



Who is the Natural Awakenings Reader?

According to audits conducted by the CVC Verification Council, our readership is overwhelmingly female (70%), and:

- 67% purchase products or services from ads seen in Natural Awakenings.
- Over 51% have a household income of over \$50K.
- 72% are between the ages of 25-54.
- Natural Awakenings Magazine rated higher over TV, radio, internet and other print publications as the #1 source for health-related information.

Distribution: 23,000 copies at over 750 pickup locations in the following areas:

- Conroe
- Cleveland
- The Woodlands
- 1960 area
- Cypress
- Tomball
- Magnolia
- Kingwood
- Humble
- Atascosita
- Downtown
- Medical Center
- Montrose
- Mid-Town
- Rice Village
- West Houston
- Bellaire
- Memorial
- River Oaks
- The Heights
- Museum District
- Katy
- Stafford
- Sugar Land
- Missouri City
- Pasadena
- Clear Lake
- Friendswood
- Pearland
- Kemah
- Alvin
- Manvel
- Seabrook
- League City
- Texas City
- Chappell Hill - (limited)
- Brenham - (limited)
- Crosby - (limited)
- Beaumont - (limited)

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