

CONSCIOUS X YOU

ISSUE 04 SUPPORTERS



GLOBAL 19+
COUNTRIES

COMMUNITY

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

SOLD IN
350 BARNES &
NOBLE STORES
NATIONWIDE

48,000 TWITTER
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 2015

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.

50 EDITORIAL
COLLABORATORS

COLLABORATION

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

THE OPPORTUNITY

WATER COLLECTIVE

IT IS ESTIMATED THAT ALMOST 800 MILLION PEOPLE ON OUR PLANET LIVE WITHOUT SAFE DRINKING WATER

*By Sylvia Simon
Photography: By Water Collective*



SPONSOR ISSUE 04 OPPORTUNITIES



PRINT EDITORIAL \$2,500

WHAT

Custom Story Created for Print and Digital Versions

2 Page Fold with Content and Photography

BENEFITS

2000 Distributed Globally

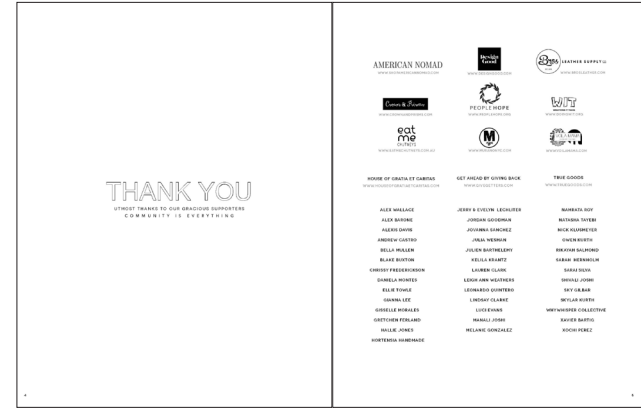
Sold in 350 Barnes & Noble Stores Nationwide

Featured at Events and Conferences

Featured story on consciousmagazine.co

Logo Featured on Print / Web Credits Pages (\$500 Value)

10 Gifted Copies



PRINT SUPPORTER \$150 - \$500

BENEFITS

2000+ Distributed Globally

Featured at Events and Conferences

Featured on the Print and Web Credits Page

WHAT	Name	Name + Website	Name, Website, Logo
FEE	\$150	\$250	\$500
GIFTED COPIES	1 Copy	2 Copies	5 Copies

*If interested in alternative ideas, please inquire about a customized package

READER PROFILE

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



28% MALE



72% FEMALE

PRIMARY AUDIENCE

Well-educated women

Age 25-34

Household Income: \$50K-\$100K

57% college degree

73% without children

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

THE COMMUNITY



COMMUNITY IS EVERYTHING

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, and the UK.

SOCIAL MEDIA

48,000 Twitter followers
11,000 Facebook fans
9,000 Instagram followers
3,500 newsletter subscribers

WEBSITE:

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

PRINT DISTRIBUTION: Circulated in the United States, Canada, the United Kingdom, Australia, Malaysia, Japan, Netherlands, and more. With the recent launch of the CONSCIOUS wholesale program, the print issues are currently stocked in stores in Los Angeles, San Diego, Oakland, Brooklyn, Manhattan, Hong Kong, and Switzerland.

THE NETWORK:

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

DAILY AVERAGE ENGAGEMENT



60K AUDIENCE REACH
5K INTERACTIONS



250 LIKES
AND COMMENTS
3.5K INTERACTIONS



30 MENTIONS
25 FAVORITED TWEETS
50 RETWEETS

OUR NETWORK

Collaborations are a core component of CONSCIOUS Magazine. By teaming up with like-minded brands together we highlight doing good around the world. Some of our 2014 /2015 partners include:

- Conscious x Harbr Co.
- Feature on Orange Harp Mobile App
- Feature on The Style Line
- Conscious x MTV Act Gift Guides
- Conscious x Artifact Uprising Giveaway
- Conscious x DreamlandNYC
- The Feast Monthly Dinners
- Center for Social Innovation Holiday Market
- Credit Suisse Fashion Sustainability Panel
- Feature in FIT's W27 Newspaper
- Stocked Conscious Magazine at the Conscious Commerce and Global Citizen Pop Up Shop during the Global Citizen Festival
- Krochet Kids, Intl. #KnowWhoMadeIt Campaign
- Conscious x Umano Giveaway
- Conscious x This Bar Instagram Feature
- Clinton Global Initiative Conference
- Social Innovation Summit at the UN
- The Feast Conference
- Speaking Engagement at International Youth Assembly Conference at the UN
- Conscious x MiLes Pop Up Shop
- Michelle Phan's ICON Network

MASSIVE REACH

Through partners such as these, whose reach is in the hundreds of thousands, collectively in 2014 we reached 2 million individuals.

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**

THE TEAM



PASSIONATE, AUTHENTIC CREW

“I need to do something. I can do something.” This is why CONSCIOUS exists, we hope our stories inspire impact despite our pasts, circumstances, and surroundings.

CONSCIOUS Magazine was founded by sisters, Rachael and Elena. Their passion for people and seeing them live out their potential in the service of others was the driving force behind the venture. They wanted to become a voice that inspired and empowered all generations.

The concept originated as a blog called Lifestyle + Charity. During that time, they discovered and met with a growing community of influencers, leaders, world-changers, social entrepreneurs, and those doing great things that not only serve their community, but also create real change in different parts of the world. After countless interactions, they learned that many of those making a difference have gone through a series of triumphs and challenges recognizing that the work they do is hard and requires passion, commitment, and purpose. They were inspired, and so they sought out to share their stories. They found themselves shifting their conversations to discussing the needs

of other cultures, learning about people from different communities, and getting excited about it.

Like many startups, they shared their vision with their closest friends, and invited them to join. In the first and second year, the idea became alive through a blog and events, and eventually, with the help of partners and readers, it transformed into a digital magazine featuring conscious culture from fashion, food, art, film, people, and more. At that time, they tagged themselves as “Your Source for Conscious Culture,” which was instrumental in their next step.

Just after the three year mark, and with the help of an expanded leadership team including Jon Lechliter, Sarah Stanton, and Garfield DeBarros, they relaunched the Lifestyle + Charity brand as CONSCIOUS Magazine with a focus on stories and conversations that talk about local and global concerns, as well as, continuing to be a source for conscious culture.

CHANGE THE CONVERSATION WITH US

Email: ads@consciousmagazine.co

WWW.CONSCIOUSMAGAZINE.CO

Twitter: [@cmagazine](https://twitter.com/cmagazine)

Instagram: [@cmagazine](https://www.instagram.com/cmagazine)

Facebook: [Conscious Magazine](https://www.facebook.com/ConsciousMagazine)