CONSCIOUS

MAGAZINE

2018 SPONSORSHIPS

Collaboration • Powerful Storytelling

Community • Global Audience

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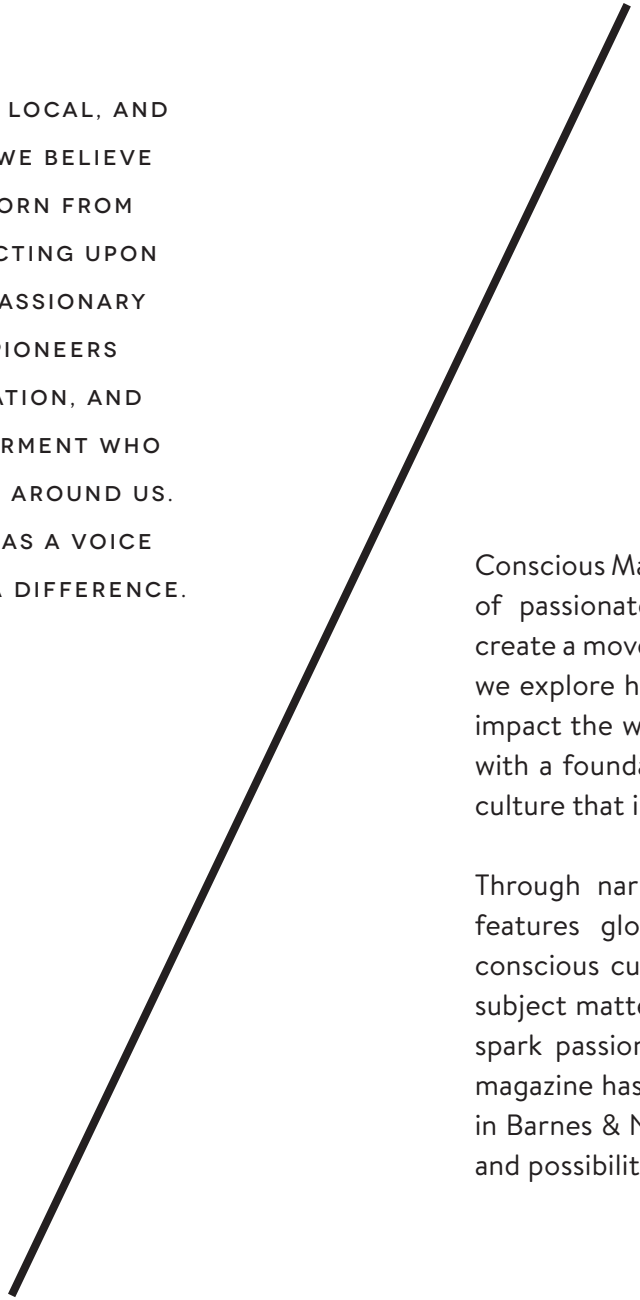
CINCY
IS FOR
DREAMERS
Written by Abigail Driscoll
HOW ONE CINCINNATI NATIVE TURNED HIS CREATIVE ENDEAVOR INTO A FULL TIME JOB
THE WORD-OF-MOUTH NETWORK IN CINCINNATI IS VERY STRONG AND BUYING LOCAL + SUPPORTING LOCAL BUSINESS IS A KEY FACTOR IN THE CONTINUED SUCCESS OF THIS RENAISSANCE.

Manifesto

WE CARE ABOUT GLOBAL, LOCAL, AND INDIVIDUAL CONCERNS. WE BELIEVE GREAT MOMENTS ARE BORN FROM ACKNOWLEDGING AND ACTING UPON OPPORTUNITY. WE ARE PASSIONARY AGENTS OF CHANGE, PIONEERS OF BENEVOLENT INNOVATION, AND INSTIGATORS OF EMPOWERMENT WHO SEEK THE GOOD OF THOSE AROUND US. WE BELIEVE EVERYONE HAS A VOICE AND THE POWER TO MAKE A DIFFERENCE.



ABOUT

Conscious Magazine is a revolutionary media outlet and a community of passionate individuals around the globeworking together to create a movement to change the conversation. Through Conscious, we explore how innovative ideas and creative solutions are used to impact the world. At the core of our mission is human connection, with a foundation built upon powerful storytelling, design, art and culture that inspire both action and unity.

Through narratives, interviews and social campaigns, Conscious features global initiatives, entrepreneur and advocate stories, conscious culture and more. Through editorial collaborations with subject matter experts and leaders, Conscious delivers stories that spark passion, educate and motivate. With six print editions, the magazine has distributed powerful media to over 25 countries, sold in Barnes & Noble stores nationwide, and provided stories of hope, and possibility to individuals across the world.

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GLOBAL 25 COUNTRIES

COMMUNITY
Community is everything. We stay engaged daily with our readers through social media and events.

SOLD IN **350** BARNES & NOBLE STORES NATIONWIDE

96,000 SOCIAL FOLLOWERS

REAL STORIES / REAL IMPACT
Conscious is a lifestyle-based print / digital magazine and daily updated website setting out to change the conversation through positive media and solutions journalism.

What makes Conscious different is its dedication to stories about culture, people, and community that make a difference. Through narratives, interviews, and collaborations, Conscious features social entrepreneurship, community development, innovation, global initiatives, and conscious culture. Conscious collaborates with leaders around the world to deliver stories that inspire, educate, and drive action. Because of its universal message, the print edition of Conscious is distributed to subscribers around the world.

1000 IN NETWORK

INFLUENTIAL LEADERS • ADVOCATES • NONPROFIT ORGANIZATIONS • SOCIAL ENTERPRISES • MEDIA PARTNERS • ECO AMBASSADORS • ACTIVISTS • INNOVATORS • CORPORATIONS • ENTREPRENEURS • AND MORE!

100,000 STORY SHARES IN 2017

STORYTELLING
Storytelling done creatively is the heart and culture of Conscious Magazine.

EDUCATION
Knowledge is power, and it is important we help our readers stay informed regarding local to global initiatives.

60 EDITORIAL COLLABORATORS

COLLABORATION
Collaboration is the backbone of what we do as we bring together people, ideas, and stories to create a ***movement***.

REACH

Conscious Magazine speaks to and engages with a growing community of conscious ambassadors, millennials, eco-businesses, social entrepreneurs, nonprofit founders, leaders, and change makers with a growing audience in New York City, Los Angeles, the UK, and Australia.

DAILY AVERAGE ENGAGEMENT

60k Audience Reach
5K Interactions

500+ Likes and comments
3.5k Interactions

30 Mentions
25 Favorited Tweets
50 Retweets

HIGHLIGHTS

Subscribers in 25 Countries
Read by Over 1 Million People Worldwide
Weekly social reach with an average 30,000 people
Sold in 350 Barnes & Noble Stores Nationwide

SOCIAL MEDIA

38,000 Twitter followers
29,000 Facebook fans
29,000 Instagram followers
10,000 newsletter subscribers
70,000+ posts with dedicated Instagram hashtag: #consciousculture

WEBSITE:

60,000 pageviews per month
45,000 unique visitors per month

PRINT DISTRIBUTION

20,000 (Collective)

NETWORK:

1000+ editorial partners, writers, photographers, and guest contributors from around the world.

CONSCIOUS COMMUNITY

COLLABORATIVE GROUPS

CONSCIOUS COLLECTIVE
A New York City based female run leadership group of 10-15 women in health, social justice, education, media and the arts.

EDITORIAL COLLABORATORS
Subject matter experts and leaders who publish a monthly column on topics ranging from education, equality, legal, urban innovation, leadership, fair trade, to sustainable fashion and more.

GUEST WRITERS
A team of 50+ writers who contribute stories from entrepreneurial how to articles to dedicated cause related awareness days and everyday conscious culture as a lifestyle.

COLLABORATIVE PARTNERS

100 CAMERAS
AKOLA PROJECT
ASHESI UNIVERSITY
BRING CHANGE 2 MIND
BYRNE DEAN FOUNDATION
CEO TRUST NETWORK
CHASE COMMUNITY GIVING
COLGATE UNIVERSITY
CREDIT SUISSE CSR
CRISIS TEXT LINE
DESIGN GOOD
ELLE COMMUNICATIONS
FEED PROJECTS
FARMLAND LP
GLENN CLOSE
GLOBAL POPULACE
GLASGOW UNIVERSITY
I'LL GO FIRST
IM'ME FOUNDATION
IMPACT NETWORK
JP MORGAN CHASE
KIND SNACKS
KROCHET KIDS, INTL.
KYLE KORVER
LA 2050
MANY HOPES
MELISSA JOY MANNING
MICHELLE PHAN'S
ICON NETWORK
MTV ACT
MUSKOKA FOUNDATION
ONE CAMPAIGN
ONE HOPE WINE
PATAGONIA
PENCILS OF PROMISE
PROJECT BOND
RESPECT YOUR STRUGGLE
REVOLVE
SEVENLY
SHINOLA
SHOP FREESTATE
SO WORTH LOVING
STORY
THE AUDUBON SOCIETY
THE HEART SERIES
THE LITTLE MARKET
THE STYLE LINE
THE YOUNG & BRAVE FOUNDATION
THIS BAR SAVES LIVES
THIS GOOD WORLD
TO WRITE LOVE ON HER ARMS
TRUE GOODS
TUMML
WATER COLLECTIVE
WATER.ORG
WIT ENTREPRENEURS
WORLD ADOPTION DAY
WUNDERKID ART
YOUNG MINDS ADVOCACY
ZOAN
AND MORE...

READER PROFILE

28% MALE

72% FEMALE

PRIMARY AUDIENCE

Well-educated women
Age 25-34
Houseold Income: $50K-$100K
57% college degree
73% without children

Our readers, collaborators, writers, photographers, features, and creatives are leaders in their **respective fields**:

ART AND DESIGN
AT-RISK YOUTH SERVICES
COMMUNITY DEVELOPMENT
EDUCATION
FAMILY CRISIS SERVICES
FARMING
FASHION EDUCATION
GLOBAL NONPROFIT WORK
HEALTH
INNOVATION
INTL. DEVELOPMENT
INTL. HIGHER EDUCATION
INTL. SCHOOL DEVELOPMENT
LEGAL
LIFE COACHING
MEDIA AND JOURNALISM
RETAIL AND BUSINESS
SOCIAL ENTERPRISE
SOCIAL ENTREPRENEURSHIP
URBAN INNOVATION

EVENTS

Holding an influential voice within the social good community and through conferences, panels, and magazine release parties, Conscious speaks to and engages with a growing community of magazine ambassadors, millennials, eco-businesses, social entrepreneurs, nonprofit founders, leaders, students, journalists, and change makers with a growing audience in New York City, Los Angeles, the UK, and Australia.

SEE
MIX
DRINK

PRINT

What makes each print edition unique is the conversations we initiate that challenge our readers to think and act forward, to pursue a legacy in the service of others, to be the people who enrich our communities today, and to make a commitment to work harder now towards a future we all hope for.

Each issue is a platform to learn from entrepreneurs, educators, social justice advocates, and leaders who are using innovative and creative solutions to make a difference locally and globally.

PRINT STORIES

The overarching theme of each Conscious print edition features stories of people, organizations and businesses that are joining forces to find solutions to the world's largest problems, who create innovative strategies to create jobs, stimulate the economy, fight poverty, provide educational opportunities, foster economic growth and entrepreneurship and more.

Each print issue is broken down into 3 main parts: Culture, People, and Community with 2-3 dedicated features:

CULTURE How music, art, literature, conversations and more continue to be the pulse and passion of life

PEOPLE Stories on individuals and community leaders making bold moves to make a better tomorrow

COMMUNITY Select stories on how collaborative efforts specifically benefit community

PHOTO JOURNALISM Photos that represent the needs surrounding a cause

MANIFESTO Individuals from around the world that represent the CONSCIOUS Manifesto

BEST OF CONSCIOUS CULTURE Lifestyle spread featuring locally made products/brands benefiting the community. A collection of CONSCIOUS' top picks of where to shop and eat, and what to do and see

CONSCIOUS PROJECT Solution based "call to action" on how CONSCIOUS readers can follow specific steps to invest in the future

ONLINE

Through narratives, interviews and collaborations with leaders, Conscious features global initiatives, entrepreneur/advocate stories, and conscious culture (the arts, style, travel, food, and more). Conscious features its stories through a daily updated website and social media.

ONLINE STORIES

Through narratives, interviews and social campaigns, Conscious features global initiatives, entrepreneur and advocate stories, and a variety of social good topics including but not limited to:

Adoption
Aritificial Intelligence
Books, Documentaries, and Podcasts
Bullying
Business and Entrepreneurship
Climate Change
Education
Environment
Equality
Fair Trade
Global Goals
Health
How To Articles for Social Entrepreneurs
Human Trafficking Awareness
Legal Advice
Mental Health
Nonprofit Features
Orphan Crisis
Self Care
Social Good Brand Highlights
Special Awareness Days
Sustainable Fashion
Travel
Water Crisis
Youth Advocacy
and more

2018 MEDIA RATES + OPPORTUNITIES

All of our Ad / Sponsor Opportunities are ideal for: Upcoming Events or Conferences •
New Campaigns or Launches • General Awareness of your organization • Volunteer Opportunities and more

	FEE	RUN TIME	SIZE/LOCATION	REACH
Sidebar Skyscraper	$500	1 Month	300 x 500 px (Random Exposure)	30K - 45K Monthly Visitors
Sidebar Box	$300	1 Month	300 x 300 px (Random Exposure)	20K - 35K Monthly Visitors
Sponsored Story + Social Media	$750	1 Article	Custom	400+ Shares
Social Media Posts	$500	1 Post on Facebook, Twitter, LinkedIn, Google+, Pinterest		400+ Shares
Web Social Campaign	$1,750	1 Month	(3) Stories Produced by CM Social Media Customized Sidebar Branding Homepage Sidebar Spot Newsletter Feature	1200+ Shares
Print Editorial	Please Inquire	3 Months Active Long-Term Digital Exposure Distributed Globally Featured at Events + Conferences	Placement Varies	Est Reach = 400K - 600K 4000+ Circulation Sold in Barnes & Noble Stores Nationwide
Event Sponsorship	Please Inquire			

WHAT OUR READERS SAY

Conscious Magazine is a fast growing NY-based company. I've been really impressed with them. - **DALE PARTRIDGE, AUTHOR, FOUNDER OF SEVENLY AND STARTUP CAMP**

It's refreshing to read about young people and companies that utilize their talents and passions in ways that create healthy change. The articles about the founders of the Krochet Kids and Sevenly were especially interesting! I think understanding how these causes and businesses came to be is important in inspiring others to action. **- JANINA MEYERCAMP**

Finally met the Conscious Magazine team in person, and I'm in love! This crew is truly amazing. Anyone who crosses their path is extremely lucky. - **AUSTIN ROBERTS , FOUNDER OF PLUM & PARCEL**

Thank you for igniting my heart again to help me find what truly matters. Thank you for giving me hope that there is more good than bad in this world. Thank you for helping me believe in myself as much as you do me. Thank you for showing me what it really means to give and to love with your whole heart. For everyday, I thank you for showing me a better way to live. - **LINDSAY COCO OF FASHION FIGHTS BACK**

I am passionate to see a magazine such as this one thrive in a society that is in need for new revelation and love! One that will raise awareness and hope. - **JENNIFER ESTRADA-FUENTES, TEACHER**

I am a big fan of Conscious Magazine. I admire your dedication to justice and determination to create social good through such a creative platform. It's very clear you've poured your heart and soul into Conscious Magazine - which is perhaps why it feels so warm and authentic amidst so much online clutter. - **RACHEL LATAITIS, ELEVATE AFRICA**

I was very excited to hear the work you are doing with Conscious Magazine. Being able to tell stories that would otherwise go untold is something that I believe is truly important and a necessity for the public in the twenty-first century. - **RYAN SULLIVAN, SETON HALL UNIVERSITY, CLASS OF 2016 SCHOOL OF DIPLOMACY & INTERNATIONAL RELATIONS**

FOUNDER BIOS

RACHAEL BAXTER
Editor-in-Chief

Craving a platform where she could tell the inspiring stories of true agents of change, and in doing so elevate the conscious culture conversation, Rachael Baxter co-founded CONSCIOUS Magazine with her sister, Elena Baxter.

As the magazine's Editor-in-Chief, Rachael develops stories featuring social entrepreneurs, community development, local to global initiatives, and more, and is constantly striving to capture the zeitgeist of the ever-evolving conscious culture movement. Her involvement has also provided the opportunity to interview leaders from around the world to mentoring young leaders like when she spoke on Social Good at Harvard's Igniting Innovation Summit, and on Leadership and Innovation at the UN International Youth Leaders Assembly.

Rachael has a passion for justice and so there are many causes she fights for: the orphan crisis, sex trafficking, lack of education, and more. Rachael is also a Crisis Textline Counselor, a counseling program created by DoSomething.org.

Watching Conscious Magazine grow from a vision into a global destination for curated conscious culture has been what she calls "both a thrilling and fulfilling experience." Ultimately, Rachael is on a mission to work alongside the next generation of storytellers and journalists who seek to change the world through media.

ELENA BAXTER
Managing Editor

Elena Baxter is an architect of change at her core. After a powerful revelation of recognizing a need for a higher standard of media, she co-founded Conscious Magazine with her sister, Rachael Baxter, thus leading a community to change the conversation, which quickly expanded into a global movement.

Before jumping into the world of social entrepreneurship and publishing, Elena began her professional career in New York City as a Media Coordinator on NBC Universal's America's Got Talent, as well as a Social Media Producer for MLB.com. Though she finds passion and motivation within the corporate sector, her greatest accomplishments lie in humanitarian service. Throughout the years, Elena has served as a mentor for youth, volunteered for homeless outreaches, assisted anti-trafficking organizations, supported various children's campaigns, participated in park cleanups, as well as committed herself to using her voice and platform for good.

As Managing Editor, Elena is constantly seeking to bring stories of impact to readers throughout the four corners of the earth. As a writer herself, she is most passionate about discussing issues surrounding human-trafficking. Elena has studied domestically in New York and abroad in England, which she credits to sparking her love of life, art and culture.

CHANGE THE CONVERSATION WITH US

Email: info@consciousmagazine.co / www.consciousmagazine.co / Twitter: cmagazine / Instagram: @cmagazine/ Facebook: Conscious Magazine

THE FOUNDERS

Craving a platform where they could tell the inspiring stories of true agents of change, and in doing so elevate the conscious culture conversation, sisters, Rachael Baxter and Elena Baxter co-founded Conscious Magazine. Together, they develop stories featuring social entrepreneurs, community development, local to global initiatives, and more, and are constantly striving to capture the zeitgeist of the ever-evolving conscious culture movement. Their involvement has also provided the opportunity to interview leaders from around the world to mentoring young leaders. Watching Conscious Magazine grow from a vision into a global destination for curated conscious culture has been what they call “both a thrilling and fulfilling experience".

Conscious has also been a journey of reflection and growth for both Rachael and Elena. Throughout their lives they heard time and again how beautiful, skinny and popular they needed to be from blaring headlines found on many magazine covers. Media had depicted the ideal woman based on her physical attributes, however, as agents of change, Rachael and Elena have made it their calling to feature men and women for their passion and dedication to humanity. The mission of Conscious started with a personal desire to change the conversation and become an outlet and alternative source to lower the volume of sensational media, and raise the volume of inspirational media. Through Conscious, they desire to be a source of truth and encouragement to all people. As second-generation female entrepreneurs, their major source of inspiration has been their mother who taught them to pursue their dreams and to always help others. Because they were fortunate to have strong female influences in their corner, they hope to also empower women and men to lend their intelligence, creativity, ability and voice to influence the world.

Today, the founders of Conscious Magazine invite you to embark on this journey and join the conscious community that is eager to change the conversation, and ultimately, the world.

CONSCIOUS
12
RESPONSIBLE CONSUMPTION AND PRODUCTION
ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS
02
ZERO HUNGER
END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE
WE HOLD THESE TRUTHS TO BE SELF-EVIDENT: THAT ALL MEN ARE CREATED EQUAL; THAT THEY ARE ENDOWED BY THEIR CREATOR WITH CERTAIN INALIENABLE RIGHTS; THAT AMONG THESE ARE LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS
— THOMAS JEFFERSON