The purpose of The Art of Healing is to inform and educate readers about health and healing alternatives. The aim of The Art of Healing is to give the reader a sense of what a holistic approach looks like and feels like, through articles that cover the physical, mental, emotional, spiritual, social and environmental aspects of wellbeing and lifestyle.

The Art of Healing recognises that the real benefit of healthcare in the future will be its ability to provide solutions that have a holistic and balanced approach, and that provide for individual needs.

“Ultimately, we want to assist and inspire our readers to become more self-empowered and self-confident when making decisions about their health, healing and wellbeing.”

The Art of Healing is supported by a team of professional therapists, health facilitators and writers who are very often, leaders in their field in the natural healthcare industry. All of these contributors report on developments and emerging issues in the natural healthcare industry, complementary healthcare and integrative medicine.
The Art of Healing was established in October 2002. Catherine Mercer, Editor/Publisher and founder of The Art of Healing reveals the history:

had moved from Sydney where I had lived for 20 years to Byron Bay in northern NSW, and was literally dropped into a melting pot of people who embraced alternatives. From age differences, to cultural differences, to political, medical and religious differences, I noticed the people here were generally more accepting of each other and their different values.

“My partner at the time was an artisan who was involved with biodynamics, so I heard a lot about a man called Rudolf Steiner and the concept of ‘to comprehend and copy nature’ by Viktor Schauberger.”

Then securing short-term employment for a local newspaper and given alternative health as the area to work on, I began to meet people working in areas such as: kinesiology, reflexology, acupuncture, iridology, reiki, massage, meditation, yoga - people using crystals to balance chakras, sound to heal - lots of people using different methods to heal each other. It was a whole new world.

But when I started to research some of these things, and to find information that was available in a printed format, all I could find was advertising rags.

“It was then that I first glimpsed an opportunity … on the one hand, you had locals who were incorporating many of these approaches into their lifestyles, and then you had tourists who were coming to the area specifically to experience some of these healing modalities.

On the other hand, the people who were practising and providing these services were mostly practitioners or creative people who needed help to connect with their customers.”

Hence, the idea for The Art of Healing magazine was born – to create a publication that would inform and educate readers about health and healing alternatives, and provide media for practitioners to market their services.

From its humble beginning as a 10-page newsletter and distributed locally, The Art of Healing has now grown to become a highly respected consumer publication in the niche market of complementary healthcare and integrative medicine.

We can confidently say that The Art of Healing has the highest readership of natural healthcare practitioners in Australia.
content

what is in the magazine?

All articles published in The Art of Healing inform and educate readers about health and healing alternatives. A holistic approach is advocated incorporating all the following aspects:

• physical
• mental
• emotional
• spiritual
• social
• environmental

Writers for The Art of Healing are mostly professionals working within the natural healthcare industry who are approached to contribute and are often leaders in their field of expertise. Writers are asked to submit articles for an audience who have already begun to look for different ways to look after their health, so information provided is assuming a certain amount of knowledge is already held by the reader.

The magazine also includes the latest news and research from the natural healthcare industry, content that is either contributed or obtained from various reputable online sources.

The imagery that is published in The Art of Healing is chosen carefully and specifically, to support the text but also [and most importantly] to contribute to the ‘ambience’ of each magazine. To ensure this is achieved, raw art, illustrations, and photography is sourced from independent artists.

strategic alliances

our valued partners

The Art of Healing has strategic alliances with the following organisations:

• Australasian Society of Lifestyle Medicine Association (ASLM) is a multidisciplinary society working towards improved prevention, management, and treatment of chronic, complex and lifestyle-related conditions. ‘Lifestyle-related’ includes environmental, societal, behavioural and other factors.
  www.lifestylemedicine.org.au

• Australasian Integrative Medicine Association (AIMA) which is the peak medical body in Australia that represents doctors and other health care professionals who practice integrative medicine.
  www.aima.net.au

• Complementary Medicine Association is dedicated to representing professional naturopaths to governments, health funds, insurance companies and the public.
  www.cma.asn.au

• Australian Natural Therapy Association (ANTA) which is one of the largest national democratic associations of ‘recognised professional’ traditional, complementary medicine and natural therapy practitioners who work in the areas of health care and preventative medicine.
  www.anta.com.au

• The Yoga Foundation has a mission to bring the benefits of yoga to disadvantaged people experiencing anxiety and depression to improve their quality of life and reduce the symptoms of mental illness.
  www.theyogafoundation.org.au
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

Readers of the print magazine are high repeat purchasers, and tend to save the magazine as a reference. Further, as each magazine is in the market for three months, the magazine has a long shelf life as a current issue.

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).
The Art of Healing produces a quarterly magazine which is published in both print and digital formats.

**print**

The print edition is also distributed to newsagencies throughout Australia by IPS (Fairfax Media). Interested parties can find out exactly where the magazine is stocked by visiting the store locator on The Art of Healing page at: www.publicationsolutions.com.au.

Further copies of The Art of Healing are distributed to selected health food stores, natural health clinics and book stores.

**digital**
Digital magazines and subscriptions are available from the following digital platforms:

- Zinio - the world’s largest platform for the delivery of digital magazines
- iSubscribe - Australia’s most comprehensive provider of magazine and newspaper subscriptions online
- Magzter - Magzter is the world’s largest and fastest growing cross platform global digital magazine newsstand.
- EBSCO - has delivered magazines to libraries for more than 70 years and provides high quality research content, powerful search technologies and intuitive delivery platforms.

The Art of Healing is also available from the Zinio and Magzter Apps for tablet and smartphone via Google Play and the Apple Newsstand.
print advertising sizes and specifications

display (print)

full page
190mm wide x 270mm depth

half page horizontal
185mm wide x 125mm depth

half page vertical
90mm wide x 270mm depth

quarter page
90mm wide x 125mm depth

display double horizontal
136mm wide x 100mm depth

display panel ad
48mm wide x 225mm depth

display single horizontal
178mm wide x 70mm depth
advertising costs

Why magazine advertising?

- The average reading time spent on a magazine is 25 minutes, which equals 50 x 30 second TV spots
- Magazines influence consumers in key stages of the purchasing process
- More people prefer advertising in magazines; Magazines 40%, TV 23%, Online 10%
- One in two people value magazines as something they reward themselves with and enjoy, associations that no other media can match
- Customer magazines increase brand loyalty by 32%, building brands and sales simultaneously
- Magazines outrate TV and Online in positive influence in brand familiarity
- Eight out of 10 people read 1+ magazines ie. 84% women and 77% men
- Magazine readers are a captive audience

<table>
<thead>
<tr>
<th></th>
<th>1 issue (3 months)</th>
<th>2 issues (6 months)</th>
<th>3 issues (9 months)</th>
<th>4 issues (12 months)</th>
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<td>display double horizontal</td>
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<td>$639</td>
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<td>$564</td>
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<tr>
<td>display single horizontal</td>
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advertising deadlines

dates

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<tr>
<th>issue</th>
<th>booking deadline</th>
<th>material deadline</th>
<th>publication period</th>
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<tbody>
<tr>
<td>vol 1, issue 62</td>
<td>16 dec</td>
<td>23 dec</td>
<td>mar/may</td>
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<tr>
<td>vol 2, issue 63</td>
<td>18 mar</td>
<td>25 mar</td>
<td>jun/aug</td>
</tr>
<tr>
<td>vol 3, issue 64</td>
<td>17 jun</td>
<td>24 jun</td>
<td>sep/nov</td>
</tr>
<tr>
<td>vol 4, issue 65</td>
<td>30 sep</td>
<td>05 oct</td>
<td>dec/feb</td>
</tr>
</tbody>
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To confirm your booking, an Advertising Order Form must be completed, signed, and returned by email or mail.

artwork requirements

general
- All advertisements are subject to acceptance by the publisher. The publisher reserves the right to refuse to publish any advertisement.
- When material is overdue or the advertiser is not contactable, the publisher reserves the right to repeat previous advertising and charges made as previously agreed.
- The Art of Healing is not responsible for errors in client-supplied advertisements.
- The Art of Healing is not responsible for the colour quality or reproduction of any advertisement.
- No responsibility is taken by The Art of Healing for incorrect ads published, due to more than one final ad being submitted.
- The Art of Healing is not responsible for misleading claims made in any advertisement.

artwork for print
- The preferred file format for advertisements is high-res .pdf or .jpg (300dpi).
- All ads should be saved in CMYK.
- The Art of Healing full page magazine trim size is 297mm deep by 210mm wide.
- Ads designed to have a bleed should allow 5mm.

artwork for online
- The preferred file format for advertisements is .jpg (72dpi).
- All ads should be saved in RGB.

payment and cancellations
- Payment terms are strictly 7 days from date of invoice.
- Publishing of advertising is based on full payment being received prior to material deadline.
- A cancellation fee of 50% applies to advertising cancelled after an advertising agreement has been signed.
- A design fee of $95 per advertisement applies for the creation of new artwork.

The Art of Healing is not responsible for errors in client-supplied advertisements.

The Art of Healing is not responsible for the colour quality or reproduction of any advertisement.

No responsibility is taken by The Art of Healing for incorrect ads published, due to more than one final ad being submitted.

The Art of Healing is not responsible for misleading claims made in any advertisement.
online

web, e-newsletters, social media

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

- 3767 Users
- 6,750 Page Views
- 4,790 Sessions
- 1.41 Pages/Session
- 67.72% New Sessions
- 32.3% New Visitors
- 67.7% Returning Visitors
- Average Visit Duration: 1:11

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. 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 September 2017 as follows:

- Facebook:
  - 3939 Likes
- LinkedIn:
  - 5684 Connections
- Instagram:
  - 1979 Following
  - 1196 Followers
- Twitter:
  - 1018 Following
  - 662 Followers

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.
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-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
Catherine is a very detail oriented person. She has managed a health publication successfully in a very competitive industry. I have always found her standard of excellence ememplary.

Gina Baker
Producer Mornings at 4BC
Brisbane

Catherine has been running The Art of Healing for 12-13 years and has produced a consistently high quality magazine over that time. She is clearly dedicated to what she is doing in a tough market.

Mark Alok O’Brien
Publishing, disseminating information

Catherine is an authentic advocate for global wellbeing and has worked tirelessly over the time I have known her, to bring the voice of wellness to the public in a quality, interesting and genuine way. In addition, she is a lovely person to work along side.

Sally Mathrick
Naturopath Sound Medicine

For years Catherine has provided a dedicated focus and outlet for stories about health and wellbeing with her magazine and work, The Art of Healing. This publication includes both print and online versions and has a large reach across Australasia. She does important work at an important time in our world.

Kimberley Paterson
Generation Spirit & Soul PR - writer & public relations

I’ve known Catherine since 2003, and utilised advertising services in her magazine, The Art of Healing for a number of years. She has consistently produced an inspiring, beautiful and relevant magazine for over 10 years now, and in my opinion is a standout in her industry. She is always looking for ways to stay ahead of the market place and has an incredible depth of knowledge and expertise, and networks across a wide range of modalities.

Patricia Reed
Owner Total Health Options

Catherine produces outstanding quality and knows how to connect her subscribers with the subjects that matter.

Nemi Math
Owner, Peakstates Australia

I subscribed to The Art of Healing magazine 7 years ago for both personal use and a waiting room resource. Having now met Catherine at numerous conferences around Australia, it’s easy to see that she has a passion for complementary and alternative medicine.

James Hermanns
Inventor & Founder - Neuromagnetics Australia Pty Ltd