

What is interesting is that my target market are people in business and some may query the benefit in advertising in a spiritual newspaper.

What I've found is that more and more people in business are interested in spirituality and are reading the InnerSelf magazine, even if it is not a topic openly talked about amongst business people.

Business people say to me that they know my name, and don't know why and when I ask if they read the InnerSelf newspaper, they say yes... and discover that they saw my ad. So thank you once again for helping me promote my business and attract new clients.

*Michelle Stanton,  
CEO, Zonehigh P/L.*

**Jaan Jerabek  
Psychotherapist  
& Rebirther**

I have been advertising with InnerSelf for over 18months now with good results. Since Inner Self has widened its distribution/went Australia wide/ whatever you guys did (as I am not actually clear on it), my inquiries have more than doubled. Inner Self are definitely shaping up to be one of Australia's main mediums to enable the general public to find out what is going on in the alternative subculture/ community. I highly recommend advertising with them.

*Jaan Jerabek  
Psychotherapist & Rebirther at  
The Depression Solution*

**Chris Udell,  
Synergy Yoga and Pilates**

Please consider this letter as my personal recommendation to advertise in and support the InnerSelf team. This newspaper changes lives. Many of my clients have improved their lives as a direct result of reading InnerSelf. My deepest appreciation goes out to the editors and all of the IS staff for their level of integrity and their commitment to all-encompassing healing in our communities. They also truly understand our marketing

needs and unlike other advertising venues that I've tried, they're genuinely interested in our success, not just our dollars. What better place to advertise than a publication geared toward like-minded people looking to live a healthier and more conscious lifestyle!

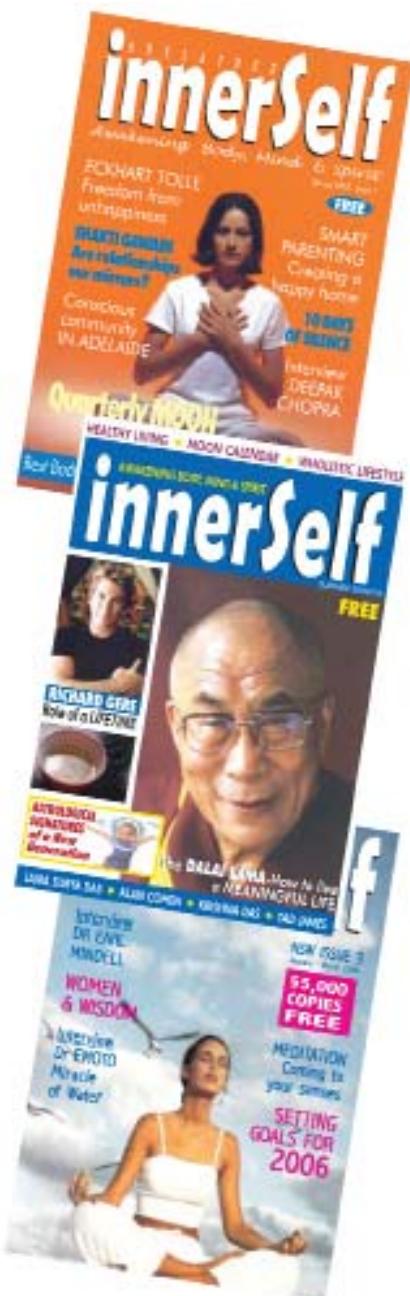
*Chris Udell*

*Yoga & meditation teacher  
Synergy Yoga and Pilates*

**Louise Tebble  
Psychotherapist**

It certainly is amazing where this journal ends up taking one. I now have a semi-regular radio interview/ talk back session because a presenter read and liked the column.

*Louise Tebble Psychotherapist,  
Family Therapist, Mental Health  
Accreditation (MAASW)*



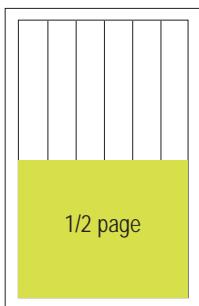
# 2014 Rate Card

Prices listed are for 1 state only. Please apply an extra 20% for each additional state you wish to advertise in

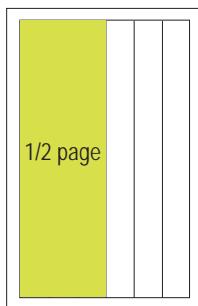
\$2000 (fc)



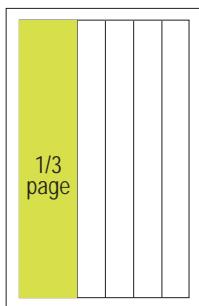
\$1100 (fc)



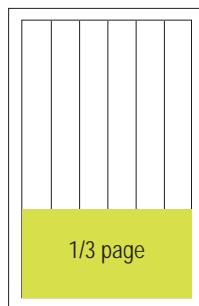
\$1100 (fc)



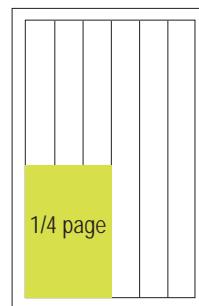
\$900 (fc)



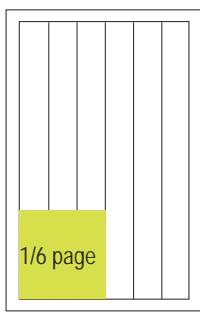
\$900 (fc)



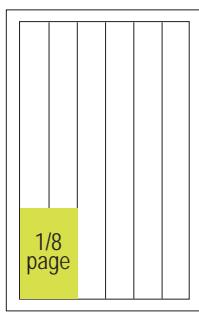
\$671 (fc)



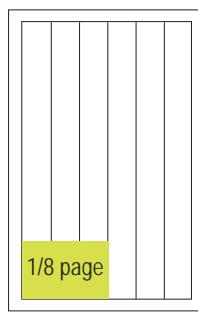
\$550 (fc)



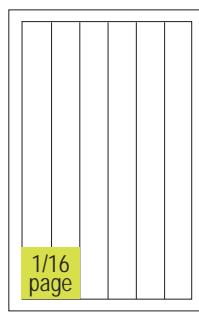
\$370 (fc)



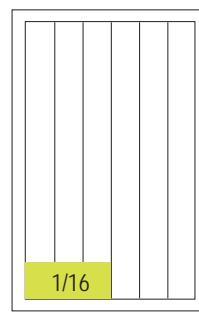
\$370 (fc)



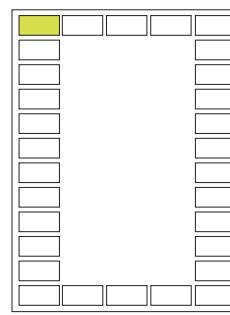
\$220 (fc)



\$220 (fc)



\$199 (fc) - MOON CALENDAR



↔ 35cm  
↔ 25cm

↔ 16cm  
↔ 25cm

↔ 34cm  
↔ 12.25cm

↔ 34cm  
↔ 8cm

↔ 11cm  
↔ 25cm

↔ 16cm  
↔ 12cm

↔ 11cm  
↔ 12cm

↔ 11cm  
↔ 8cm

↔ 7.5cm  
↔ 12cm

↔ 5.5cm  
↔ 8cm

↔ 3.5cm  
↔ 12cm

↔ 3.8cm  
↔ 7cm

## PROMO REVIEWS

### ABOUT YOU & YOUR BUSINESS

A promo review is an advertisement in the form of an editorial. Great way to offer valuable information to your prospective clients. Prices below are only for 1 state. Please add 20% for each extra state.

200 words + pic = \$250  
400 words + pic = \$450  
600 words + pic = \$600  
800 words + pic = \$800  
1600 words + pic = \$1500  
3000 words + pic = \$2300

## ADS SCHEDULE

### SEPT-NOV - ISSUE 44

Booking Deadline - 18 July 2014  
Artwork Deadline - 25 July 2014

### DEC-FEB - ISSUE 45

Booking Deadline - 17 Oct 2014  
Artwork Deadline - 24 Oct 2014

### MARCH-MAY - ISSUE 46

Booking Deadline - 24 Jan 2015  
Artwork Deadline - 31 Jan 2015

### JUNE-AUG - ISSUE 47

Booking Deadline - 18 April 2015  
Artwork Deadline - 25 April 2015

## ADS SPECS

**Program accepted:** high resolution (300 dpi) PDF is the preferred file format when providing a camera ready ad. Type should remain vector if possible. If you must rasterise or flatten type layers please do so at a high resolution 400-600 dpi. For line art or bitmap images use 600-1200 dpi depending on the quality of the original.

**FONTS:** Remember to embed all fonts and images in the file when creating the pdf. For best reproduction in newsprint, all text and reverses should be 100% black only, not a CMYK Black. Size of font should not be less than 8pts. Avoid using over crowded text in the ad

**IMAGES:** B&W & Color (must be CMYK) Please supply TIFF, JPEG or EPS file formats.

**Important:** the newsprint tends to darken images so please lightened them up a bit

To get more information or ask questions please call 08 8396 6752 or email [innerselfnewspaper@iinet.net.au](mailto:innerselfnewspaper@iinet.net.au)

## A-Z CLASSIFIEDS

Products and services directory listed in alphabetical order.

**20 words - \$ 99 for 12 Months**

Extra words: \$1 each word  
Colour pic/logo: \$50

## WHAT YOU SHOULD KNOW

- Back Cover: + 15%
- Inside Front & Inside Back Covers: + 10%
- Ad preferred position : + 10%

- Design of your ad: please add 10%
- All ads are prepaid before printing
- Book & Prepay for the year: 10% off

Every ad in the printed paper will also appear in the web version of InnerSelf FREE

# Advertising Features List for September - November 2014

Book a 1/16 of a page display ad around the following features and receive 50 words free.

Book a larger ad and receive a larger editorial (up to a maximum of 500 words).

You can also have a paid advertorial (text only + pic) starting from \$250 for 200 words + pic.  
An advertorial is an advertisement in the form of an editorial and a great way to offer valuable information to your prospective clients.

According to legendary copywriter, Joe Vitale, advertorials are up to 500 times more likely to be read than a straight ad because it has what the reader wants, information on a subject they're interested in.

Prices for an advertorial start from \$250 for 200 words + pic for 1 state (any extra states add 20%)  
 $(400 \text{ words} + \text{pic} = \$450)$  •  $(600 \text{ words} + \text{pic} = \$600)$  •  $(800 \text{ words} + \text{pic} = \$800)$  •  $(1600 \text{ words} + \text{pic} = \$1500)$  •  
 $(3000 \text{ words} + \text{pic} = \$2300)$

**Give us a call or email us at your earliest to secure your position – Limited space for each state.**

## Features in our September - November 2014 Issue



### Simply Organic

Organic, natural and biodynamic products for better health and a cleaner, safer environment.



### Salute to the Sun

A Yoga Feature

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