mindful

→ MEDIA KIT 2024









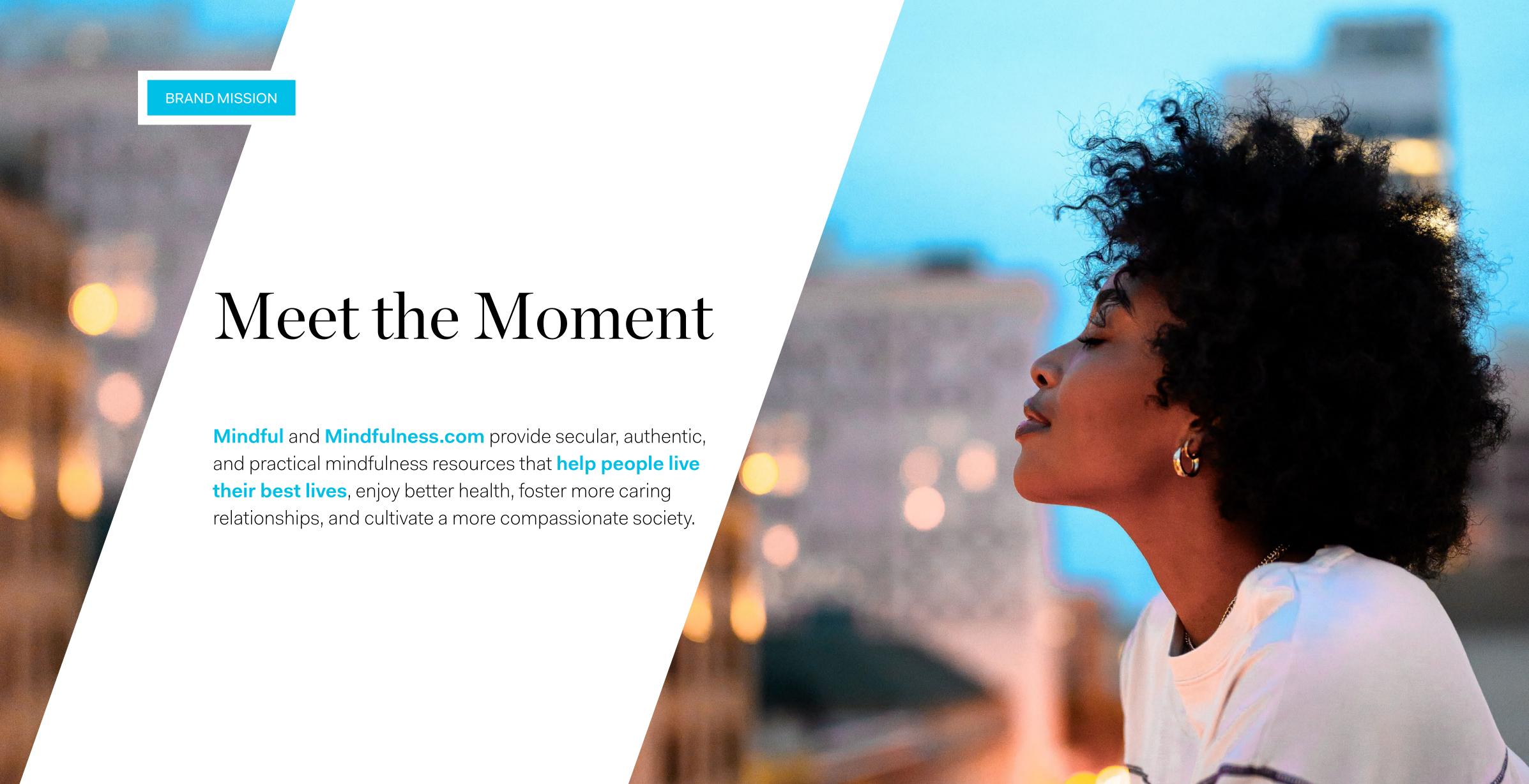


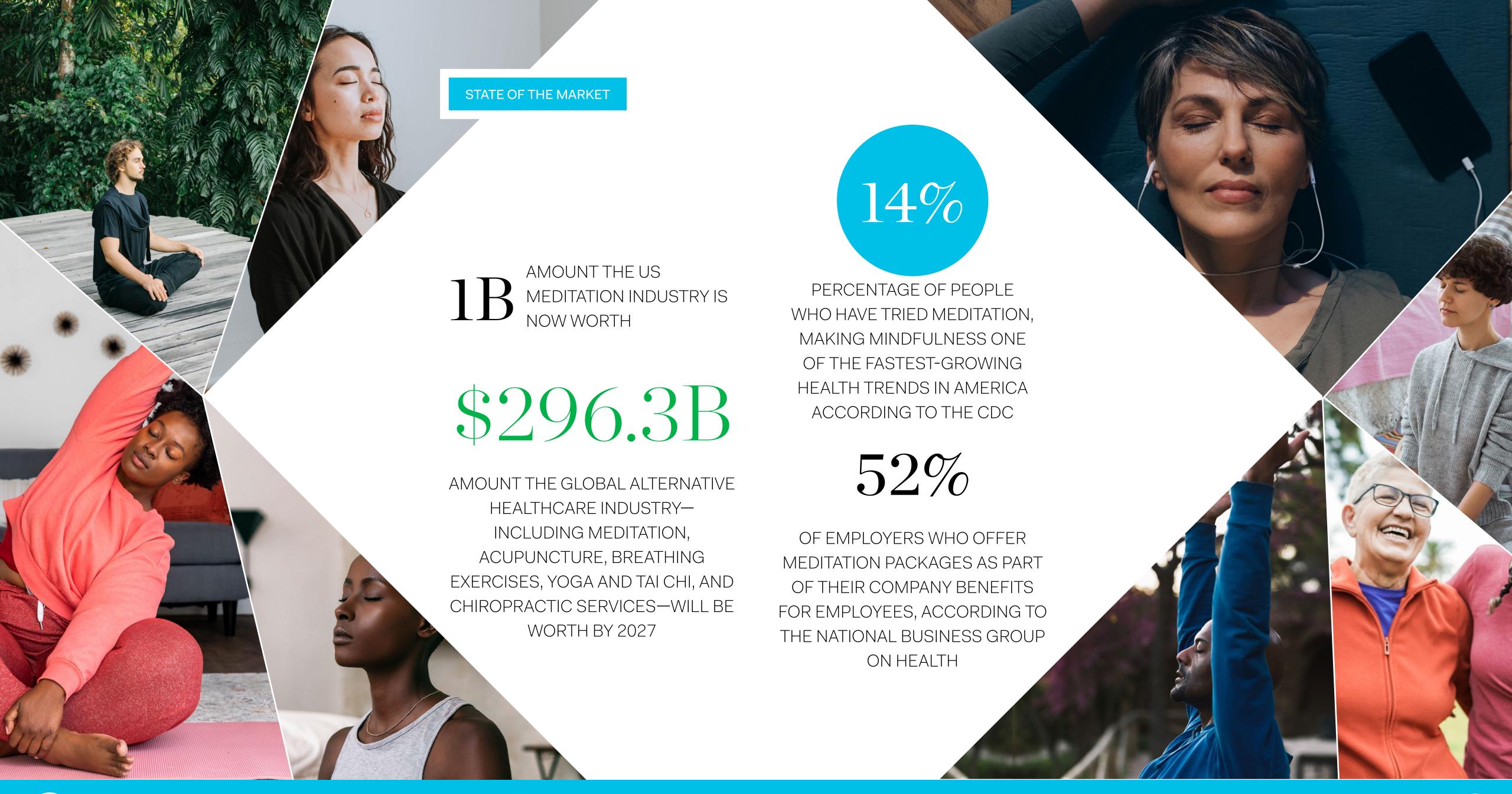
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Mindful readers are the natural leaders of their communities, and of

their peer sets. Against the background of great societal change—and increasing stress for many around the world—our readers actively seek out the best ideas, tools, and products that enable them to confidently manage through these difficult times, for themselves and those they love. As a result, others look to our readers as sources of advice and inspiration.



READER DEMOGRAPHICS

Median Age

\$100K Median HHI 86% College educated

24% Millennials

57% Married

24% Gen Z

37% Kids in HH

80%
Exercise at least three times a week

68%
Travel at least twice a year

48%
Travel for Professional
Development

50%Meditate Daily





MINDFUL AUDIENCE STATS

TOTAL AUDIENCE

8.2 million

MINDFUL.ORG

5.5 million* 1 million*

MINDFUL AT WORK

20k

SOCIAL FOLLOWERS

MINDFUL MEDITATION PODCAST

1 million*

MINDFUL NARRATIVE PODCASTS

200k

MINDFUL EVENTS

242k

MINDFUL NEWSLETTERS

256k

*unique users per platform/channel over the last 365 days



TOTAL AUDIENCE

million

MINDFULNESS.COM

1.4 million*

SOCIAL FOLLOWERS

25k

12k

APP SUBSCRIBERS

MINDFULNESS.COM NEWSLETTERS

358k

*unique users per platform/channel over the last 365 days

MINDFUL CROSS CHANNEL SCALE







MINDFUL **AT WORK**



MINDFUL & MINDFULNESS.COM **SOCIAL MEDIA**

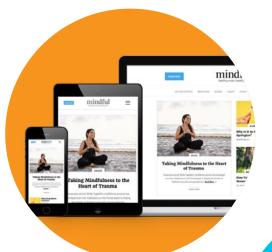






NEWSLETTERS

MINDFULNESS.COM through connection.





MINDFUL CUSTOM CONTENT



MINDFUL **MEMBERSHIP**



We build trust

MINDFUL **COURSES**



MINDFUL **SPECIAL EDITIONS**



MINDFUL EVENTS

MINDFULNESS.COM APP

A YEAR OF MINDFUL

Mindful and Mindfulness.com are the heart of the mindfulness movement.

JANUARY

New Year, Same You

Sub-Themes: self-compassion, intention-setting, goals, mindful habit change, self-reflection

FEBRUARY

Relationships (to Yourself and Others)

Sub-Themes: romantic relationships, friendship, community, mindful communication, interconnection, compassion

MARCH

Refresh and Renew

Sub-Themes: beginner's mind, healthy habits, deepen your practice

APRIL

Stress Less

Sub-Themes: quick and easy mindfulness resources, breath work, burnout, mindfulness at work, mindful leadership

MAY

Resilience

Sub-Themes: post-traumatic growth, healing, self-compassion, 'you're not your thoughts'

JUNE

Mindful Movement

Sub-Themes: yoga, mind-body connection

JULY

Happiness

Sub-Themes: contentment, fulfillment,

passion, purpose

AUGUST

Self-Care

Sub-Themes: neurodivergence, ritual and routine, mindful eating

SEPTEMBER

Focus

Sub-Themes: mindful leadership, mindfulness in schools, the systems we live in, growth, how to begin a mindfulness practice

OCTOBER

Curiosity and Awe

Sub-Themes: awe, nature meditation, environment, beginner's mind, perspectiveshift, openness

NOVEMBER

Gratitude/Holidays

Sub-Themes: community and family relationships, mindful communication, mindful buying and giving, joy, happiness, forgiveness, the power of gratitude

DECEMBER

Gratitude/Holidays

Sub-Themes: community and family relationships, mindful communication, mindful buying and giving, joy, happiness, forgiveness, the power of gratitude

Note: This document is for planning purposes only and is subject to change.









NEWSLETTERS

We reach 614K+ people every week.

Weekly Wakeup

Every Monday, we start the week with opportunities to practice, featuring tips and tools from world-renowned mindfulness teachers.

Top Stories

A review of the most recent top-performing articles, meditations, and practices featured on mindful.org

Mindfulness Monthly Digest

We end each month with a recap of what was new and loved on the Mindfulness.com app. We highlight new features, content, and the month's most popular content.

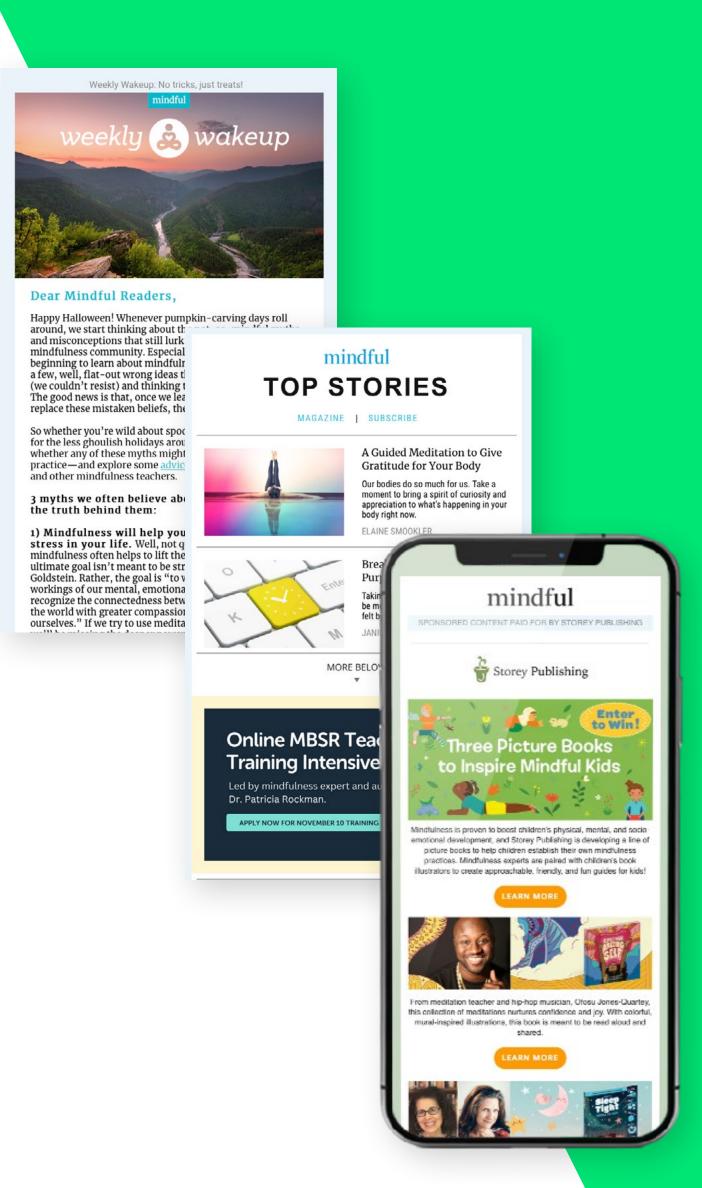
Mindfulness Content Newsletter

Every two weeks, we offer a deep dive into a specific topic with a brief intro and unlocked content that aligns with the theme. Topics have included: self-compassion, daily gratitude, training the brain for awareness, and more.

Sponsored Emails

(Mindful and Mindfulness.com)

Reach a highly engaged and mindful audience through our Sponsored Email feature. Promote your content, products, or services directly to our subscribers' inboxes on both platforms. Choose from sending messages to specific segments or the entire mailing list. Benefit from our dedicated readership and increase your brand's visibility.



We partner with brands people can trust.

















































































































Mindful and Mindfulness.com
present a tailored, scalable wellbeing solution. Our approach fosters
a culture of creativity, skillful candor,
and collaboration. The Mindful
at Work program seamlessly
integrates mindfulness into daily
routines, enhancing well-being and
productivity.

Choose from our offerings designed to fit your specific needs and budget, focusing on:

- Group access to Mindful.org
 content at advantageous
 corporate rates
- Courses available with exclusive group pricing
- Access to the Mindfulness.com app and site, all conveniently priced for bulk utilization
- ► Engaging speaking sessions on authenticity, boundaries, and more
- Access to exclusive events
- **▶** Custom Newsletters
- Extensive content licensing





7,000+ articles



30+ multi-hour online courses



350+ videos

To learn more about these offerings **click here** to view our Mindful at Work deck or email advertising@mindful.org.

RATE CARD

WEBSITE DISPLAY M.ORG

Banners

- 1 month rotation free \$1,750
- 1 month rotation \$1,000 (max two ads per slot)

NEWSLETTER M.ORG

Rate Base 256,000

- **Sponsored Email** \$125 CPM (Pricing starts at 20,000 names)
- Sponsored Content Post \$10 CPM
- Banner AD \$6 CPM

NEWSLETTER M.COM

Rate Base 358,000

- **Sponsored Email** \$75 CPM (Pricing starts at 26,667 names)
- Sponsored Content Post \$5 CPM
- **Banner AD** \$3.50 CPM

IN-APP AD BANNERS

- Feature Card \$700
- Intercom Carousel \$500 (need to confirm how many advertisers can be in this slot)
- Monthly placement

THEMED GUIDES

• Speak to representatives for pricing on upcoming themed guides.

PODCAST SPONSORSHIP

Rate Base 110,000+

30 Second Pre-Roll Ad \$20 CPM - 1 month sponsorship

 Included accompanying companion banner on M.org for duration of sponsorship

EVENT SPONSORSHIP

- Tiers ranging from \$5,000 \$25,000 (Depending on event)
- Speak to representatives for upcoming events and sponsorship opportunities.

CUSTOM CONTENT

Sponsored Articles on M.org

Starts at \$2,500

Mini Newsletter Series

• Starts at \$3,500

Native Units

• \$2,500 per month

Course Hosting

- Course Hosting with Mindful Courses: \$500 application/install fee plus 50% revenue share. Min 1 year with renewable opp.
- White Label Course Hosting with Mindful Courses: Speak to representatives for pricing.

Collaborative Email Series Giveaway

Speak to representatives for pricing

Mindful Custom Content Package

• Starts at \$10,000

SOCIAL MEDIA

Instagram Story

Speak to representative for pricing

Instagram Reel Storytelling

Speak to representative for pricing

Instagram Collaborative Giveaway

Speak to representative for pricing

Facebook In-Feed Sponsored Content

• Speak to representative for pricing

LinkedIn Sponsored Content

Speak to representative for pricing

Sponsored Tweets

Speak to representative for pricing

Please note: minimum advertising investment is \$2,500. We do not allow networks, resellers, text links, or CPA/PC pricing.

SPECS



View the complete spec deck here.

Start your Mindful partnership today.



Chelsea Arsenault ADVERTISING DIRECTOR

Born and raised in Florida, Chelsea began her career in the fast-paced industry of entertainment with companies like Universal Studios, Disney, Norwegian Cruise Line, Royal Caribbean, DreamWorks, and Nickelodeon. Having the opportunity to travel the world with her career, as of 2017 she is an American transplant in Halifax. She is the backbone of all things advertising at Mindful, where she lets her creativity and out-of-the-box thinking take on new heights.

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