



innerSelf

Awakening ♦ Health & Wellbeing ♦ Wholistic Living

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

Circulation & Readership*

- CIRCULATION: 125,000
- READERSHIP: 350,000**
- 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 2012

** 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 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

For more information call us on 1800 451 317 or 08 8396 6752

or email innerselfnewspaper@bigpond.com.au

www.innerself.com.au

Why advertise in InnerSelf ?

How would it feel to reach a total readership of 350,000 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 350,000.
- National circulation is 125,000.
- 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!



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 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.

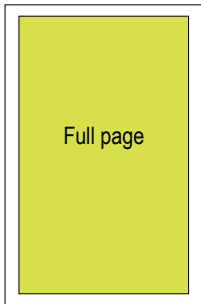
**Louise Tebble Psychotherapist,
Family Therapist, Mental Health
Accreditation (MAASW)**



2013 Rate Card

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

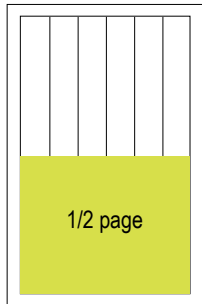
\$2000 (fc)



Full page

↑ 35cm
↔ 25cm

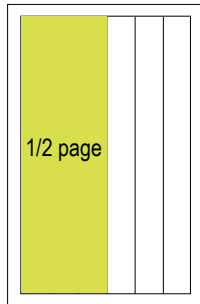
\$1100 (fc)



1/2 page

↑ 16cm
↔ 25cm

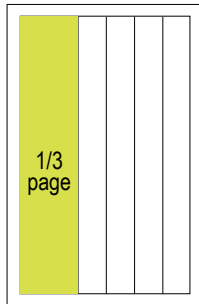
\$1100 (fc)



1/2 page

↑ 34cm
↔ 12.25cm

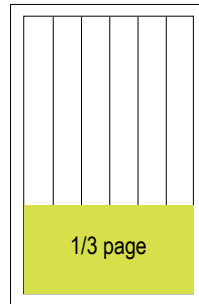
\$900 (fc)



1/3 page

↑ 34cm
↔ 8cm

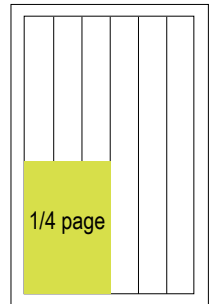
\$900 (fc)



1/3 page

↑ 11cm
↔ 25cm

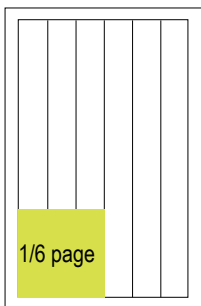
\$671 (fc)



1/4 page

↑ 16cm
↔ 12cm

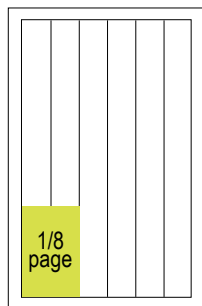
\$550 (fc)



1/6 page

↑ 11cm
↔ 12cm

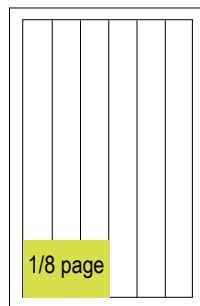
\$370 (fc)



1/8 page

↑ 11cm
↔ 8cm

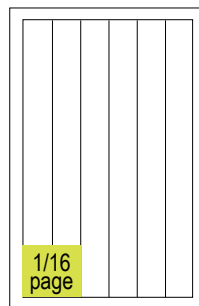
\$370 (fc)



1/8 page

↑ 7.5cm
↔ 12cm

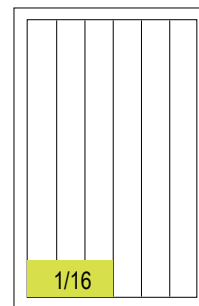
\$220 (fc)



1/16 page

↑ 5.5cm
↔ 8cm

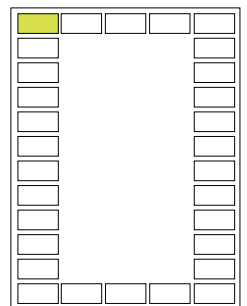
\$220 (fc)



1/16

↑ 3.5cm
↔ 12cm

\$199 (fc) - MOON CALENDAR



↑ 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

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

A-Z RESOURCE GUIDE

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

\$ 99 PREPAID for 12 Months

(for 20 words)

EXTRA WORDS:\$1 PER WORD

COLOUR PHOTO/LOGO:\$50

ADS SCHEDULE

FEB - APR 2013 ISSUE

Booking Deadline - 21 Dec 2012
In Shops - 30 Jan 2013

MAY - JULY 2013 ISSUE

Booking Deadline -12 Mar 2013
In Shops - 16 April 2013

AUG - OCT 2013 ISSUE

Booking Deadline - 12 June 2013
In Shops - 16 July 2013

NOV - JAN 2013/14 ISSUE

Booking Deadline -12 Sept 2013
In Shops - 16 Oct 2013

Covers

- Back Cover: \$2420
- Inside Front: \$2350
- Inside Back: \$2300

What you should Know

- All ads are prepaid before printing
- Pay with Credit card on booking and save 10%
- 4 issues discount: get the fourth at half price.
- * Prepay for the year: 20% off

- * Ad + Promo Review Combo: 10% off
- Preferred position : + 10%
- Design of your ad: please add 10%
- Cancellation fee after booking deadline: 50%

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