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Meet the Moment

Mindful and Mindfulness.com provide secular, authentic, and practical mindfulness resources that help people live their best lives, enjoy better health, foster more caring relationships, and cultivate a more compassionate society.
AMOUNT THE US MEDITATION INDUSTRY IS NOW WORTH

$296.3B

AMOUNT THE GLOBAL ALTERNATIVE HEALTHCARE INDUSTRY—INCLUDING MEDITATION, ACUPUNCTURE, BREATHING EXERCISES, YOGA AND TAI CHI, AND CHIROPRACTIC SERVICES—WILL BE WORTH BY 2027

1B

PERCENTAGE OF PEOPLE WHO HAVE TRIED MEDITATION, MAKING MINDFULNESS ONE OF THE FASTEST-GROWING HEALTH TRENDS IN AMERICA ACCORDING TO THE CDC

14%

OF EMPLOYERS WHO OFFER MEDITATION PACKAGES AS PART OF THEIR COMPANY BENEFITS FOR EMPLOYEES, ACCORDING TO THE NATIONAL BUSINESS GROUP ON HEALTH

52%
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

- **49** 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

For more information: email advertising@mindful.org
MINDFUL AUDIENCE STATS

MINDFUL.ORG
5.5 million*

MINDFUL AT WORK
20k

SOCIAL FOLLOWERS
1 million*

MINDFUL MEDITATION PODCAST
1 million*

MINDFUL EVENTS
242k

MINDFUL NARRATIVE PODCASTS
200k

MINDFUL NEWSLETTERS
256k

TOTAL AUDIENCE
8.2 million

*unique users per platform/channel over the last 365 days
MINDFULNESS.COM AUDIENCE STATS

TOTAL AUDIENCE
1.4 million

MINDFULNESS.COM
1.4 million*

SOCIAL FOLLOWERS
25k

APP SUBSCRIBERS
12k

MINDFULNESS.COM NEWSLETTERS
358k

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

For more information: email advertising@mindful.org
We build trust through connection.
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, perspective-shift, 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.
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.
PARTNERSHIPS

We partner with brands people can trust.

For more information: EMAIL advertising@mindful.org
A better way to work

Mindful and Mindfulness.com present a tailored, scalable well-being 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

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

**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.
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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