HEALING LIFESTYLES

ELUXE MAGAZINE

Mindful Media Communications Group

MEDIA KIT 2017

In September of 2016, **HEALING LIFESTYLES & SPAS** and **ELUXE MAGAZINE** merged to form the Mindful Media Communications Group

Healing Lifestyles is a long-time media leader in the wellness industry, giving inspiration and tools to lead the authentic 'healing lifestyle' through the mantra:

LIVE MINDFULLY - EAT JOYFULLY - SPA CONSCIOUSLY

Eluxe Magazine is the world's first online-sustainable-luxury-fashion and lifestyle publication.

OUR MISSION

We lead a determined and creative campaign to help our readers live more mindfully by becoming more savvy consumers. We co-create solutions that connect your brand to both our segmented and combined hip, holistic and high-end audiences to deliver a tightly focused, highly relevant message.

SHE...

IS AUTHENTIC AND INSPIRED

IS A SPA-GOER TO FEED HER WELLNESS APPETITE

IS A PURSUER OF A HIGHER QUALITY OF LIFE

SEEKER OF INNOVATION AND NEW EXPERIENCES

IS HIP, HOLISTIC AND ACTIVE

EMBRACES HER SPIRITUALITY

STRIVES TO BALANCE WORK AND PLAY

THINKS GLOBALLY AND ACTS LOCALLY

IS INGREDIENT-CONSCIOUS AND SHOPS ONLINE

TRAVELS TO FEED HER SOUL

LOOKS TO THE EARTH TO SEEK HER REMEDIES

FINDS INNER BALANCE THROUGH HER WELLNESS RITUALS

UTILIZES PRACTICES AND PRODUCTS TO ENHANCE HER WELL-BEING

MORE ABOUT HEALING LIFESTYLES VIEWERS

95%
FEMALE

89%
ATTENDED COLLEGE OR GRADUATE SCHOOL

98%
CHOOSE ORGANIC WHEN POSSIBLE

94%
TAKE SUPPLEMENTS

94%
CONSIDER THEMSELVES AN INGREDIENT-CONSCIOUS SHOPPER

95%
RECYCLE

75%
VISIT SPAS 1-3X A YEAR

- **13%** 4-6X
- **11%** MORE THAN 6X

80%
EXERCISE WEEKLY

92%
INTERESTED IN WELLNESS TRAVEL

89%
BOOK TRAVEL ONLINE

78%
SHOP SUSTAINABLE FASHION

VISIT HEALING LIFESTYLES FOR:

85%
WELLNESS

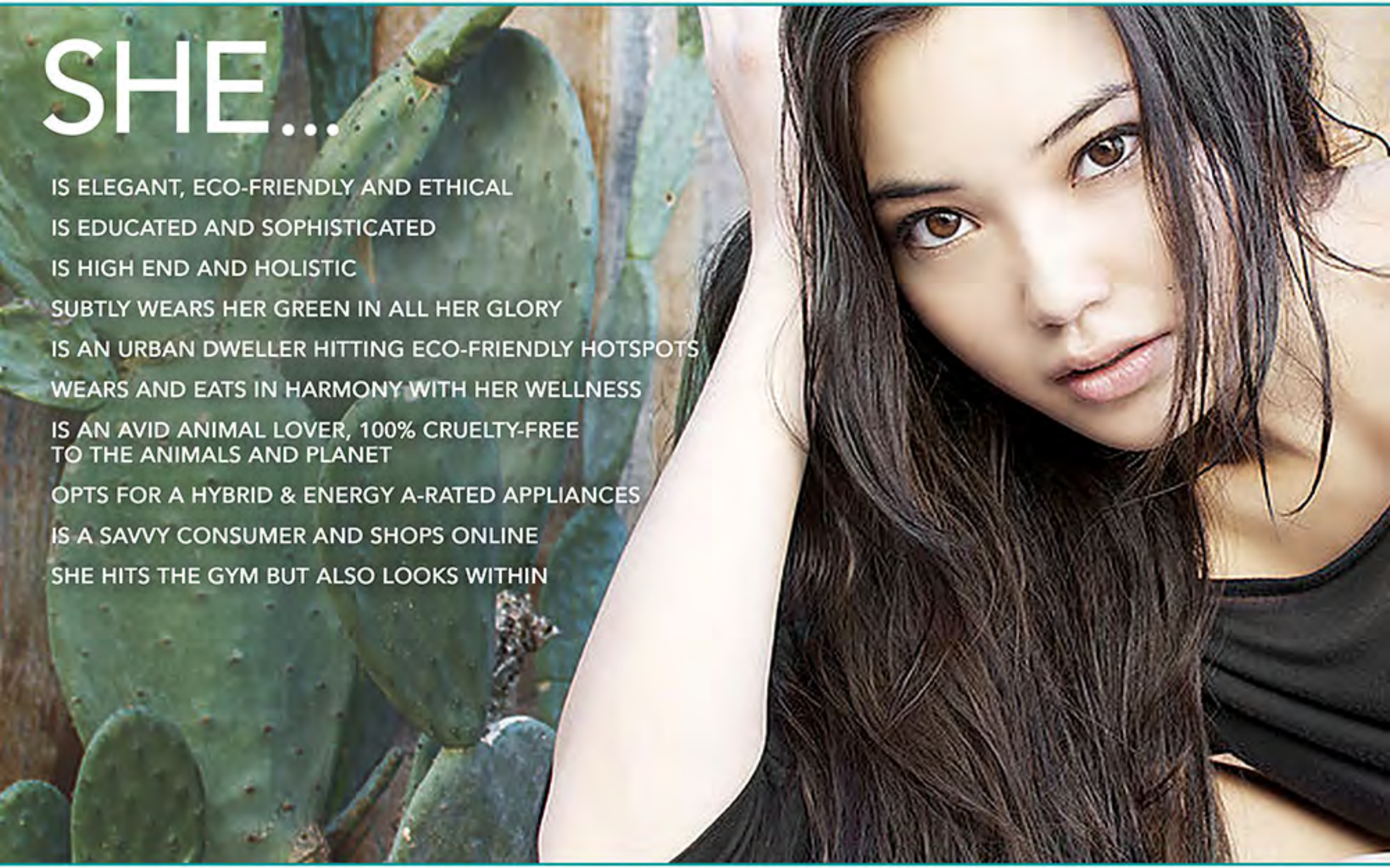
55%
RECIPES

68%
ORGANIC BEAUTY

THE GLOBAL WELLNESS INSTITUTE HAS ANNOUNCED:THE WELLNESS INDUSTRY GREW 10.6% IN THE LAST 2 YEARS: FROM A $3.36 TRILLION MARKET IN 2013 TO $3.72 TRILLION IN 2015. AMONG THE TEN WELLNESS MARKETS STUDIED, THE FASTEST GROWING FROM 2013-2015 WERE:

1) PREVENTATIVE/PERSONALIZED MEDICINE & PUBLIC HEALTH (+23.5%),
2) FITNESS & MIND-BODY (+21.4%), 3) WELLNESS LIFESTYLE REAL ESTATE (+18.6%),
4) WELLNESS TOURISM (+14%), 5) HEALTHY EATING, NUTRITION & WEIGHT LOSS (+12.8%)

WHO'S READING ELUXE MAGAZINE?



SHE...

IS ELEGANT, ECO-FRIENDLY AND ETHICAL

IS EDUCATED AND SOPHISTICATED

IS HIGH END AND HOLISTIC

SUBTLY WEARS HER GREEN IN ALL HER GLORY

IS AN URBAN DWELLER HITTING ECO-FRIENDLY HOTSPOTS

WEARS AND EATS IN HARMONY WITH HER WELLNESS

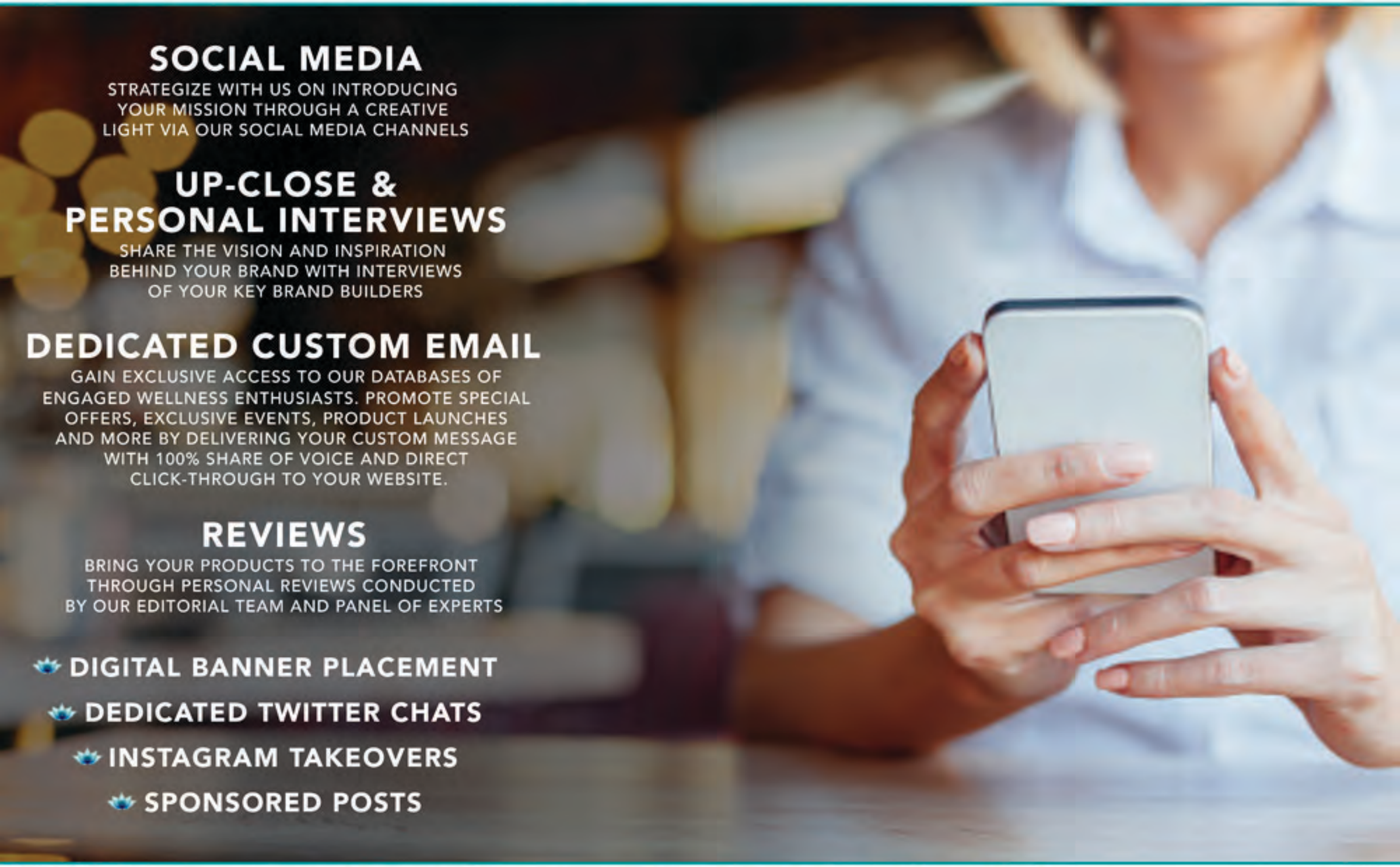
IS AN AVID ANIMAL LOVER, 100% CRUELTY-FREE TO THE ANIMALS AND PLANET

OPTS FOR A HYBRID & ENERGY A-RATED APPLIANCES

IS A SAVVY CONSUMER AND SHOPS ONLINE

SHE HITS THE GYM BUT ALSO LOOKS WITHIN

CONNECT THROUGH US



SOCIAL MEDIA

STRATEGIZE WITH US ON INTRODUCING YOUR MISSION THROUGH A CREATIVE LIGHT VIA OUR SOCIAL MEDIA CHANNELS

UP-CLOSE & PERSONAL INTERVIEWS

SHARE THE VISION AND INSPIRATION BEHIND YOUR BRAND WITH INTERVIEWS OF YOUR KEY BRAND BUILDERS

DEDICATED CUSTOM EMAIL

GAIN EXCLUSIVE ACCESS TO OUR DATABASES OF ENGAGED WELLNESS ENTHUSIASTS. PROMOTE SPECIAL OFFERS, EXCLUSIVE EVENTS, PRODUCT LAUNCHES AND MORE BY DELIVERING YOUR CUSTOM MESSAGE WITH 100% SHARE OF VOICE AND DIRECT CLICK-THROUGH TO YOUR WEBSITE.

REVIEWS

BRING YOUR PRODUCTS TO THE FOREFRONT THROUGH PERSONAL REVIEWS CONDUCTED BY OUR EDITORIAL TEAM AND PANEL OF EXPERTS

- DIGITAL BANNER PLACEMENT
- DEDICATED TWITTER CHATS
- INSTAGRAM TAKEOVERS
- SPONSORED POSTS

INTERACTIVE MARKETING OPPORTUNITIES

SAFE BEAUTY & BODY PROGRAM

OPTION 1

We lead a determined and creative campaign to help our readers live more mindfully by becoming more savvy, ingredient-conscious consumers. We co-create solutions that connect your brand to our combined hip, holistic and high-end audiences to deliver a tightly focused, highly relevant message.

PACKAGE OPTIONS - 12-MONTH CYCLE:

OPTION 1 - $4500

A 1-YEAR CUSTOMIZED LISTING IN THE SAFE BEAUTY & BODY GUIDE. Shine amongst our curated beauty product selections that meet our stringent criteria.

ONE DEDICATED CUSTOM EMAIL to Subscriber base of 35K - we offer our partners exclusive access to our database of engaged safe beauty-seekers & spa enthusiasts. Promote special offers, exclusive events, product launches, and more with one of HL&S's most powerful marketing solutions. Deliver your custom message with 100% share of voice and direct click-through to your website.

12X RETREAT & RENEW NEWSLETTER SPOTLIGHT to 35K subscribers.

EDITORIAL BEAUTY BRAND PROFILE: Up-Close & Personal With Abby Mason

SOCIAL MEDIA:
4X social media contest sponsorship
Promote special offers, exclusive events, product launches, and more with our cross-platform social media program

BANNER PLACEMENT on Safe Beauty & Body Guide Pages for 12 months

PLACEMENT in Annual Holiday Gift Guides

CAREFUL CONSIDERATION for HL&S Annual Earth Day Beauty Awards

EDITORIAL REVIEW of ALL new products launched throughout the year

DIRECT LINKS in relevant articles

SOCIAL MEDIA REACH: 105,500
Website Visitors: 200K

OPTION 2

OPTION 2 - $2800

A 1-YEAR CUSTOMIZED LISTING IN THE SAFE BEAUTY & BODY GUIDE. Shine amongst our curated beauty product selections that meet our stringent criteria.

6X RETREAT & RENEW NEWSLETTER SPOTLIGHT to 35K subscribers.

EDITORIAL BEAUTY BRAND PROFILE: Up-Close & Personal With Abby Mason

SOCIAL MEDIA:
1X social media contest sponsorship
Promote special offers, exclusive events, product launches, and more with our cross-platform social media program

BANNER PLACEMENT on Safe Beauty & Body Guide Pages for 4 months
PLACEMENT in Annual Holiday Gift Guides
CAREFUL CONSIDERATION for HL&S Annual Earth Day Beauty Awards
EDITORIAL REVIEW of one product launch
DIRECT LINKS in relevant articles

SOCIAL MEDIA REACH: 105,500
Website Visitors: 200K

CUSTOM INTERACTIVE MARKETING OPPORTUNITIES

#1
SAMSUNG
11:37 AM
Join The Hub!
Gain access to my top product swaps for living clean
receive blog updates
Your lovely name
Email
I'M IN!
flower-powered lip balm
INSPIRED ACTION
LOTUS WEI
FLOWER ESSENCES
RADIANT ENERGY
BALANCING SERUM
live
simply

PART 1
LAUNCH DAY

LAUNCH INTERACTIVE GIVEAWAY - TOTAL # OF WINNERS TBD FOR PART 1

How it will be promoted on LAUNCH DAY:

1) Aggressive Social Media Outreach, HOSTED by Healing Lifestyles & Spas and supported by ELUXE

2) Instagram Takeover - hosted by our Chief Social Media Interactor: Sami Marquez of Be Mindful, You're Creative. Sami will takeover HL&S, ELUXE and Sponsor's IG page

ENGAGEMENT PROCESS

- Upload new content (HLS or Brand Collaboration) or Regram inspiring / informative content
- Utilize trendy hashtags / tag necessary usernames
- Click into trendy hashtags to engage with users by way of genuine commenting / liking on photos
- Follow influencers inside of trendy hashtags for on-going relationship and potential collaborations
- If promoting a giveaway, click into brand hashtag photos to find influencers using the same tag and inform them of the giveaway on our profile

3) Custom Twitter Chat Hosted By HL&S - see details HERE

4) Outreach to exclusive partners, key influencers, bloggers and social media groups to increase engagement.

First set of Winners are announced within 24 hours and promotion moves over to Part 2, giving our fans a chance to win again.

5) Banner ad creative on both home pages of the website for 90 days

As featured on Facebook

As featured on Instagram

As featured on Twitter

PART 2

MOVE OVER TO ELUXE MAGAZINE ON DAY 2 - DAY 12

10-DAY GIVEAWAY PROMOTION MOVES TO ELUXE MAGAZINE
CUSTOM CONTEST LANDING PAGE

- Full custom contest landing page on www.eluxemagazine.com
- Contest promoted on homepage of both websites
- Names and email addresses from entrants are collected and shared with sponsor at the close of contest
- Website contests will be consistently promoted on all social media channels.

Eluxe Pevonia Promo Page

PART 3

MOVE OVER TO HLS MAGAZINE ON DAYS 12 - 22

10-DAY GIVEAWAY PROMOTION MOVES TO ELUXE MAGAZINE CUSTOM CONTEST LANDING PAGE

- Full custom contest landing page on www.healinglifestyles.com
- Contest promoted on homepage of both websites
- Names and email addresses from entrants are collected and shared with sponsor at the close of contest
- Website contests will be consistently promoted on all social media channels.

PART 4

EDITORIAL FEATURES WILL BE POSTED ON DAYS 22 - 30

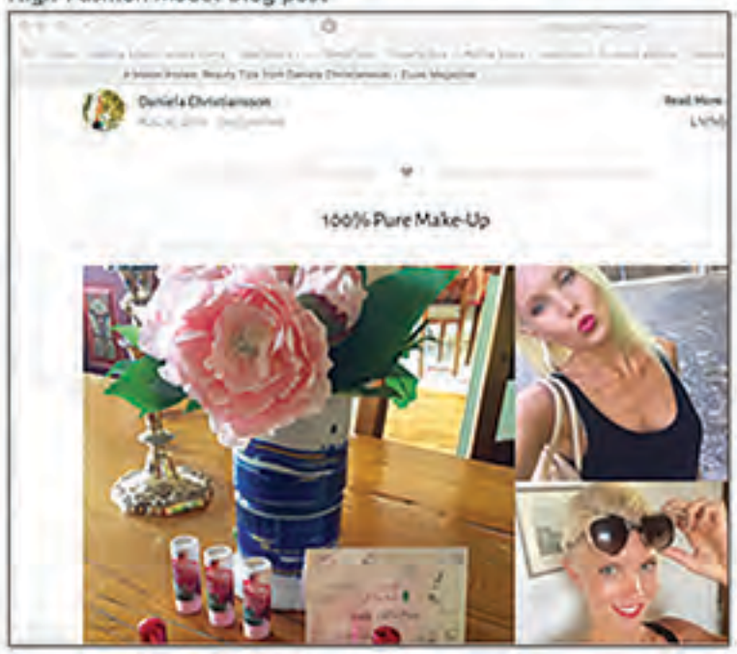
- Supporting Editorial Review on featured product posted on Healing Lifestyles & Spas > see example
- Inclusion on Blog Posts By HLS & Eluxe 'Influencer List'
- Brand will be responsible for presenting 3 Giveaway Packages to Winners:
  - For HLS social media giveaway (Part 1)
  - For the Eluxe Online contest (Part 2)
  - For the HLS Online contest (Part 3)
- 200k/monthly website reach
- 80k social media reach

$2800

Editorial Feature On HLS

Editorial Feature On Eluxe

High-Fashion Model Blog post



#2 SOCIAL MEDIA INTERACTION

LET US HOST A TWITTER CHAT FOR YOU

WHAT'S A TWITTER CHAT?

- A highly interactive social media strategy, hosted by our media initiators, in a forum discussion online and publicly, where everyone (participants of the chat or not) can see one another's responses.
- Twitter ranks one of the highest in clickthroughs. With that fact, giveaways or brand promotion is the emphasized push behind a twitter chat to send your product or message out with a purpose. Link backs entice participants to learn more.
- A hashtag is created and those who uses this hashtag will show up in the twitter chat feed; the chat will usually run for one hour with evenings/weekdays proving to be the most effective time.
- Having chats regularly will gain traction and enthusiasm ultimately gaining potential sales, promoters, and brand recognition.

  Rate $750

LET US TAKE OVER YOUR INSTAGRAM

WHAT IS AN INSTAGRAM TAKEOVER?

- A highly engaged social media strategy that can be performed for the purpose of growing the Instagram channel and to collaborate with your community and that of the influencer's with a fun, interactive, cross promoting approach to ultimately deliver an important message.
- Our media 'influencer' will take-over a brand's Instagram as a 'Host' to help market a new product in the brand's own voice. The influencer's audience/network is leveraged to promote the brand. Influencer will also repost to their own account announcing the takeover.
- A takeover can last a day or over "x" amount time TBD

  Rate $750

#3 SPONSORED POST PACKAGE

HOW IT WORKS:

THIS WILL BE FEATURED ON BOTH HEALINGLIFESTYLES.COM AND ELUXEMAGAZINE.COM

1.) Establish timeframe of promotion: Week of X (7 day promo)

2.) HLS and Eluxe will work with sponsor on editorial content and while we will have final say on edit, it's a collaborative effort

- headline approved
- blog post written
- appropriate changes made if requested by sponsor/HLS
- final copy approved by both parties
- blog post scheduled
- blog post published

3.) We prime our viewers and perform 'high-influencer' outreach: Aggressive reach out to our viewers and media partners about the upcoming editorial feature buzz on our multimedia channels. We have a highly sharpened collaborative of 'high influencers' on our blog/ social media channels.

Other outreach channels In addition to blog post:

4.) Total Social Media Outreach - Sponsor will be tagged on ALL posts, our media team will handle interaction

Twitter: 4 Original Daily Tweets (new content teasers for each post)
Facebook: 2 post
Instagram: 2 post

Reach:
200K/Monthly Website
85K Social Media Followers

5.) Newsletter Outreach
Featured within Retreat & Renew E-Newsletter - 2 Highlights
Reach: 36K
Total rate: $1500

QUARTERLY SUPPLEMENTS + CITY GUIDES

BE FEATURED AS AN 'HIGHLY ESTEEMED' LEADING SPA + WELLNESS PROPERTY THAT SHINES IN YOUR WELLNESS SEGMENT

- Canadian Spas + Wellness Retreats
- Wilderness Spa Retreat + Treehouse Spas
- Green Spas - Spas properties With Top Sustainability Creds
- Best Wellness Programs

LIFESTYLE CITY GUIDES FOR THE HIGH END AND HOLISTIC

Captivating reviews, current events, and listings share insights and "perspective into the heart of each city:

LOS ANGELES | SAN FRANCISCO | NYC | LONDON | PARIS | BALI
TORONTO | HONG KONG | AMSTERDAM | WITH MORE TO COME...

Reviews Covered

- HEALTHY RESTAURANT
- SPA
- RETREATS
- WELLNESS EVENTS