



CONSCIOUS
CONNECTION
CULTURAL CREATIVE MAGAZINE

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WHO WE ARE

THE DIGITAL MAGAZINE FOR CULTURAL CREATIVES

Conscious Connection is a boutique digital magazine dedicated to cultivating an evolutionary growth in consciousness.

We help our readers achieve their potential through curated content created by the world's top performers and industry leading experts.

We love working with authentic brands to communicate their story in a way that inspires consumers to act and delivers business value.

Last year our content reached over 20 million people.



O U R M A N T R A

IMPACT THE WORLD
DOING WHAT YOU LOVE

GLOBALLY CONSCIOUS EXPERT CONTRIBUTORS

Conscious Connection partners with a global collective of business leaders, writers, artists, philosophers and adventurers committed to impacting the world doing what they love.

In addition to carefully curated contributions, we love to tell the stories of the people and organizations changing the world everyday—to inspire our readers in pursuit of their own impact goals.



SUSTAINABLE BUSINESS



CREATIVE LIFESTYLE



HEALTH & WELLNESS

ECO-LUXURY MEETS SUSTAINABLE ADVENTURE

Whether it's where to stay in the Galapagos Islands, what to do when you get there, or finding the most sustainable luxury resort in St. Lucia, Conscious Connection provides eco-lifestyle content as a supplement to our sustainable business, creative and health articles.

Our teams have crossed the globe experiencing the world's best music festivals and exploring the most innovative social businesses – from the inaugural *Sea.Hear.Now* festival in Asbury Park to the *Solar Light Project* in Dominican Republic.

We have an **Experience-Based Editorial Policy** which simply means if we haven't experienced something—and loved it—our readers won't find it in the digital pages of our publication.

SOME OF THE AWESOME BRANDS WE'VE WORKED WITH IN THE PAST INCLUDE:

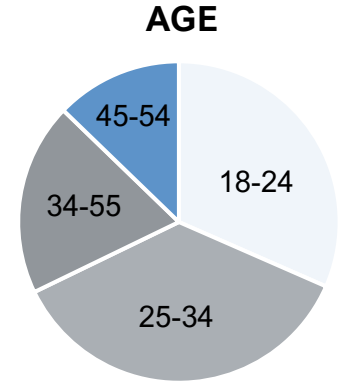


OUR READERSHIP

CULTURAL CREATIVES & ASPIRATIONALS

Our readers are a cultivated group of cultural creatives and social entrepreneurs who value authentic brands and care about their impact on the planet.

Our audience skews female (60%) with most visitors aged 25-44 and an average annual household income of \$150,000. Most of our readers live in the United States (72%) with a strong following from the Northeast.



Last year we reached over 20 million people with our content.*

**Annual cumulative reach measured via Google Analytics, Paid Social Media and Programmatic Native DSP.*



56%

Desktop



38%

Mobile



7%

Tablet

40% Male
60% Female

\$150,000 HHI

2:29 Avg. Time

QUALITIES

Active
Healthy
Nomadic
Creative
Sophisticated

INTERESTS

Eco-Luxury
Music & Art
Social Impact
Sustainability
Authenticity

OUR CONTRIBUTORS

Jacquie Ottman, Leading Sustainability Communications Author

Ramez Naam, Author & Singularity University Professor

Dr. Beau Lotto, Neuroscientist, Author & TED Speaker

Jeff Klein, Executive Director, Conscious Capitalism Institute

Peter Matthies, CEO of Conscious Business Institute

Raphael Bemporad, CEO of Social Good Agency BBMG

Dan Persica, Sustainability Director at Domtar

Susan Hunt Stevens, Founder/CEO of WeSpire

Cindy Wigglesworth, CEO of Deep Change

J. Kim Wright, Founder of Cutting-Edge Law

Mari Smith, World Renowned Social Media Expert

Lauren Grogan, Founder of Center Your Health

Susan Inglis, Director of Sustainable Furnishings Council



WE'VE INTERVIEWED

Michael Phelps, The Most Decorated Olympian of All Time

Jason Mraz, Double Grammy Winning Singer Songwriter

Conrad Anker, Lead Climber for the North Face

Jack Johnson, World Renowned Surfer Songwriter

Rachel Brathen, Most Followed Yogini on Instagram

Brody Leven, Professional Backcountry Skier

Sally Fitzgibbons, World Tour Winning Pro-Surfer

Scott Jurek, US Champion Ultra Marathoner

Gretchen Bleiler, Multiple X Game Gold Medalist

Cody Lundin, Founder of Dual Survival on *Discovery*

Garrett Dutton, Front Man for G. Love & Special Sauce

Courtney Conlogue, Pro-Surf Winner of the Roxy Pro

Jon Rose, Pro-Surfer & Founder of Waves4Water



CONTENT MARKETING OPPORTUNITIES

SPECIAL INTERVIEW FEATURE

We will publish a flagship interview feature with an executive, founder or thought leader of choice. Our team will conduct the interview and develop the piece on a topic of your choosing relevant to our audience.

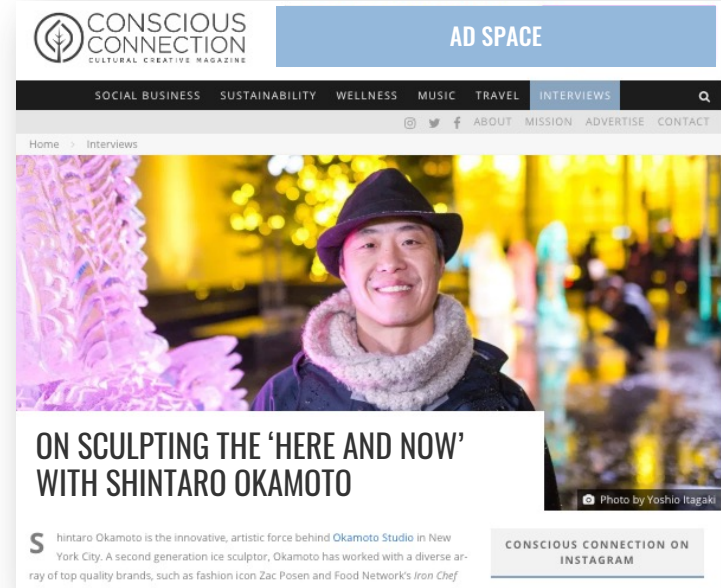
In the past we've interviewed everyone from Grammy winning musicians and Olympic athletes to CEOs, authors and sustainability executives.



1,200+ Word Interview Feature
Full Use of Our Editorial Team



Select Social & Digital Promotion
SEO Backlinks Included to Site



BRANDED CONTENT FEATURE

With Conscious Connection Magazine's Branded Content Feature, we will develop a flagship editorial piece on your brand and distribute it to our readership of cultural creatives.

This is a custom opportunity which offers premium homepage placement and dedicated support from our in-house editorial and marketing staff.



1,200+ Word Content Feature
Full Use of Our Editorial Team



Select Social & Digital Promotion
SEO Backlinks Included to Site



INFLUENCER ALIGNMENT

Our team works to research and source a dedicated influencer partnership which we align with your branded content feature and across the social media ecosystem.

Our team handles all the heavy lifting including influencer vetting, negotiation and content development + oversight.



Influencer Research & Outreach
Custom Content Creation Package



All Coordination with Influencers
Embedded Call-to-Action Buttons



SAMPLE ARTICLE MOCKUP

CONTENT MINISERIES

We will develop a series of articles on your brand and distribute them sequentially to our audience over time.

This unique approach leverages our 'story sequencing' capability with each piece of content building on the previous article and driving back to a desired customer action.



Three Unique Editorial Features
Select Social & Digital Promotion



SEO Backlinks Included to Site
Adjacent Digital Display Ads

The screenshot shows the Conscious Connection website interface. At the top, there is a navigation bar with categories: SOCIAL BUSINESS, SUSTAINABILITY, WELLNESS, MUSIC, TRAVEL, INTERVIEWS. Below the navigation bar is a search bar and social media icons. The main content area features a large article titled "THE DOMINICAN LIGHT PROJECT ILLUMINATES A COUNTRY" with a large image of a night scene with many small lights. To the right of the article is a section titled "CONSCIOUS CONNECTION ON INSTAGRAM" with a grid of six small images. Below the article is a blue box with the text "AD SPACE".

CONSCIOUS CONNECTION
CULTURAL CREATIVE MAGAZINE

MOMENT
MAY 2ND
ED

PLEASE YOUR POTION
POTION
MAY 2ND
ED
SIGN UP NOW

SOCIAL BUSINESS SUSTAINABILITY WELLNESS MUSIC TRAVEL INTERVIEWS

Home Social Business

THE DOMINICAN LIGHT PROJECT ILLUMINATES A COUNTRY

CONSCIOUS CONNECTION ON INSTAGRAM

The Dominican Republic's Need for Solar Light

On May 2nd, social activists Shawn Hakim and Jacqueline Gallardo launch **The Dominican Light Project**, an Indiegogo campaign that will raise funds to provide light to the Dominican Republic using solar lanterns. Currently, 88% of the Dominican population experiences nightly blackouts. More than one million people live off the electricity grid entirely.

Currently, 88% of the Dominican population experiences nightly blackouts with more than one million off the grid entirely.

AD SPACE

PERFORMANCE MEDIA OPPORTUNITIES

NEWSLETTER PROMOTION

Conscious Connection will promote your article in our email newsletter to amplify the reach of your content even further and drive qualified engagement from our audience.

Additionally, we can place your content or creative assets such as videos, images and banners in thousands of specialty newsletters across the web.



Dedicated Email Newsletter Inclusions
Specialty Newsletter Partnerships



Creative Strategy & Media Plan
Performance Driven Campaign Metrics



SKI BUTLERS: CLIMATE CONSCIOUS SKI RENTAL DELIVERY

When Bryn Carey, CEO, founded Ski Butler in 2004, fresh out of college, all he had was a single car garage and ambition. Since then, Carey has grown his company to 47 locations with 300 employees, and it wouldn't have been possible without his upper management team, which includes today's interviewee, Mike Cremeno.

Our discussion provided an inside look on what's happening with the world's fastest growing ski rental delivery company, and how anyone with passion can follow their dreams, found a company, and make a difference in their community.

[READ MORE](#)

SOCIAL MEDIA MARKETING

Conscious Connection offers the opportunity to amplify your article and other creative campaign assets across the social media ecosystem at-scale.

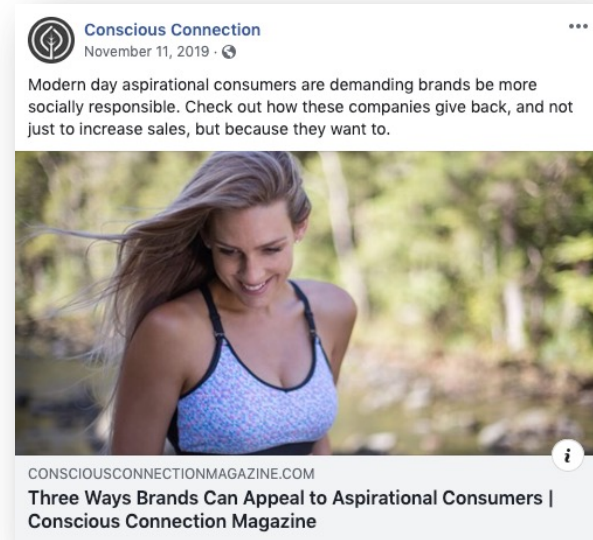
This includes a series of sponsored posts and dedicated conversion-driven campaigns on our Facebook, Twitter & Instagram channels aimed at raising massive awareness for your brand while driving measurable customer action.



Dedicated Social Media Campaigns
Customized Audience Segments



Creative Strategy & Development
Real-Time KPI Optimization



DISPLAY ADVERTISING TAKEOVER

We offer a Digital Display Takeover to all brands featured in the publication. This includes all Leaderboards (970x90), Medium Rectangles (300x250), and Half Page (300x600) ad units across the entire website.

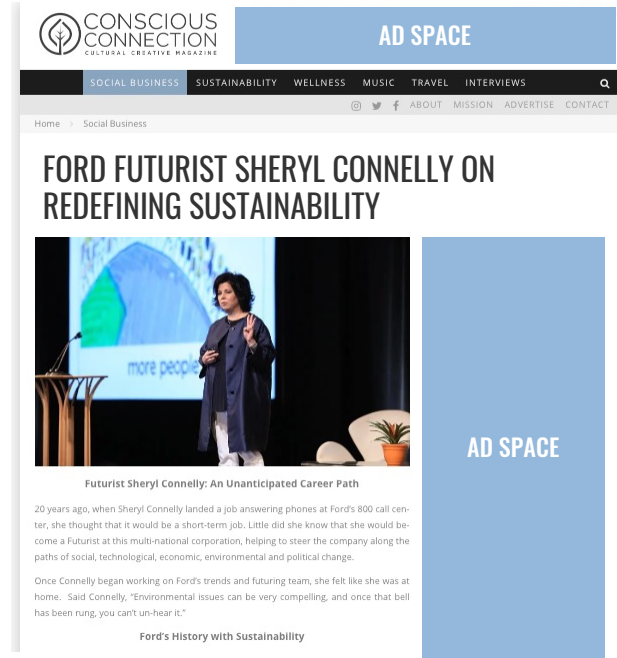
For truly impactful results, we recommend Website Takeovers for the week your content runs on our website to increase click-throughs to your website.



Display Advertising Website Takeover
Weekly or Monthly Flights Available



Creative Strategy & Design Included
Programmatic Extensions Offered



NATIVE

EXTENSIONS

CONTENT SYNDICATION

We offer all our partners the opportunity to have their articles and landing pages amplified our audience in thousands of targeted publishers.

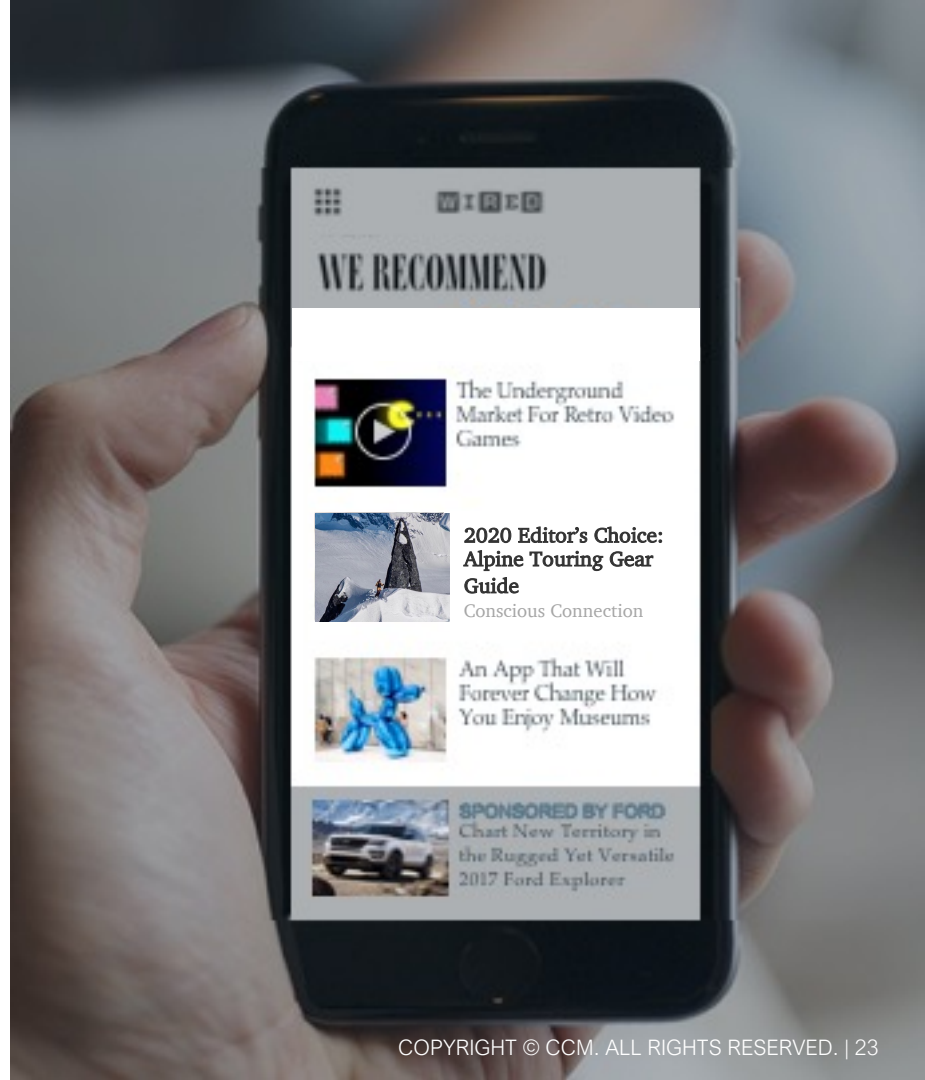
We do this through a content driven sales funnel that uses an earned-to-owned model to connect brands with their most receptive customers.



Customized Campaign Strategy, Funnel Development, Media Deployment, Optimization & Reporting



Fully integrated campaign deployment that drives ROI performance & cost savings at-scale.



SAMPLE PUBLISHERS IN OUR NETWORK

Access to Inventory on:



Partial list only & completely customizable based on desired target audience and brand objectives.

EARNED-TO-OWNED MODEL

We use retargeting via our Native DSP to deliver content sequences designed to drive brand affinity and maximize ROI.

Our earned-to-owned model reaches target users who pre-qualify themselves by *choosing* to click-through. The result is a custom audience pool with target customers already interested in your brand.



Customized Audience Segments
Performance-Driven Campaigns



Creative Strategy & Development
Real-Time KPI Optimization



1ST TOUCH POINT

Generate awareness using
trusted earned media



**Timberland Launches
Campaign to Plant 50
Million Trees in Five Years**

Conscious Connection Magazine

2ND TOUCH POINT

Reengage and drive action on
owned landing pages



**From Farm to Boot: Browse
Eco-Friendly Timberland
Boots & Outerwear**

Timberland

We leverage sequential retargeting to ensure only the most qualified users are driven to your website and landing pages, increasing the likelihood of a conversion.

INTEGRATED CAMPAIGN DISTRIBUTION

We develop fully customized campaigns for each client engagement that place the user experience at the forefront of your strategy.



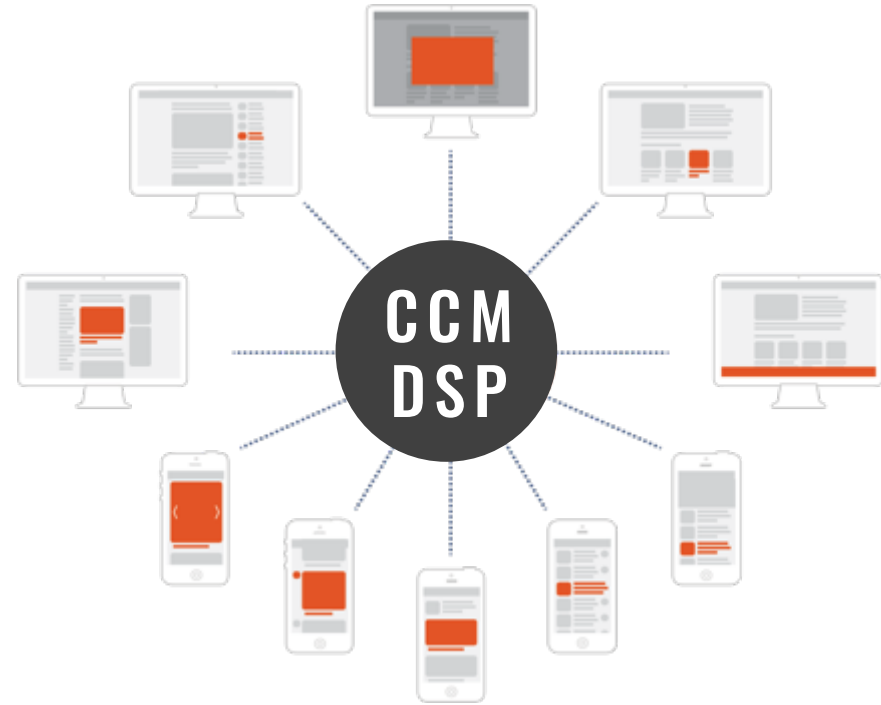
Audience Development: We build a custom audience segment for each campaign/client leveraging both 1st & 3rd party data.



Adaptive Creative: Styles include content grids, newsfeed, content stream, in-feed video, sponsored posts & more.



ROI-Driven Model: We develop sales funnels using earned media & content marketing that result in more efficient conversions.



RATE CARD

CONTENT MARKETING OPPORTUNITIES

MARKETING PROGRAM	KEY ELEMENTS	PRICE	REACH
Special Interview Feature	<ul style="list-style-type: none"> Specialized interview feature with KOL/exec SEO keyword research & article integration Includes select paid promotion across channels 	\$5,000	500,000+ total reach
Branded Content Feature	<ul style="list-style-type: none"> Flagship special editorial feature on your brand SEO keyword research & article integration Includes select paid promotion across channels 	\$10,000	1,000,000+ total reach
Influencer Marketing Program	<ul style="list-style-type: none"> Alignment with hand picked influencer partner Includes all research, selection & negotiation Completely customized branded integration 	Starts at \$15,000	1,500,000+ total reach
Branded Content Miniseries	<ul style="list-style-type: none"> Three special editorial features on your brand Can be combination branded/unbranded/interview Includes select paid promotion across channels 	\$25,000	3,000,000+ total reach

All marketing program prices include full use of our in-house creative studio, editorial and marketing teams with budget also allocated to media spend. You will be assigned a campaign strategist who will work with you on developing the integrated marketing program to establish and track desired and recommended KPIs.

PERFORMANCE MEDIA OPPORTUNITIES

MARKETING PROGRAM	KEY ELEMENTS	PRICE	REACH
Email Newsletter Promotion	<ul style="list-style-type: none"> • Inclusion in dedicated & partner email newsletters • Can be customized based on audience segment • Opportunities for banners or content elements 	Starts at \$3,500	1,500 – 100,000+ additional reach
Social Media Distribution	<ul style="list-style-type: none"> • Targeted paid media distribution across channels • Includes target audience research & development • Can be optimized for split-testing & various KPIs 	Starts at \$5,000	10,000 – 1,500,000+ additional reach
Digital Display Takeover	<ul style="list-style-type: none"> • Run-of-site digital display banners in all formats • Includes optional programmatic distribution • Various flight times & reach packages available 	Starts at \$10,000	25,000 – 5,000,000+ additional reach
Native Content Syndication	<ul style="list-style-type: none"> • Programmatic publisher content distribution • Significant additional reach and custom audiences • Optimization for variety of conversion objectives 	Starts at \$25,000	100,000 – 10,000,000+ additional reach

All marketing program prices include full use of our in-house creative studio, editorial and marketing teams with budget also allocated to media spend. You will be assigned a campaign strategist who will work with you on developing the integrated marketing program to establish and track desired and recommended KPIs.

THANK YOU

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