

Connect with the most powerful buying market in the country:

Conscious-Minded women who have the means and the time to make a difference.

## *fhi* Readers...



*her*community

*her*body *her*style



*her*purse



*her*home

*her*soul



*her*family



## ***fhi* Mission:**

To offer innovative media presenting insightful info, new ideas and useful solutions that will inspire women to work together to raise individual, collective and global consciousness.

## ***fhi* Media:**

- speaks to conscious-minded women
- knows its audience is active, savvy, smart, receptive and up on the current trends
- offers a community for women to connect on many levels regardless of their differences
- showcases women: their ideas, work and commitment to themselves and our world
- raises awareness and inspires women to think and act locally, nationally and globally on issues close to their heart
- speaks to women the way they talk to one another—knowledgably and intimately



# Are You Reaching These Women ?

## We ARE!

—Statistics are based on a fhi audience survey



### **Why are LOHAS consumers important to your business?**

**Lifestyles of Health and Sustainability (LOHAS)** describes a \$228.9 billion U.S. marketplace for goods and services focused on health, the environment, social justice, personal development and sustainable living. The consumers attracted to this market have been collectively referred to as **Cultural Creatives** and represent approximately 30% of the adults in the U.S.—nearly 50 million people. There are twice as many **Cultural Creative women** as men.—*LOHAS Journal*, “Cultural Creatives: The New Educated Consumer,” by Paul Ray

**These consumers are the future of your business and also the future of progressive social, environmental and economic change in this country. But their power as a consumer market remains virtually untapped.**  
—*LOHAS Journal*

#### **Did you know...**

Women are responsible for **83% of all consumer purchases**: 94% of home furnishings, 92% of vacation, 91% of houses, 51% of consumer electronics, and 60% of automobiles.—*Business & Professional Women's Foundation*

Women are projected to acquire over **85%** of the \$12 trillion growth of U.S. private wealth by the year 2010.  
—*Marti Barletta of TrendSight Group*

Women make up 1.6 million of the top wealth holders in the U.S. with a combined net worth of almost \$2.3 trillion. Women generated \$2.1 trillion in earnings in 1999. And, because they live longer than men, they will end up in charge of much of the \$41 trillion expected to pass from generation to generation over the next 50 years.—*Business & Professional Women's Foundation*

# ~ **Media Panorama** ~

*fhi* Magazine

*fhi* E-News and Archives

*fhi* Blog Posts

*fhi* Web Radio/Podcasts



# fhi Online Magazine

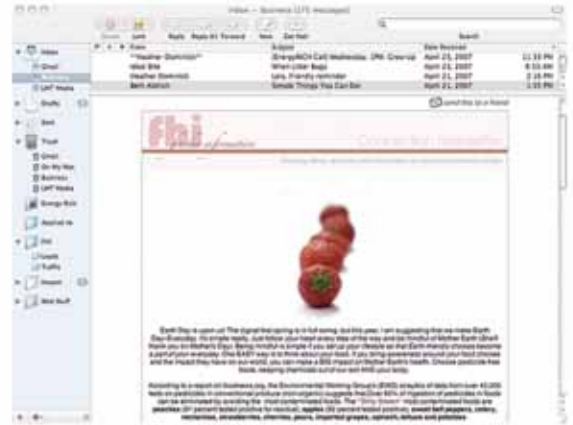
**fhi's** monthly online magazine offers insights and information on all aspects of a woman's day, with departments featuring *herbody*, *hersoul*, *herfamily*, *herpurse*, *herstyle*, *herstory*, *herhome*, *hercommunity*, *hercity* and *herlast laugh*.

The publication serves conscious-minded readers who have at least one child/pet and are decision-makers/spenders in their households. **fhi** readers spend their time and resources to improve their lives and their world.

Mindful of the environment, **fhi** is presented in an entirely digital format in order to share valuable information while saving countless trees and other natural resources. **fhi** engages readers through its dynamic design, unique voice and accessibility. Convenient to enjoy onscreen or on-the-go, articles are also available for readers via handheld technology or easy-to-print PDFs.

## Sponsorship Schedule

Issue/Theme	Commitment	Files Due	Published
November/Appreciation	October 15th	October 22nd	November
December/Little Gifts	November 15th	November 22nd	December
January/Chill	December 15th	December 22nd	January
February/Flirt	January 15th	January 22nd	February
March/Retreat	February 15th	February 22nd	March
April/Spring Reign	March 15th	March 22nd	April
May/Bloom	April 15th	April 22nd	May
June/Relax	May 15th	May 22nd	June
July/Celebrate	June 15th	June 22nd	July
August/Savor	July 15th	July 22nd	August
September/Kick-off	August 15th	August 22nd	September
October/Treats	September 15th	September 22nd	October



## *fhi* E-News & Archives

A weekly e-newsletter that's packed full of relevant information on subjects covered in our magazine, timely in the media and suggested by viewer/reader questions sent to our website. We have a dedicated e-mail list of over 5,000 loyal opt-in *fhi* readers that continues to grow each week. As an added benefit, all e-newsletters are archived on our website for our over 30,000 visitors each month. Web statistics show that *fhi* website visitors want to read and are looking for content.

A dedicated newsletter to highlight your brand!

Sponsor an *fhi* e-newsletter. Your logo or photograph will appear with a write-up in our weekly e-newsletter!



## fhi Blog

Beth's blogspot is an open forum where Beth Aldrich (**fhi** Founder), communicates with **fhi** readers through relatable stories, suggestions and product experience based on her own opinions and life. This outlet is available for free advertising upon Beth's approval only.

Get a product write-up in Beth's Blog or on [TheGreenMom.blogspot.com](http://TheGreenMom.blogspot.com)

**Consumer-generated media (i.e. blogs, discussion boards and forums)** can be a substantial influence over the buying power of the female consumer. Connecting women to one another in a way that instills trust and allows discussion around ways to make life easier will connect them to products. Creating a community for women to communicate with each other has effectively created a connection to brands by association.

—MindComet Corporation





WELCOME to a Balanced Life  
with Beth Aldrich



## **fhi Web Radio/ Podcast** *A Balanced Life with Beth Aldrich*

A Balanced Life with Beth Aldrich radio show airs live on KRWM 106.9FM-HD3 in Seattle and on the Contact Talk Online Radio Network, (<http://www.contacttalkradio.com/listen.htm>) each Thursday from 2pm – 3pm CST. All shows are archived on [www.ForHerInformation.com](http://www.ForHerInformation.com) Website visitors can click on the variety of episodes available to hear experts discuss topics ranging from relationship solutions to discovering the real you with top National authors. Listeners will enjoy entertaining information as they join the lively conversation with Beth and a host of delightful expert guests.

**Sponsor a  
Balanced Life  
with Beth!**

**Sponsor the experts** with banners  
on the side of the **fhi** Web Radio page.

See Ad Mechanics for Details