

Demographics

N*natural Awakenings* is a free healthy living magazine published monthly. As of September 1, 2003, *Natural Awakenings* is circulating 18,000 copies in the Greater Birmingham Area. Industry standards estimate that each magazine is read by 2.5 people with an extended readership of 55,000 people.



Some Publishers will tell you anything to get your hard earned advertising dollars. You want to be sure you are getting the circulation you are paying for. That's why *Natural Awakenings* has chosen to be audited by Circulation Verification Council, a national, independent newspaper and magazine auditing firm.

WHO READS *NATURAL AWAKENINGS*? Survey says...

55% of our readers' incomes exceed \$50,000 annually

36% of our readers' incomes exceed \$75,000

17% of our readers' incomes exceed \$100,000

59% of our readers are between the ages of 25-44

24% of our readers are between the ages of 45-54

14% of our readers are age 55 or older

80% of our readers frequently purchase products or services from ads seen in *Natural Awakenings*

77% of our readers are interested in buying vitamins, herbs or supplements

71% of our readers are interested in finding a new health care practitioner

70% of our readers are interested in buying Organic foods

66% of our readers are interested in getting massage, bodywork, reiki or similar services

39% of our readers are interested in planning a spiritual, holistic or health related travel vacation

34% of our readers are interested in purchasing natural personal or beauty products

Survey done by CVC Publication Audit & Marketing Service. They estimate that all the information has a accuracy level of +/-2.5%