



The Art of Healing

online

web, e-newsletters, social media

web

Data collected from Google Analytics as of March 2017 on The Art of Healing website reveals the following:

- 4340 Users
- 10,139 Page Views
- 5871 Sessions
- 1.75 Pages/Session
- 64.79% New Sessions
- 38.4% New Visitors
- 63.6% Returning Visitors
- Average Visit Duration: 2:06

54% of online visitors are male and 46% are female. The highest age category is 25-35.

The top 10 countries visitors come from are Australia, US, UK, NZ, India, Canada, Germany, Switzerland, France and Brazil.

The Art of Healing has a Google Ranking of PR4.

e-newsletters

The Art of Healing e-newsletter is sent out to 9,000+ readers weekly (as at March 2017). The average OPEN RATE for the newsletter is 25% which compares very favourably to other industries including:

- Publishing 15.54%
- Professional Services 14.57%
- Marketing, Advertising, Public Relations 9.26%

*Information from Constant Contact Email Service Provider)

All recipients of *The Art of Healing* newsletters are invited or lists have been provided with permission. Mailing Lists are not purchased to ensure a quality database is retained.

social media

The Art of Healing is actively and consistently engaged with LinkedIn, Facebook, Instagram and Twitter, with figures as at March 2017 as follows:

- Facebook:
- 3788 Likes
- LinkedIn:
- 5407 Connections
- Instagram:
- 1818 Following
- 1014 Followers
- Twitter:
- 1019 Following
- 649 Following

We see communication between our website, our weekly e-newsletters, and social media as key to staying in touch with our readers and keeping relevant.





The Art of Healing

e-solutions

web page, e-newsletter

e-banner ad (horizontal)*

A horizontal banner advertisement can appear at the top or the bottom of the page. This form of advertising is the most highly effective as it immediately grabs the attention of the viewer as soon as they see the page. The banner advertisement enables a host of high profile marketing opportunities.

specs: 468 x 100 pixels

price: \$468 per month

e-banner ad (vertical)

The vertical banner advertisement runs down the right hand side of the page which is where the eye roams to first when flicking through pages. This is a great way to promote a number of products in one advertisement with each containing a hyperlink. Talk to us about different ways you can utilise this space.

specs: 127 x 450 pixels

price: \$527 per month

e-half banner ad (vertical)

The half vertical banner is half the size of the e-banner ad (vertical). High impact branding is still afforded however along with clickable links to your website providing a traceable method of lead generation and ongoing traffic.

specs: 127 x 300 pixels

price: \$381 per month

e-square ad*

The square-shaped advertisement can appear on the right or left hand side of the page, and should be used to grab attention quickly, so your message should be clear and to-the-point.

specs: 199 x 219 pixels

price: \$436 per month

e-middle banner ad

These advertisements are placed in the centre columns, so are essentially in front of the direct gaze of the viewer, and extend the full width of these 2 columns.

specs: 280 x 215 pixels

price: \$602 per month

e-half middle banner ad

These advertisements take up one of the two centre columns, so your ad would still be in front of the direct gaze of the viewer, but extending half the full width.

specs: 280 x 170 pixels

price: \$476 per month

*These are the only two ad sizes available for advertising in the e-newsletter.

**Packages are available