



CONSCIOUS

2020 Sponsorships

ABOUT

Conscious Magazine is a revolutionary media outlet empowering a community of social impact leaders and business professionals to change the conversation and inspire optimism, unity, and action.

Through narratives, interviews, and campaigns, Conscious explores innovative ideas and creative solutions used to impact the world featuring global initiatives, advocate stories, leadership, and professional and personal development. Through editorial collaborations with subject matter experts, Conscious delivers stories that spark passion, educate, and motivate. Through the production of six print editions, Conscious Magazine has been distributed to over twenty-five countries and sold in Barnes & Noble stores nationwide, providing stories of hope to individuals across the world.



REACH

GLOBAL

25 COUNTRIES

COMMUNITY

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

350 BARNES & NOBLE STORES

1000 IN NETWORK

17K TWITTER FOLLOWERS

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

29K FACEBOOK FOLLOWERS

200K STORY SHARES

2017-20

29K INSTAGRAM FOLLOWERS

STORYTELLING

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

600 LINKEDIN FOLLOWERS

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.

DAILY AVERAGE ENGAGEMENT



1k Audience Reach



500+ Likes and comments
8k Reach



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 of 30,000 impressions

Sold in 350 Barnes & Noble Stores Nationwide

SOCIAL MEDIA

17,000 Twitter followers

29,000 Facebook followers

29,000 Instagram followers

10,000 newsletter subscribers

110,000+ 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

Household 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

Conscious holds an influential voice within the social good community. 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.

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.

powerful voices



EMPOWERING PEOPLE EVERYWHERE
TO CHANGE THE CONVERSATION

Conscious is a magazine that explores how
creative solutions are used to create impact.
It is a movement and a community with
inspiring readers through powerful stories
about what it means and what it takes.

WWW.CONSCIOUSMAGAZINE.COM

PRINT STORIES

The overarching theme of each Conscious print edition features stories of people, organizations, and businesses that do the following:

- Find solutions to the world's most considerable problems
- Build innovative strategies to create jobs
- Stimulate the economy
- Fight poverty
- Provide educational opportunities
- Foster economic growth and entrepreneurship

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

ONLINE



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
- Artificial 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

2020 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
Magazine	Please Inquire	3 Months Active Long-Term Digital Exposure Distributed Globally Featured at Events + Conferences Est Reach = 400K - 600K		
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

THE FOUNDERS



Elena Baxter, Rachael Baxter

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, 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.