The majority of The Art of Healing readers are:

- women
- in the 40-65+ age group
- work in the natural healthcare profession in Australia
- often have their own clinic
- have a high social and moral conscience
- are interested in learning about new products and services in the industry
- like to keep connected to the natural healthcare community

Examples of some of the professions include:

- acupuncture
- aromatherapy
- Ayurvedic medicine
- Energetic Medicine
- Herbalism
- Homeopathy
- Kinesiology
- Massage
- Meditation
- Naturopathy
- Nutrition
- Osteopathy
- Traditional Chinese Medicine
- Yoga

The Art of Healing readers are more likely to make decisions about their health because of how they feel about things (intuitively), rather than what they think about them (intellectually).