



The Art of Healing

our mission

to inform and educate

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 it's 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.

Now in it's 14th year, The Art of Healing has a solid, trusted and recognised reputation as a reliable source for independent and unbiased information on the natural healthare industry ...

"we are proud to be involved with an increasing number of professional people who are 'building a bridge' between contemporary/orthodox, east/west and ancient/alternative medicine."





The Art of Healing

overview

about us

The Art of Healing was established in October 2002. Catherine Mercer, Editor/Publisher and founder of The Art of Healing reveals the history:

I 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 Schaubergger.”

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 it's 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.



The Art of Healing

content

what is in the magazine?

content

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:

- the 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 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
- the Complementary Medicine Association which is one of the longest established associations in Australia dedicated to representing professional naturopaths to governments, health funds, insurance companies and the public. www.cma.asn.au
- the Australian Traditional Medicine Society (ATMS) which is one of the largest associations for practitioners working in the natural healthcare industry in Australia. www.atms.com.au





The Art of Healing

readership

who are our readers?

readership

The majority of The Art of Healing readers are:

- women
- in the 40-65+ agegroup
- 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)





The Art of Healing

distribution

where can you find us?

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

print

Single issues and subscriptions are available for purchase through The Art of Healing website at:

www.theartofhealing.com.au.

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 Newstand.





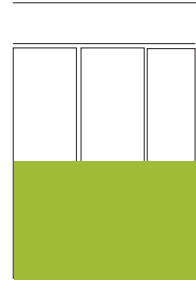
The Art of Healing

print advertising sizes and specifications

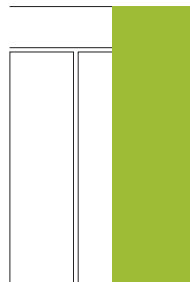
display (print)



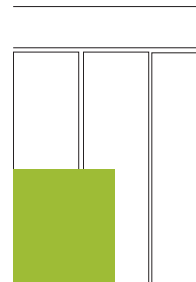
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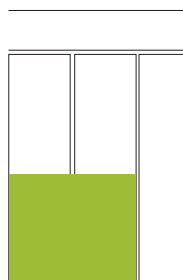
half page horizontal
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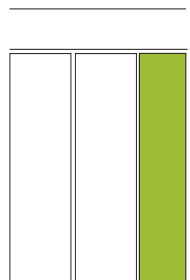
half page vertical
90mm wide x 270mm depth



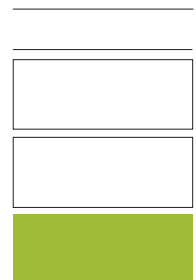
quarter page
90mm wide x 125mm depth



display double horizontal
136mm wide x 100mm depth



display panel ad
48mm wide x 225mm depth



display single horizontal
178mm wide x 70mm depth



The Art of Healing

advertising costs

print

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

	3 months (per issue)	6 months (per issue)	9 months (per issue)	12 months (per issue)
full page	\$2836	\$2411	\$2269	\$2127
half page horizontal	\$1344	\$1142	\$1075	\$1008
half page vertical	\$1344	\$1142	\$1075	\$1008
quarter page	\$622	\$529	\$498	\$467
display panel ad	\$597	\$508	\$478	\$448
display double horizontal	\$752	\$639	\$602	\$564
display single horizontal	\$689	\$586	\$551	\$517



The Art of Healing

advertising deadlines

dates

	issue	booking deadline	material deadline	publication date
<p style="text-align: center;">!</p> <p>To confirm your booking, an Advertising Order Form must be completed, signed, and returned by email OR mail</p>	vol 2, issue 55	18 mar	25 mar	jun/aug
	vol 3, issue 56	17 jun	24 jun	sep/nov
	vol 4, issue 57	16 sep	23 sep	dec/feb
	vol 1, issue 58	16 dec	23 dec	mar/may

terms & conditions

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 \$75 per advertisement applies for the creation of new artwork



The Art of Healing

online

web, e-newsletters,
social media

web

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.





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



The Art of Healing

testimonials

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

Catherine is a passionate collector and disseminator of excellent and ground-breaking research into health, healing and wellbeing. She attends many conferences to ensure that she is at the forefront of being able to offer her readers the most credible and inspiring information. I have known Catherine for many years and can attest to her enthusiasm, her compassion and her genuine interest in her area of expertise.

Petrea King
Founder and CEO, Quest for Life
Foundation, Resilience Training,
Media Commentator & Author

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