



innerSelf

Awakening ♦ Health & Wellbeing ♦ Wholistic Living

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

Circulation & Readership*

CIRCULATION: 120,000

READERSHIP: 357,000**

FEMALES: 86%

TERTIARY EDUCATED: 62%

POST GRADUATED: 22%

AVERAGE AGE: 38

AVERAGE INCOME: \$ 43,000

Target Market*

41% have attended a workshop/training/course in the last year

76% take vitamins/supplements regularly

69% use natural skin care/beauty products

64% eat organic food

69% are environmentally friendly

87% have visited a complementary health care practitioner in the last year

58% have complementary healthcare

Loyal Readers*

88% of readers read every issue

They read each edition for 2 hours and 10 minutes on average

79% of readers have been reading innerSelf for over 2 years

* Readership Survey 2008

** According to our Readership Survey, 2.97 people read each issue of InnerSelf



InnerSelf Now National with 357,000 readers across Australia

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.

We have now three separate editions of InnerSelf, an SA edition and an East/West edition (covering VIC, TAS, NSW, ACT, QLD, NT and WA) and a brand new NSW Southern Highlands Edition with a total combined readership of 357,000 readers across Australia.

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 Body-Mind-Spirit festivals as well as libraries, community centres, week end markets, fitness centres, and coffee shops. It's extremely popular with distributors reporting them "walking out the door" with many of our larger distributors being restocked monthly.

"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..."

www.innerself.com.au

72% of our readers have used services found in InnerSelf

Our Readers

Just when I thought your newspaper couldn't get any better...you all out-did 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

why advertise in InnerSelf ?

How would it feel to reach a total readership of 357,000 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 conservatively estimated at more than 357,000.

- National circulation is 120,000.

- 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 20 years with titles such as Golden Age, Woman Spirit and Health & Wellbeing and are recognised as the authority in this field.

- An unbeatable 72% 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!



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 Inner Self for over 18 months 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 sub-culture/ 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!

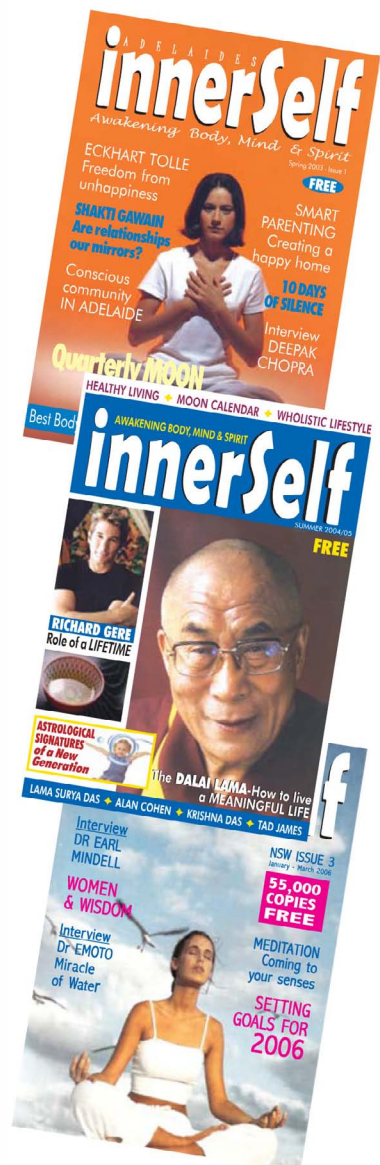
Chris Udell

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.


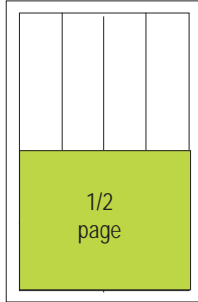
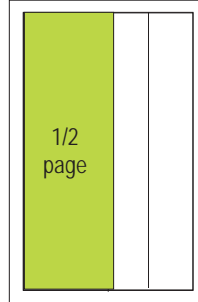
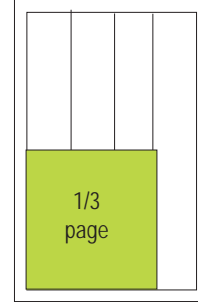
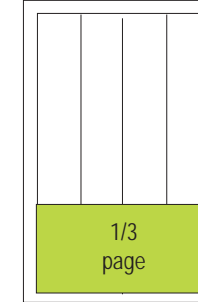
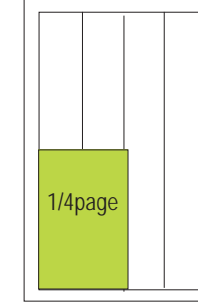
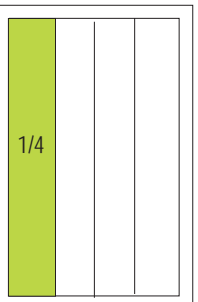
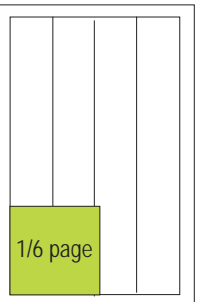
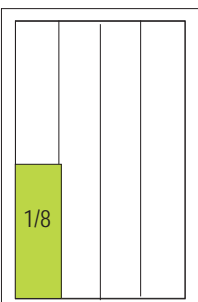
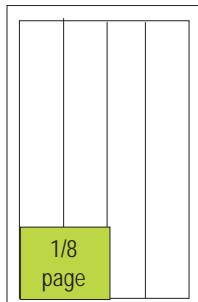
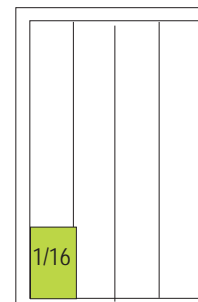
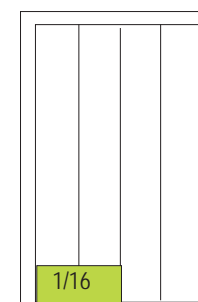
Louise Tebble Psychotherapist,
Family Therapist, Mental Health
Accreditation (MAASW)



National 2011/12 Sizes, Deadlines & Rates

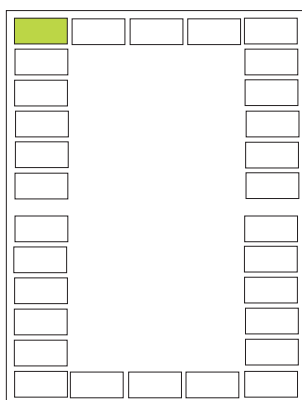
Readership: **357,000** readers across Australia and over **2,000** public distribution points

DISPLAY ADS (all rates include GST)

<p>\$3900 (bw) \$4900 (fc)</p>  <p>Full page</p> <p>↑ 38cm ↔ 26cm</p>	<p>\$2600 (bw) \$3400 (fc)</p>  <p>1/2 page</p> <p>↑ 18cm ↔ 26cm</p>	<p>\$2600 (bw) \$3400 (fc)</p>  <p>1/2 page</p> <p>↑ 38cm ↔ 12.5cm</p>	<p>\$2000 (bw) \$2500 (fc)</p>  <p>1/3 page</p> <p>↑ 18cm ↔ 19cm</p>	<p>\$2000 (bw) \$2500 (fc)</p>  <p>1/3 page</p> <p>↑ 12cm ↔ 26cm</p>	<p>\$1470 (bw) \$1850 (fc)</p>  <p>1/4 page</p> <p>↑ 18cm ↔ 12.5cm</p>
<p>\$1470 (bw) \$1850 (fc)</p>  <p>1/4</p> <p>↑ 38cm ↔ 6cm</p>	<p>\$935(bw) \$1247 (fc)</p>  <p>1/6 page</p> <p>↑ 12cm ↔ 12.5cm</p>	<p>\$704 (bw) \$947(fc)</p>  <p>1/8</p> <p>↑ 18cm ↔ 6cm</p>	<p>\$704 (bw) \$947(fc)</p>  <p>1/8 page</p> <p>↑ 8.5cm ↔ 12.5cm</p>	<p>\$485(bw) \$646 (fc)</p>  <p>1/16</p> <p>↑ 7.8 cm ↔ 6cm</p>	<p>\$485(bw) \$646 (fc)</p>  <p>1/16</p> <p>↑ 3.7 cm ↔ 12.5cm</p>

MOON CALENDAR

\$452 (fc)



↑ 4cm
↔ 7.5cm

A-Z RESOURCE GUIDE

Our A-Z RESOURCE GUIDE is a products and services directory listed in alphabetical order.

\$299 PREPAID for 12 Months

For 20 words
(+ \$30 per issue for colour photo/logo)

ADS SCHEDULE

ISSUE 33

(Oct - Dec 2011)

Booking Deadline - 12 Aug 2011

In Shops - 16 Sept 2010

ISSUE 34

(Jan - March 2012)

Booking Deadline - 11 Nov 2011

In Shops - 16 December 2011

ISSUE 35

(April - Jun 2012)

Booking Deadline - 17 Feb 2012

In Shops - 23 March 2012

ISSUE 36

(Jul - Sept 2012)

Booking Deadline - 1 June 2012

In Shops - 22 June 2012

WEB ADVERTISING

FREE INNERSELF ONLINE CALENDAR & DIRECTORY

The only DY FREE nationwide calendar of events, our service to the Holistic Community at www.innerself.com.au

WEB HOME PAGE BANNER ADS, BUTTON ADS ETC

Price on application.
Phone 1800 451 317

Covers

- Back Cover: \$5900
- Inside Front: \$5800
- Inside Back: \$5600

Position

- Page 3 + 10%
- Page 4 + 7%
- Page 5 + 5%
- Preferred position + 5%

Multiple Discounts

Book 4 issues and get the fourth at half price.

Artwork


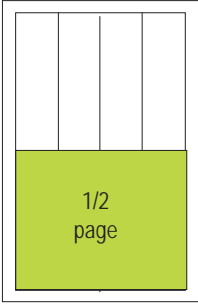
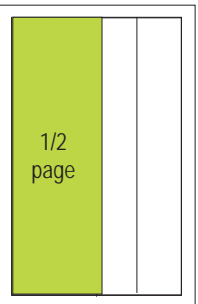
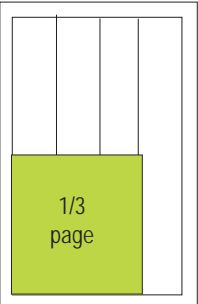
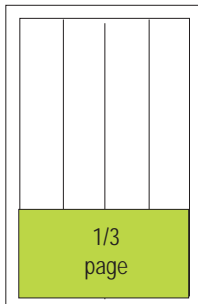
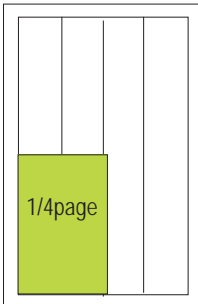
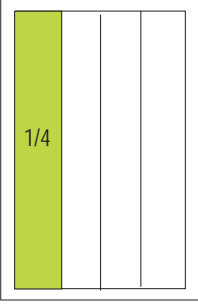
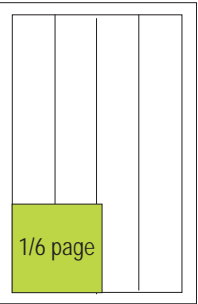
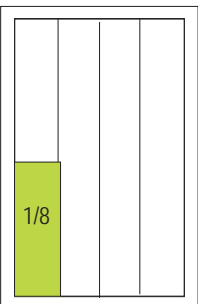
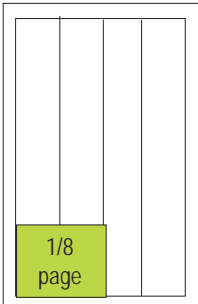
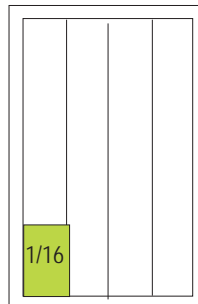
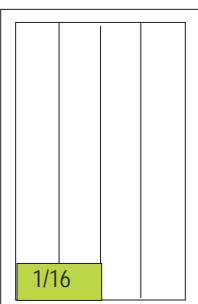
- up to 1/16 pg: \$27.50
- 1/8 to 1/4 page: \$55
- 1/2 page: \$110
- Full page: \$165

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

2011 Sizes, Deadlines & Rates

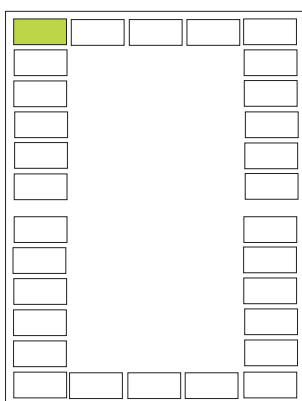
for the SA Edition of InnerSelf - Readership: 74,250

DISPLAY ADS (all rates include GST)

<p>\$1518 (bw) \$1947 (fc)</p>  <p>Full page</p> <p>↓ 38cm ↔ 26cm</p>	<p>\$869 (bw) \$1100 (fc)</p>  <p>1/2 page</p> <p>↓ 18cm ↔ 26cm</p>	<p>\$869 (bw) \$1100 (fc)</p>  <p>1/2 page</p> <p>↓ 38cm ↔ 12.5cm</p>	<p>\$704 (bw) 904 (fc)</p>  <p>1/3 page</p> <p>↓ 18cm ↔ 19cm</p>	<p>\$704 (bw) 904 (fc)</p>  <p>1/3 page</p> <p>↓ 12cm ↔ 26cm</p>	<p>\$528 (bw) \$671 (fc)</p>  <p>1/4 page</p> <p>↓ 18cm ↔ 12.5cm</p>
<p>\$528 (bw) \$671 (fc)</p>  <p>1/4</p> <p>↓ 38cm ↔ 6cm</p>	<p>\$429 (bw) \$550 (fc)</p>  <p>1/6 page</p> <p>↓ 12cm ↔ 12.5cm</p>	<p>\$330 (bw) \$429 (fc)</p>  <p>1/8</p> <p>↓ 18cm ↔ 6cm</p>	<p>\$330 (bw) \$429 (fc)</p>  <p>1/8 page</p> <p>↓ 8.5cm ↔ 12.5cm</p>	<p>\$231 (bw) \$297 (fc)</p>  <p>1/16</p> <p>↓ 7.8cm ↔ 6cm</p>	<p>\$231 (bw) \$297 (fc)</p>  <p>1/16</p> <p>↓ 3.7cm ↔ 12.5cm</p>

MOON CALENDAR

\$214.50 (fc)



↓ 4cm
↔ 7.5cm

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In Shops - 22 June 2012

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- Inside Front: 2150
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Position

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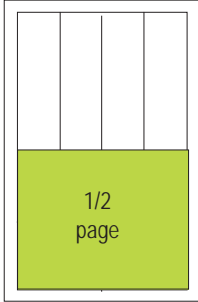
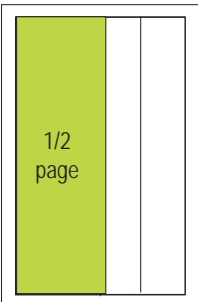
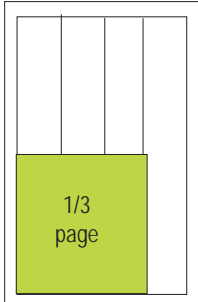
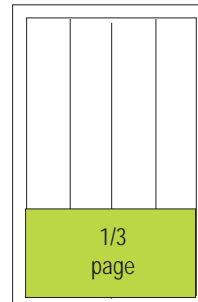
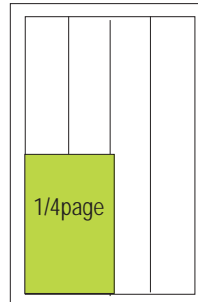
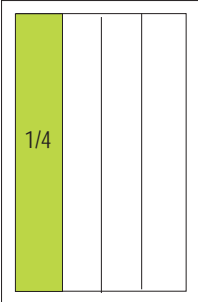
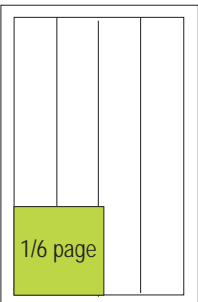
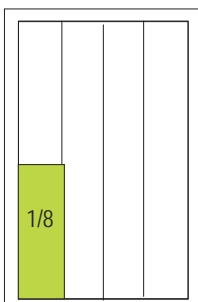
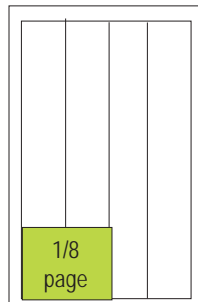
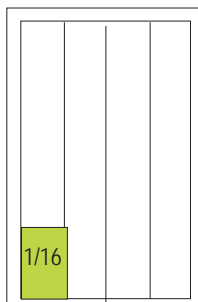
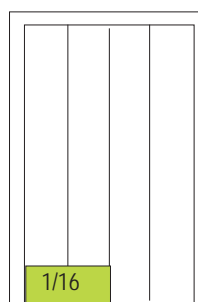
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2011 Sizes, Deadlines & Rates

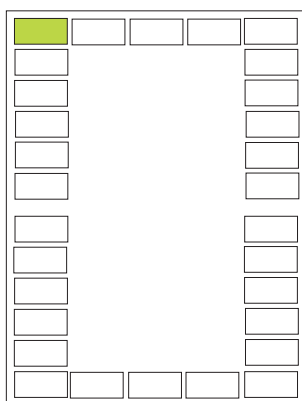
for the East/West Edition of InnerSelf (includes VIC, TAS, NSW, ACT, QLD, NT, WA) - Readership: 222,750

DISPLAY ADS (all rates include GST)

<p>\$1760 (bw) \$2200 (fc)</p>  <p>Full page</p> <p>↑ 38cm ↔ 26cm</p>	<p>\$1188 (bw) \$1628 (fc)</p>  <p>1/2 page</p> <p>↑ 18cm ↔ 26cm</p>	<p>\$1188 (bw) \$1628 (fc)</p>  <p>1/2 page</p> <p>↑ 38cm ↔ 12.5cm</p>	<p>\$836 (bw) 1166 (fc)</p>  <p>1/3 page</p> <p>↑ 18cm ↔ 19cm</p>	<p>\$836 (bw) 1166 (fc)</p>  <p>1/3 page</p> <p>↑ 12cm ↔ 26cm</p>	<p>\$594 (bw) \$814 (fc)</p>  <p>1/4 page</p> <p>↑ 18cm ↔ 12.5cm</p>
<p>\$594 (bw) \$814 (fc)</p>  <p>1/4</p> <p>↑ 38cm ↔ 6cm</p>	<p>\$462 (bw) \$638 (fc)</p>  <p>1/6 page</p> <p>↑ 12cm ↔ 12.5cm</p>	<p>\$341 (bw) \$473 (fc)</p>  <p>1/8</p> <p>↑ 18cm ↔ 6cm</p>	<p>\$341 (bw) \$473 (fc)</p>  <p>1/8 page</p> <p>↑ 8.5cm ↔ 12.5cm</p>	<p>\$231 (bw) \$319 (fc)</p>  <p>1/16</p> <p>↑ 7.8 cm ↔ 6cm</p>	<p>\$231 (bw) \$319 (fc)</p>  <p>1/16</p> <p>↑ 3.7 cm ↔ 12.5cm</p>

MOON CALENDAR

\$214.50 (fc)



↑ 4cm
↔ 7.5cm

A-Z RESOURCE GUIDE

Our A-Z RESOURCE GUIDE is a products and services directory listed in alphabetical order.

\$199 PREPAID for 12 Months

For 20 words
(+ \$30 per issue for colour photo/logo)

ADS SCHEDULE

ISSUE 26
(Oct - Dec 2011)
Booking Deadline - 12 Aug 2011
In Shops - 16 Sept 2010

ISSUE 27
(Jan - March 2012)
Booking Deadline - 11 Nov 2011
In Shops - 16 December 2011

ISSUE 28
(April - Jun 2012)
Booking Deadline - 17 Feb 2012
In Shops - 23 March 2012

ISSUE 29
(Jul - Sept 2012)
Booking Deadline - 1 June 2012
In Shops - 22 June 2012

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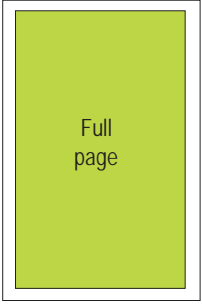
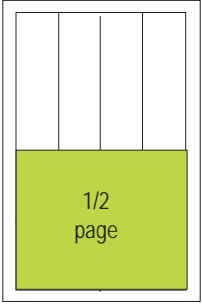
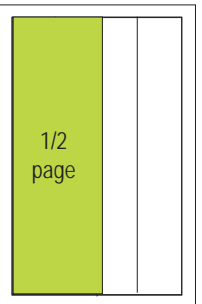
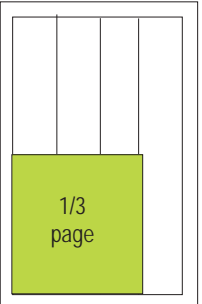
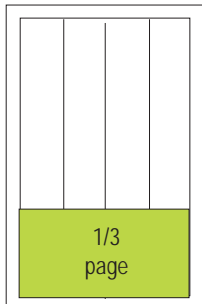
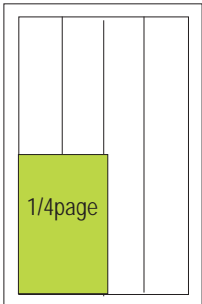
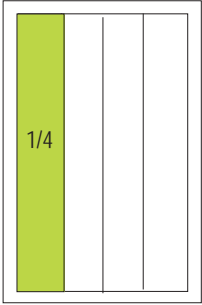
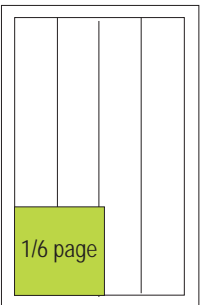
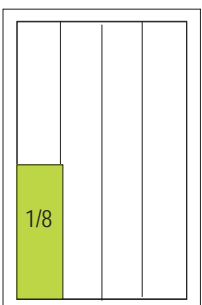
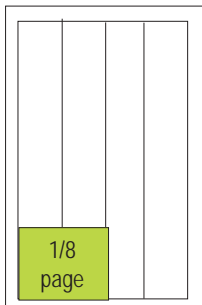
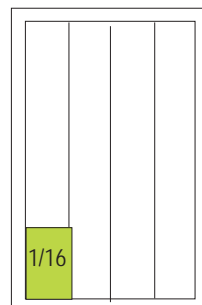
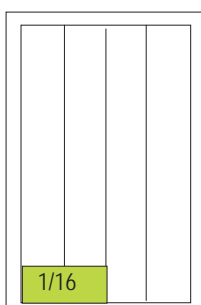
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2011 Sizes, Deadlines & Rates

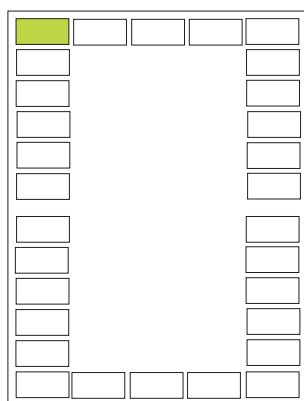
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MOON CALENDAR

\$214.50 (fc)



↑ 4cm
↔ 7.5cm

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ISSUE 5

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CHRISTMAS GIFTS for the Mind, Body & Soul

Feature appearing in the next issue of InnerSelf Newspaper
(October - December 2011)

What better gift to give this coming Christmas than one that enriches or enhance the life of an acquaintance, co-worker, family member or friend.

This feature will help the readers do just that by showcasing gifts to develop and nurture the mind, body and soul from books and music, jewellery, spa items, green and organic living ideas, clothing and more

Booking Deadline - 12 August 2011

Any advert booked in this feature will also receive a **FREE review of your product or service + a full colour picture** around the feature in support of your ad

Book in early to qualify for space.

MindBodySpirit
FESTIVAL

**12,000 copies of this issue will be given away at the November
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