

DEAR FRIENDS OF HOLISTIC CALIFORNIAN:



Dear friends of Holistic Californian:

Thank you for your interest in advertising with Holistic Californian. We view our relationship with our advertisers as one of mutual support: when you partner with us you become a part of a community that is dedicated to natural sustainable living, Complementary and Alternative Medicine (CAM), and holistic health. We want to see your business flourish as much as we want to empower people to embrace a holistic lifestyle.

There is no other publication like HC and there is absolutely a need and demand for the invaluable information provided by this magazine. We recognize the new digital era of media and have incorporated social media platforms like Instagram and Facebook into our advertising packages.

We take a personal interest in our ad clients and we consider the smallest local business to be equally as important as the largest national corporation. We are committed to ensuring your advertising needs are consistently met. HC is a marvelous opportunity to reach the holistic market particularly in communities of color. We thank you in advance for helping to bring natural medicine back to the forefront of healing and healthcare.

Kelli D. Kemp, MS
Publisher, Editor-in-Chief



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Facts about the CAM industry:

- The global complementary and alternative medicine market size is expected to reach USD 404.66 billion by 2028
- The most commonly administered and popular CAM therapies include Alexander technique, acupuncture, herbal medicine, homeopathy, aromatherapy, reiki, naturopathy, and yoga.
- More than half of US physicians based in office set-ups have recommended at least one complementary health intervention to their patients, reported a survey published in January 2020.
- 60% of Latino residents in LA County reported using CAM
- According to a government survey 36% of U.S. adults ages 18 years and older use a CAM modality.

Demographics:

- 75% of readership is women between 25-44
- 77% have an annual income of \$75,000 or more
- 73% have a college degree

Distribution:

- Digital reach in US, Canada, United Kingdom, Venezuela, India, Philippines, Australia, and Nigeria

Editorial:

- CAM-focused research coverage
- Extensive coverage of natural living and holistic health
- Recipes and herbal medicine guides

Cover Price:

- Digital Version: free
- Limited Print Edition: \$11.77 per month



HOLISTIC CALIFORNIAN IS DISTRIBUTED QUARTERLY

AD PACKAGE OUTLINE

Ad display size options

- Double page spread
- Full page
- Half page
- Quarter page
- Eighth page

Website and social options

- Website banner 300x250 or 1080x238
- Affiliate link on website
- 4 stories per month on Instagram & Facebook

The Holistic Directory – Annual Listing

- Company logo
- 1 image
- 200-word description of service or product
- Contact info

PRICING:

A la cart (per issue)

- Double page spread - \$777
- Back Cover - \$555
- Full page - \$444
- Half page - \$222
- Quarter page - \$111
- Eighth page/Business Card - \$55

A la cart (Per month)

- Web banner - \$55
- Social Media share (Instagram, Facebook, Twitter) - \$33

The Holistic Directory

- Annual listing - \$55

PACKAGES

Annual Package #1 - \$3,333 (\$4,164 Value):

- 4 issues double page spread
- 12 months tweb banner
- 12 months of social share
- Holistic Directory Listing

Annual Package #2 - \$2,888 (\$3,276 Value):

- 4 issues full page ad
- 12 months of web banner
- 12 months of social share
- Holistic Directory Listing

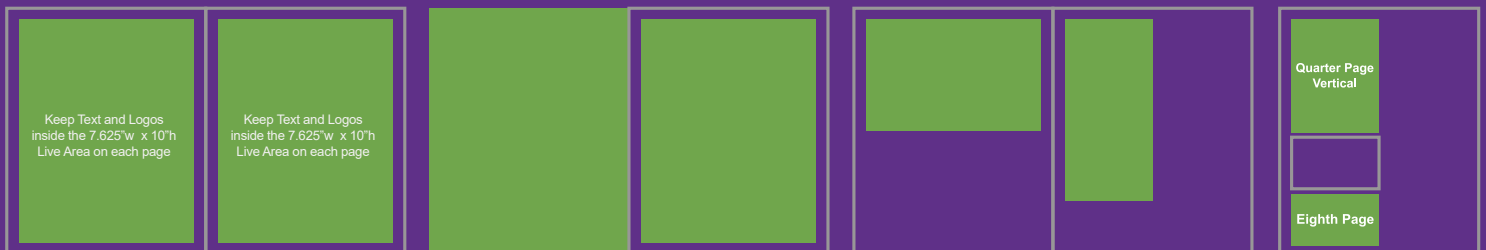
Semi-annual Package #3 - \$1,777 (\$2082 Value):

- 2 issues double page spread
- 6 months of web banner
- 6 months of social share
- Holistic Directory Listing

Semi-annual Package #4 - \$1,111 (\$1,416 Value):

- 2 issues full page ad
- 6 months of web banner
- 6 months of social share
- Holistic Directory Listing

ADVERTISING DISPLAY SIZES



Double Page Spread
17" w x 11.125" h (.25" bleeds included)

Full Page With Bleeds
8.625" w x 11.125" h

Full Page No Bleeds
7.625 w x 10" h

Half Page Horizontal
7.625 w x 4.75" h

Half Page Vertical
4.75" w x 7.375" h

Quarter Page Vertical
3.5" w x 4.75" h
Eighth Page
(H) 3.5" w x 2.125" h