



# innerSelf

Awakening ♦ Health & Wellbeing ♦ Wholistic Living

Our goal is to awaken one community at a time...

## Circulation & Readership\*

CIRCULATION: 100,000

READERSHIP: 297,000\*\*

FEMALES: 86%

TERTIARY EDUCATED: 62%

POST GRADUATED: 22%

AVERAGE AGE: 38

AVERAGE INCOME: \$ 43,000

## Target Market\*

41% have attended a workshop/training/course in the last year

76% take vitamins/supplements regularly

69% use natural skin care/beauty products

64% eat organic food

69% are environmentally friendly

87% have visited a complementary health care practitioner in the last year

58% have complementary healthcare

## Loyal Readers\*

88% of readers read every issue

They read each edition for 2 hours and 10 minutes on average

79% of readers have been reading innerSelf for over 2 years

\* Readership Survey 2008

\*\* According to Readership Surveys, 2.97 people read each issue of InnerSelf



## InnerSelf Goes National with 297,000 readers across Australia

Welcome to InnerSelf holistic living newspaper, a FREE publication which is the Australian resource guide for information about health & wellbeing, personal growth, and spirituality, with information to empower positive choices for the personal and social environment.

We have two separate editions of InnerSelf. An **SA edition** and an **East/West edition** (covering VIC, TAS, NSW, ACT, QLD, NT and WA) with a total combined readership of 297,000 readers across Australia.

And naturally if you take an ad with us, your ad will still also appear in our web versions of InnerSelf **at no extra cost.**

Free copies of InnerSelf are circulated at over **2,000 public distribution points** such as health food stores, bookshops, new age retailers, alternative health clinics, organic outlets, healing centres and body-mind-spirit festivals as well as libraries, community centres, week end markets, fitness centres, and coffee shops. It's extremely popular with distributors reporting them "walking out the door" with many of our larger distributors being restocked monthly.

"The conscious living revolution we saw emerging years ago when we first started publishing Golden Age in 1988, Woman Spirit in 1994 and Health & Wellbeing in 1996, is now in full swing", say the publishers Leo Drioli and Enza Vita. "It is propelled by the kind of people who read our paper and visit our website. Sharing the good news is both fun and rewarding. We love what we do.

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**For rates, features and specials in our next issue, call us on 1800 451 317 or 08 8396 6752**

**or email your contact details to [innerself@netSPACE.net.au](mailto:innerself@netSPACE.net.au)**

**72%**  
of our readers  
have used services  
found in InnerSelf

## Our Readers

Just when I thought your newspaper couldn't get any better...you all out did yourselves with this issue on the *Feminine Face of Awakening*. The writer and the teachers she interview are delving deeper into the mysteries revealing the significance of the ancient teachings in our daily lives. Please continue to go deeper.

— P.M., Surry Hills, NSW

I can't wait for each InnerSelf. You give me so many things to think about and help me merge my working life with my spiritual one. Please don't ever stop.

— J.H., Chatswood, NSW

Now I want to say thank you to the Editors, for your wonderful work and for your generosity to share all the information with us. I feel totally blessed. ... I also would like to thank you, all staff members, for creating such a wonderful newspaper. All the best to each of you.

— G.R., Mt Gravatt, QLD

I am a 74-year-old woman, who mostly stays at home with my animals and garden. I have two grandchildren and often tell them of the blessings of the trees, the earth, the rain, the rocks, the mountains, that all are living, and they all seem to understand. Perhaps it is our young people whose hearts will return the human race to love, wisdom, and the saving grace. I am heartfelt thankful for the wisdom and love you are bringing to the world. Thank you in love and understanding.

— T.D., Neutral Bay, NSW