

# CONSCIOUS MAGAZINE

## 2016 Holiday Gift Guide

*empowering people everywhere to  
change the conversation*

### ABOUT US

[Conscious Magazine](#), a social good media company with a mission to empower people everywhere to *change the conversation*, was founded by two sisters, Elena Baxter and Rachael Baxter in New York City.

Conscious is a magazine that explores how innovative ideas and creative solutions are used to create impact around the globe. It is also a movement and a community with a strong human connection inspiring readers through powerful storytelling and beautiful design about what it means and what it takes to be a conversation starter.

Through narratives, interviews and collaborations with leaders, Conscious features global initiatives, entrepreneur/advocate stories, innovative ideas, and conscious culture (the arts, style, travel, food, and more). Conscious features its stories through a daily updated website and print/digital biannual magazine, which is distributed to subscribers in 25 countries and is sold in Barnes & Noble stores nationwide.

Conscious is based in New York City and holds an influential voice within the social good community locally and globally.

### HIGHLIGHTS

- Subscribers in 25 Countries
- Read by Over 1 Million People Worldwide
- Weekly Social Reach: 30,000 Individuals
- Print Sold in 300 Barnes & Noble Stores Nationwide
- Covered over 200+ Impact Events
- 1000+ Editorial Collaborators, Writers, Photographers and Illustrators
- 41K+ Twitter Followers
- 28k+ Facebook Fans
- 23K+ Instagram Followers

### DIGITAL GIFT GUIDE OPTIONS

(1) Featured in the 2016 Gift Guide, FREE

(2) Dedicated Social Media \$350  
Dedicated posts on Facebook, Instagram, LinkedIn, Google, Pinterest + 5 Tweets

(3) Dedicated Social (as mentioned above) and 1 Featured Spot The Weekly \$500

(4) Sponsored Story \$650  
Mention in The Weekly, Social Media for 1 Week  
Dedicated story about your brand

(5) Web Social Campaign in 2017 - Please inquire  
Offered to you at our 2016 Pricing

### ABOUT OUR READERSHIP

Conscious delivers content to a socially focused and culturally relevant audience mainly living in major cities. The audience is primarily well-educated women aged between 25-34 (28% Male and 72% Female). More information may be found in our [Media Kit](#).

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