

CONSCIOUS MAGAZINE

STOCKIST PROGRAM

SPRING / SUMMER 2015



Thank you for your interest in Conscious Magazine, a lifestyle based media company featuring stories about culture, people, and community that make a difference. Conscious is based in New York City and holds an influential voice within the social good community locally and globally. Conscious profiles socially innovative brands, entrepreneurs, and highlights conscious culture within the U.S. and around the world. Through multi-media channels, Conscious has a global reach through a print and digital magazine, daily updated website, mobile app, and online social community. The Conscious goal is to create a purposeful interaction for all involved. We look forward to collaborating with you.

Conscious Magazine Issue 03 retails for \$14 / **WHOLESALE PRICE** is \$8 per issue with a minimum of 10 issues
Conscious Magazine Issue 01 + 02 retail for \$10 / **WHOLESALE PRICE** is \$6 per issue with a minimum of 10 issues
Shipping + handling not included

READERSHIP AND REACH

Since launching in November 2013, Conscious Magazine has 2000 in circulation and is distributed throughout America, Canada, Australia, the United Kingdom, and more.

Conscious communicates with over 50,000 Twitter followers, 10,000 Facebook fans, 7,000 Instagram followers, and 3,500 newsletter subscribers.

The Conscious website has over 60,000 pageviews and 45,000 unique visitors per month, a figure that is growing on a daily basis.



DEMOGRAPHICS

Conscious Magazine speaks to and engages with a growing community of influencers, leaders, and world-changers. This community holds an ever-growing perspective to change and touch the world.

We deliver content to conscious, culturally relevant, and sociable audiences mainly living in major cities. Our audience is primarily well educated women aged between 25-34.

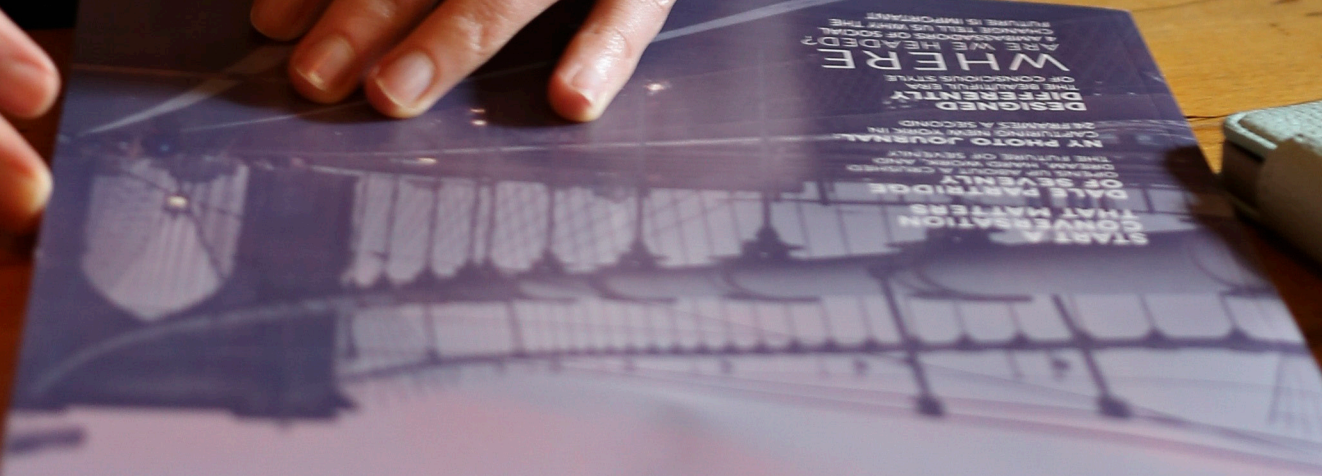
Conscious currently has a 28% male and 72% female readership. The median household income is \$50K - \$100K, 57% having a college degree, and 73% are adults without children.





CONSCIOUS

DAVID BYRNE & JAMES MURPHY



START A
CONVERSATION
THAT MATTERS
DATE FEBRUARY
OF SEVEN
DEAL UP ABOUT A COUNTRY
THE FUTURE OF SEVEN
NY PHOTO JOURNAL
DESIGNED
DIFFERENTLY
OF CONSCIOUS STYLE
ARE WE HEADED?
SPACE TELL US WHY
PLACES IS IMPORTANT

CONSCIOUS



MULTI-MEDIA STORYTELLING

Conscious Magazine is a culturally-based daily website, print and digital magazine, and mobile app. Through narratives, collaborations and interviews, the magazine profiles socially innovative brands, entrepreneurs, and highlights conscious culture.

Conscious Magazine has interviewed high-profile names including: Actress Glenn Close, NBA Athlete Kyle Korver, MTV President Stephen Friedman, and more.

Conscious Magazine has also attended high-profile events including: Mashable Social Good Summit, UN Social Innovation Summit, Women in World Conference, and The Feast Conference.

PRINT MAGAZINE

Through a FSC certified print edition, we provide social good and inspirational content through a timeless publication for those interested in making a lasting impact in their

WEBSITE PRESENCE

We are continually providing social good and inspiring content through a magazine style website.

MOBILE APP

Realizing that our audience is mobile, we created an app that optimizes our content for reading on iOS and Android devices.

HOSTED EVENTS

There is nothing like face-to-face interactions, which is why we share and create events for inspiration throughout New York City.

COMMUNITY

Through smaller, more intimate get-togethers, we encourage conscious conversations about real world issues to help promote awareness and making a difference.

SOCIAL MEDIA

Our social media networks provide daily inspiration through Facebook, Twitter, Instagram, and Pinterest.

CONFERENCES

We partner with major social good conferences to provide an exclusive inside look for our readers and meet amazing organizations along the way.

DISTRIBUTION

E-COMMERCE

If you would like to work with us by earning a 15% commission for every online sale, then we'd love to hear from you. We will work with you to integrate our product to be hosted within your online shop.

STOCKIST

We have a wholesale purchasing option, which provides a 40% discount with a minimum of 20 issues purchased. This will allow your storefront to feature our magazine and spread the good media throughout your city.

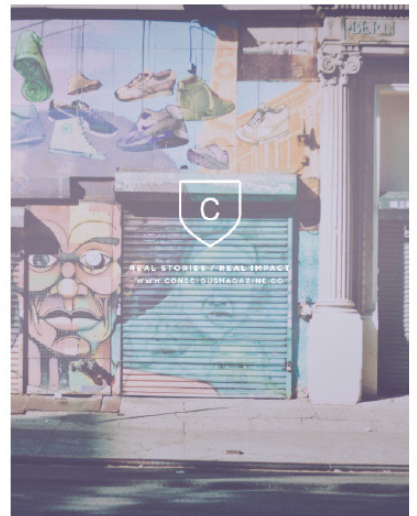
If interested in either option, please contact stock@consciousmagazine.co





WORLD / THE WATER

The World Water Project is a global effort to provide clean, safe drinking water to people in need. The project is led by the United Nations and includes a variety of programs and initiatives. The project is currently working on a number of projects in Africa, Asia, and Latin America. The project is currently working on a number of projects in Africa, Asia, and Latin America. The project is currently working on a number of projects in Africa, Asia, and Latin America.

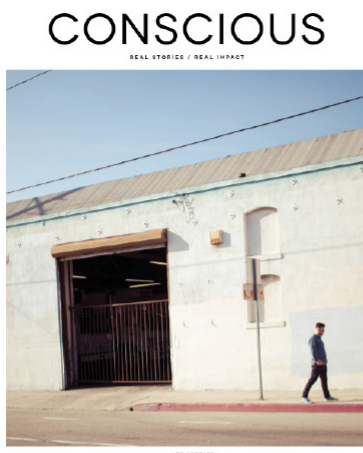


CONSCIOUS ISSUE 02

Issue 02 features 95+ pages of personal stories, narratives, and interviews about art, literature, people, places and more throughout California and around the world. Learn from entrepreneurs, educators, social justice advocates, and others who are taking simple ideas and finding new ways to make a difference locally and globally.

Made in the USA and FSC Certified (Forest Stewardship Council)
Free of advertising

Off-set printed, full color, and perfect bound



CHANGE THE CONVER- SATION

WWW.CONSCIOUSMAGAZINE.CO



PEOPLE

LAUREN SCRUGGS

After a life-altering experience where cancer brought her to the edge of death, Lauren Scruggs is now back to work, but she's changed. And she's not alone.

Lauren Scruggs is a woman who's been through a lot. She's been diagnosed with cancer, and she's been through a lot of other things. But she's not alone. She's got a lot of people who love her, and she's got a lot of people who are going through the same thing.

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By Richard Williams
Photography by Ben Davis

PEOPLE / JOURNALIST



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IMPACT PROFESSIONAL

A RISING STAR IN THE FIELD OF SOCIAL IMPACT, SHE'S CHANGING THE WAY WE THINK ABOUT BUSINESS AND SOCIETY.

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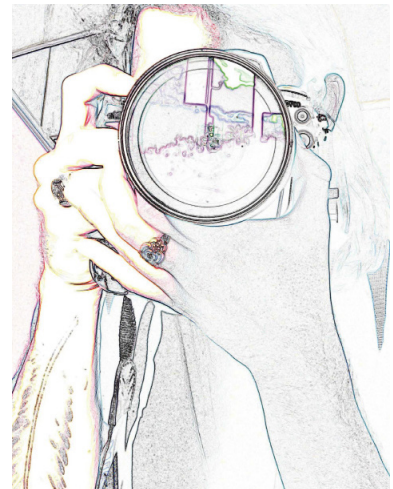
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REAL STORIES / REAL IMPACT



By Richard R. Rutter, Los Altos

While they represent leadership, boldness, bravery, creativity, heart, and much more, they are drawn by the challenge to see the world as it should be. They are the kind of people who want to live well and engage in dialogue that relates to the core of who they are.

This feature is both a celebration of their accomplishments and a guide to inspire each other to live out their lives and make a difference.



"Take Haiti, for example," he told me. "I've been involved in humanitarian work there for awhile now. People see pictures, and they think it's a hopeless situation... It's frustrating because while the circumstances are depressing, the people there shine. They are the best. I was telling a friend [who happens to be a filmmaker] about one of the kids there, and long story short, my friend ended up connecting her with one of the kids because even many Haitians have Facebook. So, I connected them, and they now speak on a virtual daily

Speaking to Flynn was creatively inspiring and awe-inspiring in equal parts, and the conversation cast the new cycle in a new light, or rather, a new eye. Relying on facts generally isn't effective when it comes to inciting action from the public or worthy causes, but empowering people to get involved in sustainable ways is something that can work. It relies on a growing sense of deeply networked relationships with the world at large that is simply part of life for Millennials; news isn't just print on a page or images on a screen, but a story unfolding all around us. www.r301.org

