Data collected from Google Analytics as of June 2015 on The Art of Healing website reveals the following:

- 3531 Users
- 8169 Page Views
- 5032 Sessions
- 1.62 Pages/Session
- 54% New Sessions
- 45% New Visitors
- 55% Returning Visitors
- Average Visit Duration: 1:58

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 8,500+ readers weekly (as at June 2015). The average open rate for the newsletter is 25% which is just above the communications industry standard (22%).

Similarly, the click-through rate is 21%, communications industry standard (20%).

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, Twitter, and most recently Instagram.

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.
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

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

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

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