



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 Now National with 297,000 readers across Australia

Welcome to InnerSelf wholistic living newspaper, a FREE publication which is the Australian resource guide on 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. Our goal is to awaken one community at a time..."

**For more information call us on 1800 451 317
or 08 8396 6752**

**www.innerself.com.au or email
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 interviews 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 grand-children 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

why advertise in InnerSelf ?

How would it feel to reach a total readership of 297,000 conscious people predisposed to the ideas behind your personal growth or healthy living product or service? We are ready to go to work with you -and for you! We offer flexible cost-effective advertising options targeted to the customers you want to reach. We can assist you with your advertising program - locally, or nationally.

- Current readership conservatively estimated at more than 297,000.

- National circulation is 100,000.

- Over 2,000 well targeted network of outlets in all capital cities and some regional towns distribution locations, including health food stores, therapy centres, Mind-Body-Spirit retailers, practitioners rooms, universities and tertiary colleges, cafes, restaurants, independent cinemas, markets, libraries, chemists, community and recreation centres.

- The publishers and editors of InnerSelf, Leo Drioli and Enza Vita, have been publishing pioneers in the Body, Mind, Spirit field for over 20 years with titles such as *Golden Age*, *Woman Spirit and Health & Wellbeing* and are recognised as the authority in this field.

- An unbeatable 72% percent of our readers purchase products or services because they see an ad in *InnerSelf*.

We can help you **customize a marketing program** that fits your company's needs as you grow and mature.

We work with you to customize an advertising package that is perfect for your needs now and offers **flexibility** for the future.

If you're committed, health conscious, spiritually and environmentally aware and open to new ideas in natural medicine and holistic lifestyles., we want to work with you – and for you!



Our Advertisers Rave about their Sales Results

The loyalty and support of our advertisers over many years is the core of our success. Here is what some of them have to say:

**Michelle Stanton,
CEO, Zonehigh P/L**

Thank you so much for putting out the most profound spiritual newspaper in Australia.

I have been advertising with you on and off for about four years now, and every issue for the last year and a half and I wanted you to know that I have made a multiple return for my investment. From one person coming to my Breakfast from an ad in the InnerSelf newspaper 18 months ago, it has brought me more than 20 clients and has the potential to grow to more than a hundred. And that's only from one reader. It is difficult to count the exact number of clients InnerSelf has brought me but I know it is many more. And to put this into context, just one new client pays for my ad for the whole year. You can bet I'll be advertising with you for years to come.

What is interesting is that my target market are people in business and some may query the benefit in advertising in a spiritual newspaper. What I've found is that more and more people in business are interested in spirituality and are reading the InnerSelf magazine, even if it is not a topic openly talked about amongst business people. Business people say to me that they know my name, and don't know why and when I ask if they read the InnerSelf newspaper, they say yes... and discover that they saw my ad.

So thank you once again for helping me promote my business and attract new clients.

Warmest regards

*Michelle Stanton,
CEO, Zonehigh P/L*

**Christine Sinclair
Mother Earth's Healing**

I have been advertising with you for the past 17 months. It took about a year to be noticed but I am so pleased that I listened to my little voice and continued with InnerSelf this year.

The response has been great. With an influx of new clients I have had to make a big leap and open my doors to new facilitators and practitioners, just to meet the needs of those that have read the ad. It is a win/win energy for all... A simple ad with a great response. Thank you InnerSelf for your guidance and support.

*Christine Sinclair
Mother Earth's Healing Centre*

**Chris Udell,
Synergy Yoga and Pilates**

Please consider this letter as my personal recommendation to advertise in and support the InnerSelf team. This newspaper changes lives. Many of my clients have improved their lives as a direct result of reading InnerSelf. My deepest appreciation goes out to the editors and all of the IS staff for their level of integrity and their commitment to all-encompassing healing in our communities.

They also truly understand our marketing needs and unlike other advertising venues that I've tried, they're genuinely interested in our success, not just our dollars.

What better place to advertise than a publication geared toward like-minded people looking to live

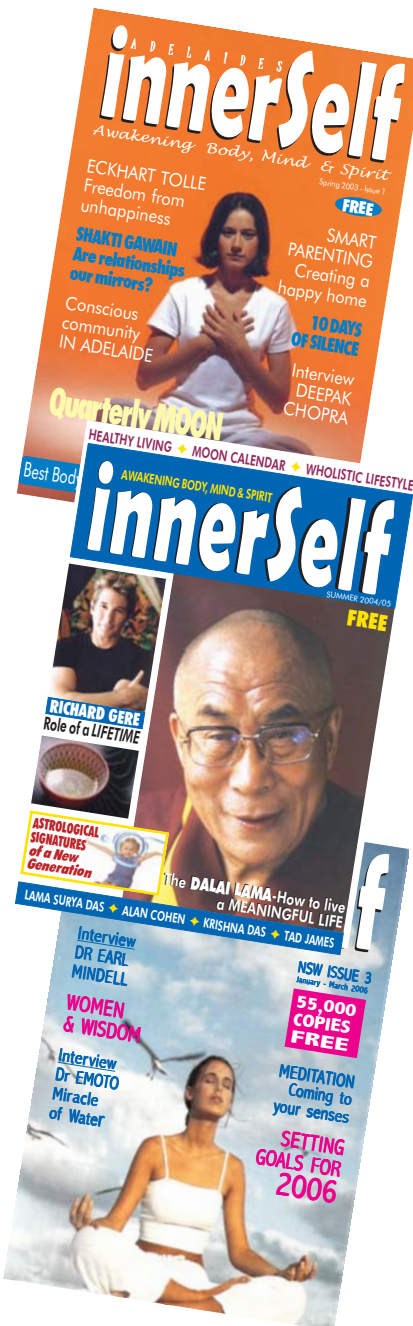
a healthier and more conscious lifestyle!

*Chris Udell
Yoga & meditation teacher
Synergy Yoga and Pilates*

**Jaan Jerabek
The Depression Solution**

I have been advertising with Inner Self for over 18 months now with good results. Since Inner Self has widened its distribution/went Australia wide/ whatever you guys did (as I am not actually clear on it), my inquiries have more than doubled. Inner Self are definitely shaping up to be one of Australia's main mediums to enable the general public to find out what is going on in the alternative sub-culture/community. I highly recommend advertising with them.

*Jaan Jerabek
The Depression Solution*



Features List for Issues 30 & 23

Features appearing in the next issue of the SA and the EAST/WEST editions of InnerSelf Newspaper (January - March 2010)



2012 - What These Renowned Experts Have to Say

Are we truly coming to the end of a cosmic cycle? Will there be an age of awakening, a new step in human evolution? In this article, the following renowned experts will discuss why many believe 2012 will mark an exciting era of dramatic change and powerful opportunity.

ECKHART TOLLE, best-selling author of *A New Earth* and *The Power of Now*

GREGG BRADDEN, best selling author of *Fractal Time*, *The God Code*, and *The Divine Matrix*.

JOSE ARGUELLES Ph.D. decoder of the ancient Mayan calendar system, initiator of Harmonic Convergence, and co-founder of Earth Day

SYLVIA BROWNE "America's #1 Psychic," an internationally known psychic and medium

BARBARA MARX HUBBARD, the highly regarded, world-class futurist and evolutionary visionary

JOHN MAJOR JENKINS, a pioneer of the 2012 movement and the author of nine books including *Mayan Cosmogogenesis 2012* and *The 2012 Story*

DANIEL PINCHBECK, author of several books including the best selling book *2012: The Return of Quetzalcoatl*

SRI BHAGAVAN (used to be called Kalki or Kalki Bhagavan by devotees) the founder of the *Golden Age Foundation in India* and Ananda Giri, one of the senior guides of the Oneness University

FRANK JOSEPH, author of several books including *Atlantis and 2012*, *The Destruction of Atlantis*, *The Lost Civilization of Lemuria*

CHRISTINE PAGE, M.D., author of 6 books, including *2012 and the Galactic Center* and *The Return of the Great Mother*

MEG BLACKBURN LOSEY Ph.D., is the author of 7 books including *The Mysteries of 2012*.

MASTER CHARLES, Meditation teacher and originator of the Synchronicity Experience

DR RICHARD FISHER, director of NASA's Heliophysics division

CLARA Y YATINI, of the National of Aeronautics and Space's (LAPAN) Solar and Space Division

PETER RUSSELL, scientist, and author of *The Mystery of 2012*

MENCHU TUM, Mayan Nobel Peace Prize winner *and more*



As the world continues to undergo massive change, women are coming to the fore in leading the way in their own field. To all original, wise, strong, passionate, and creative women out there, this is your chance to introduce yourselves and what you do for our readers.

Regular Features

SPIRITUALITY - Articles on spiritual issues and enlightenment

PERSONAL DEVELOPMENT - Articles on growth & development

RELATIONSHIPS - Articles on love, sex, intimacy and parenting issues

MONEY/SUCCESS - Articles on prosperity consciousness

HEALTHY LIVING - Health articles, yoga for health, latest health news, reviews of health products/services

FENG SHUI - Column on Feng Shui

ENERGETIC MEDICINE - Articles on healing with energy tools

PSYCHIC PAGES - Dreams, Numerology, Clairvoyants

MOON CALENDAR - Centre lift-out Moon Calendar

ASTROLOGY - Column on Astrological Forecasts, Predictions, the Future, Community

IN BRIEF - Reviews of new books, tapes, CDs & videos

READERS GIVEAWAYS - healthy, healing, useful, and amusing, gifts for our readers from our advertisers

HOLIDAYS WITH A DIFFERENCE - Reviews of affordable spiritual & adventure escapes. Travel and tourism information for overseas and local destinations.

KALEIDOSCOPE - News, people, products and services


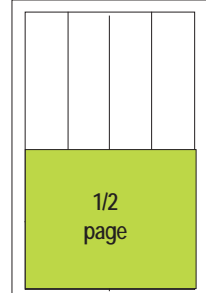
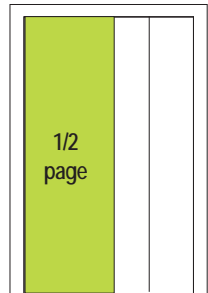
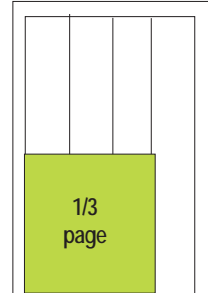
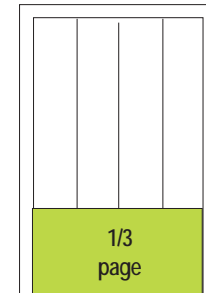
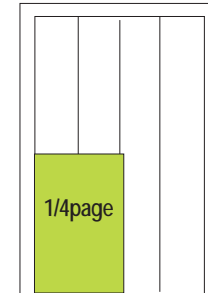
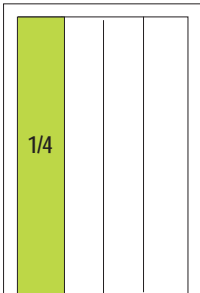
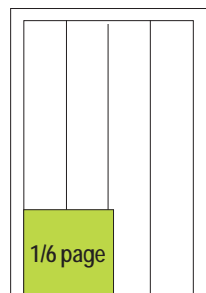
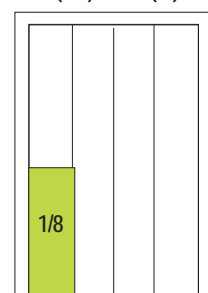
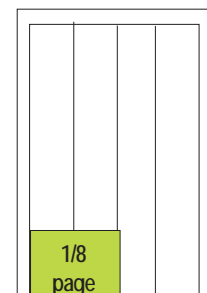
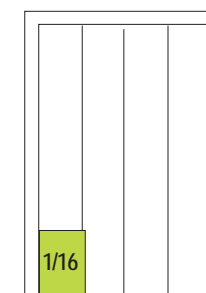
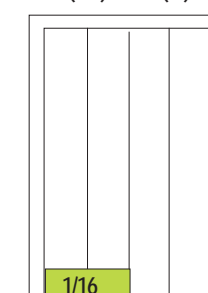
COURSES FOR THE SPIRIT - Courses and workshops

For more information call us on 1800 451 317 or 08 8396 6752
www.innerself.com.au or email innerself@netspace.net.au

2010 Sizes, Deadlines & Rates

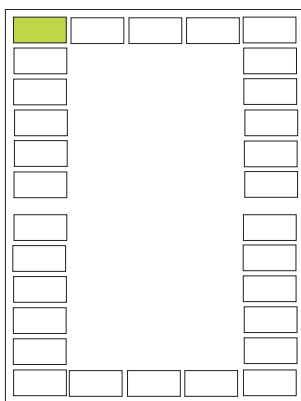
for the East/West Edition of InnerSelf (includes VIC, TAS, NSW, ACT, QLD, NT, WA) - Readership: 222,750

DISPLAY ADS (all rates include GST)

<p>\$1760 (bw) \$2200 (fc)</p>  <p>Full page</p> <p>↓ 38cm ↔ 26cm</p>	<p>\$1188 (bw) \$1628 (fc)</p>  <p>1/2 page</p> <p>↓ 18cm ↔ 26cm</p>	<p>\$1188 (bw) \$1628 (fc)</p>  <p>1/2 page</p> <p>↓ 38cm ↔ 12.5cm</p>	<p>\$836 (bw) 1166 (fc)</p>  <p>1/3 page</p> <p>↓ 18cm ↔ 19cm</p>	<p>\$836 (bw) 1166 (fc)</p>  <p>1/3 page</p> <p>↓ 12cm ↔ 26cm</p>	<p>\$594 (bw) \$814 (fc)</p>  <p>1/4 page</p> <p>↓ 18cm ↔ 12.5cm</p>
<p>\$594 (bw) \$814 (fc)</p>  <p>1/4</p> <p>↓ 38cm ↔ 6cm</p>	<p>\$462 (bw) \$638 (fc)</p>  <p>1/6 page</p> <p>↓ 12cm ↔ 12.5cm</p>	<p>\$341 (bw) \$473 (fc)</p>  <p>1/8</p> <p>↓ 18cm ↔ 6cm</p>	<p>\$341 (bw) \$473 (fc)</p>  <p>1/8 page</p> <p>↓ 8.5cm ↔ 12.5cm</p>	<p>\$231 (bw) \$319 (fc)</p>  <p>1/16</p> <p>↓ 7.8 cm ↔ 6cm</p>	<p>\$231 (bw) \$319 (fc)</p>  <p>1/16</p> <p>↓ 3.7 cm ↔ 12.5cm</p>

MOON CALENDAR

\$214.50 (fc)



↓ 4cm
↔ 7.5cm

A-Z RESOURCE GUIDE

Our A-Z RESOURCE GUIDE is a products and services directory listed in alphabetical order.

20 words for \$65
(\$3.30 every other word)
Colour photo/logo: \$40

**\$199 PREPAID
for 12 Months**

(For 20 words)

ADS SCHEDULE

ISSUE 22

(Oct - Dec 2010)

Booking Deadline - 13 Aug 2010

In Shops - 13 Sept 2010

ISSUE 23

(Jan - March 2011)

Booking Deadline - 12 Nov 2010

In Shops - 13 December 2010

ISSUE 24

(April - Jun 2011)

Booking Deadline - 19 Feb 2011

In Shops - 22 March 2011

ISSUE 25

(Jul - Sept 2011)

Booking Deadline - 14 May 2011

In Shops - 14 June 2011

WEB ADS

www.innerself.com.au

INNERSELF DIRECTORY

Basic Listing - FREE

(provides visitors with your company name, address, phone number and a sentence about what your business contributes)

Premium Listing

\$220 per year

(includes a Full Page Ad, Your Image Your Logo, 1,000 character business description Your Website, Address Email, Phone, Fax and more)

INNERSELF CALENDAR

The only DIY FREE nationwide calendar of events, our service to the Holistic Community

WEB BANNERS, ADS, ETC

Prices on application.

Covers

- Back Cover: \$2420
- Inside Front: 2350
- Inside Back: \$2300

Loadings for Special Position


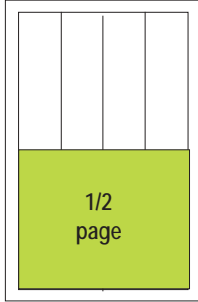
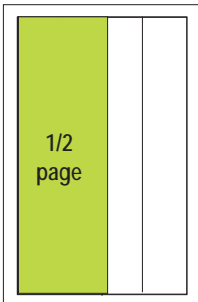
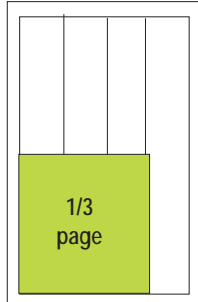
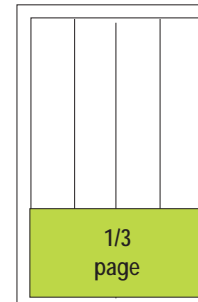
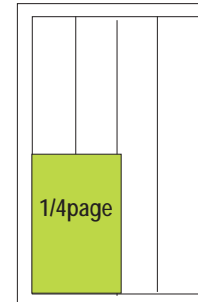
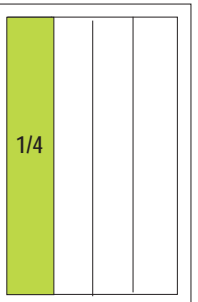
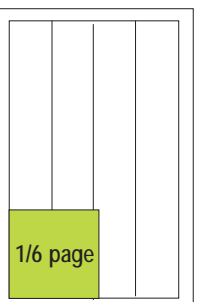
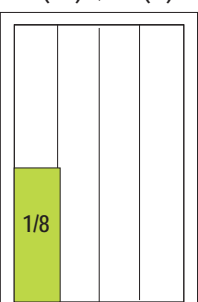
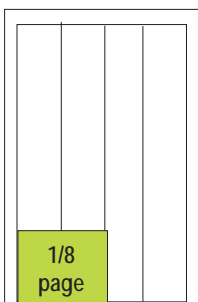
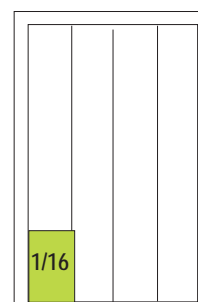
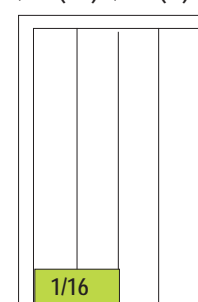
- Page 3 + 10% (min. 1/4 pg)
- Page 4 + 7%
- Page 5 + 5%
- Preferred position + 5%

Every ad in the printed paper will also appear in the web version of InnerSelf FREE

2010 Sizes, Deadlines & Rates

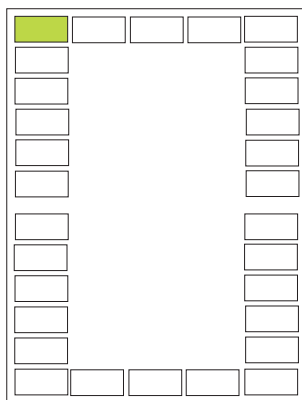
for the SA Edition of InnerSelf - Readership: 74,250

DISPLAY ADS (all rates include GST)

<p>\$1518 (bw) \$1947 (fc)</p>  <p>Full page</p> <p>↓ 38cm ↔ 26cm</p>	<p>\$869 (bw) \$1100 (fc)</p>  <p>1/2 page</p> <p>↓ 18cm ↔ 26cm</p>	<p>\$869 (bw) \$1100 (fc)</p>  <p>1/2 page</p> <p>↓ 38cm ↔ 12.5cm</p>	<p>\$704 (bw) 904 (fc)</p>  <p>1/3 page</p> <p>↓ 18cm ↔ 19cm</p>	<p>\$704 (bw) 904 (fc)</p>  <p>1/3 page</p> <p>↓ 12cm ↔ 26cm</p>	<p>\$528 (bw) \$671 (fc)</p>  <p>1/4 page</p> <p>↓ 18cm ↔ 12.5cm</p>
<p>\$528 (bw) \$671 (fc)</p>  <p>1/4</p> <p>↓ 38cm ↔ 6cm</p>	<p>\$429 (bw) \$550 (fc)</p>  <p>1/6 page</p> <p>↓ 12cm ↔ 12.5cm</p>	<p>\$330 (bw) \$429 (fc)</p>  <p>1/8</p> <p>↓ 18cm ↔ 6cm</p>	<p>\$330 (bw) \$429 (fc)</p>  <p>1/8 page</p> <p>↓ 8.5cm ↔ 12.5cm</p>	<p>\$231 (bw) \$297 (fc)</p>  <p>1/16</p> <p>↓ 7.8 cm ↔ 6cm</p>	<p>\$231 (bw) \$297 (fc)</p>  <p>1/16</p> <p>↓ 3.7 cm ↔ 12.5cm</p>

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(Oct - Dec 2010)

Booking Deadline - 13 Aug 2010

In Shops - 13 Sept 2010

ISSUE 30

(Jan - March 2011)

Booking Deadline - 12 Nov 2010

In Shops - 13 December 2010

ISSUE 31

(April - Jun 2011)

Booking Deadline - 19 Feb 2011

In Shops - 22 March 2011

ISSUE 32

(Jul - Sept 2010)

Booking Deadline - 14 May 2011

In Shops - 14 June 2011

WEB ADS

www.innerself.com.au

INNERSELF DIRECTORY

Basic Listing - FREE

(provides visitors with your company name, address, phone number and a sentence about what your business contributes)

Premium Listing

\$220 per year

(includes a Full Page Ad, Your Image Your Logo, 1,000 character business description Your Website, Address Email, Phone, Fax and more)

INNERSELF CALENDAR

The only DIY FREE nationwide calendar of events, our service to the Holistic Community

WEB BANNERS, ADS, ETC

Prices on application.

Covers

- Back Cover: \$2090
- Inside Front: 2035
- Inside Back: \$1980

Loadings for Special Position

Page 3 + 10% (min. 1/4 pg)
Page 4 + 7%

Page 5 + 5%
Preferred position + 5%

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