

## Demographics

**N***atural Awakenings* is a free healthy living magazine published monthly. As of September 1, 2003, *Natural Awakenings* is circulating 13,000 copies in the Greater Huntsville Area. It is estimated that each magazine is read by 2.5 people with an extended readership of 32,500 people.

CIRCULATION AUDIT BY



**S**ome 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%