



magazine

the official publication of Healing Touch Program™

Media Kit

Editorial Mission

Energy Magazine's™ mission is to share information about energy medicine and Healing Touch through articles that articulate and substantiate the world of energy medicine and stories of personal experience with energetic touch.

Energy Magazine's™ articles are written by leaders in the field of energetic healing, and teachers, students, practitioners and patients who have explored the many benefits and applications of Healing Touch. Energy Magazine™ provides a way to share stories, articles, research, book reviews and more about what is going on in the worldwide Healing Touch Community and other energy related modalities.

Our Readers

Our readers include Healing Touch instructors, practitioners, new and prospective, as well as, current students, clients and those who are interested in Healing Touch or energy medicine and its practices.

General Demographics

The average Healing Touch reader is a women age 30+. Our readership base is interested in health and wellness, natural and organic foods, books and music, travel, spiritual practices, and social responsibility. Their careers include, but are not limited to, Nurses, Nursing Assistants, PAs, Doctors, Dentists, OTs, PTs, Massage Therapists, Home Health Care Providers, Hospice Caregivers, Ministers, and Vet Techs; with yearly incomes that range from \$30,000-\$100,000.

Circulation and Availability

Energy Magazine was launched in June of 2006, as a free, monthly, on-line publication. This year we will celebrate our 2nd anniversary. The subscription base is now over 8,000 and growing monthly. This year we will publish the second annual Healing Touch Practitioner Directory.

Subscriptions are taken on-line through on the Healing Touch Program website. Subscribers are encouraged to print out each issue and file in a binder for quick reference or to share with others. Healing Touch Instructors typically provide a copy of the current Energy Magazine™ in each class along with a free bookmark with information on Energy Magazine™ and how to subscribe.

Each issue of the magazine is promoted in the Healing Touch Community Newsletter, a monthly publication sent out to the Healing Touch Program database. The magazine is promoted on the Healing Touch website, where back issues are archived for reference. Healing Touch Program is growing at the average rate of 4,000 new students to the program each year. The Healing Touch Program website has an average of 12,000 unique hits a month.

Healing Touch

What is Healing Touch Program?

The Healing Touch Program is a leader in energy medicine education, offering a multi-level international certification program to individuals from all walks of life. The Healing Touch Program has been taught since 1989 to more than 93,000 participants worldwide.

What is Healing Touch?

Healing Touch is an energy therapy in which practitioners consciously use their hands in a heart-centered and intentional way to support and facilitate physical, emotional, mental and spiritual health. Healing Touch is a complementary (or integrative) energy therapy that can be used in conjunction with traditional therapies. Healing Touch is widely respected and increasingly accepted, not only in the United States, but in many countries around the world. It is considered one of the leading energy medicine programs in the world. Healing Touch is becoming increasingly validated in the health care community and is now being utilized in over 30 hospitals nationwide.

The goal of Healing Touch is to restore harmony and balance in the human energy system by creating an optimal environment for the body's innate tendency for healing to occur.

How is it done?

Healing Touch utilizes light or near-body touch to clear, balance and energize the human energy system in an effort to promote healing for the mind, body and/or spirit.

Who is Healing Touch for?

The Healing Touch classes are open to all individuals desiring an in-depth understanding of healing work using energy-based principles. In addition, nurses and massage therapists who attend Healing Touch classes may earn Continuing Education contact hours.

Effects of Healing Touch

The potential of Healing Touch goes beyond the presenting symptoms to address the underlying cause, balancing of the body's energy field and promoting healing. Research studies suggest that there are a variety of benefits from Healing touch including reduction in pain, anxiety and stress; providing support during chemotherapy and surgery; improved mood; and reduced effects from trauma and chronic pain. It improves the immune system function, works on prevention of illness and has been proven to increase the rate of wound healing. Healing Touch has also been used during the dying process. Clients usually experience a profound sense of relaxation following a Healing Touch session.

Healing Touch

History of the Program

The Healing Touch curriculum was developed by Janet Mentgen, BSN, RN, HNC, CHTP/I, in 1989 as a medically-based energy therapy Continuing Education program for nurses. She had a natural gift for energetic healing and a drive to deepen and expand the connection between nurses and their patients based on the profound healing potential of what came to be called Energy Medicine.

Over the last 18 years Healing Touch has been effective in demonstrating a positive impact in the health care community. Healing Touch is widely respected and increasingly accepted, not only in the United States, but in many countries around the world. It is considered one of the leading energy medicine programs in the world.

Testimonials for Energy

Thank you all at the Healing Touch Program for such an informative issue on growing Healing Touch in our health care facilities. I found so many helpful ideas from the articles and am so excited to put them to use. -RN, Colorado Springs

What can I say except that it is fabulous! I want everyone in my area to see and read this and so am sending it out to all past and present students and clients. WELL DONE! -Lynda Sayre, CHTP/I

I woke up this morning to the first issue of Energy Magazine™ in my mailbox and I couldn't wait to open it up! It is of course my passion-the coming together of the endless internet possibilities and disseminating information about Healing Touch. And WOW I'm so impressed. You did a beautiful job with content and presentation. You all deserve an applause! -Marilee Tolen RN, HNC, CHTP, CHTI

Thank you so much for Energy Magazine. I have recently moved to a new area and I am putting together some information to start my practice in my new community. The information in this edition (July 07) is exactly what I need. I do not have a Healing Touch community here so having the connections from Healing Touch Practitioners is so helpful. -Donna Chicoine

Testimonials for Healing Touch

"I have found Healing Touch (HT) to be a profound and effective technique for healing trauma, both personally and professionally. I feel that energy techniques such as HT actively inhibit brain arousal systems, which in turn allow the somatic messages of trauma in the body to be extinguished, removing one of the primary sources of brain kindling and perpetuation of the trauma response."
-Robert Scaer, M.D., Neurology and Traumatology

Ad Rates Deadlines

Ad Dimensions and Prices

AD TYPE	SIZE	1 ISSUE	2 ISSUES	4 ISSUES
1/2 Page Vertical	3.65" x 9.3"	\$500.00	\$400.00*	\$300.00*
1/2 Page Horizontal	7.5" x 4.65"	\$500.00	\$400.00*	\$300.00*
1/3 Page Vertical	4.5" x 9.3"	\$300.00	\$225.00*	\$150.00*
1/3 Page Horizontal	7.5" x 3"	\$300.00	\$225.00*	\$150.00*
1/4 Page	3.65" x 4.65"	\$200.00	\$150.00*	\$100.00*
1/8 Page	3.65" x 2.3"	\$100.00	\$ 75.00*	\$ 50.00*

■ Indicates special package pricing per issue

*Per Issue

Upcoming Issues

Healing Touch Around the World
Energetic Medicine for the Home
Dis-ease
Dying and Hospice
Energetic Patterns
Healing with Energetic Modalities

Monthly Columns

Money As Energy
Personal Experiences with Healing Touch
You Are What You Eat - The Energy of Food
Practitioner Profile

2008 Deadlines*

Issue	Materials	Publish
July	6/06/08	7/01/08
August	7/10/08	8/05/08
September	8/08/08	9/02/08
October	9/05/08	10/07/08
November	10/10/08	11/04/08
December/January	11/07/08	12/02/08

*Deadlines are subject to change.

Artwork Submission

All ads must be submitted in digital format. We can accept files created in Adobe Photoshop, Illustrator, PageMaker, Indesign, Quark Express or print optimized PDF files for PC only. Please include all postscript fonts and images used in your layout. Your images should be 300 dpi.

You can submit your files online, by emailing to Energy@HealingTouchProgram.com **Or** by mail on CD (please include a proof). Mail to: Energy Magazine™ Attn: Advertising, P.O. Box 591342, San Antonio, TX 78259.

We also offer graphic design services and will design an ad for you according to your specifications. (Please see below for rates.) If you have any questions regarding file type or how to set it up, please feel free to contact us at Energy@HealingTouchProgram.com.

Files submitted in formats other than specified are subject to a \$25 set up fee.

Design Services

Graphic Design	Price
1/2 Page Design	\$ 85.00
1/3 Page Design	\$ 75.00
1/4 Page Design	\$ 60.00
1/8 Page Design	\$ 40.00
Set Up Fee	\$ 25.00

All design services include ad design and one revision. Additional revisions can be made at a rate of \$35.00 per revision

Payment Options

Payments accepted are Visa, Mastercard, money order or check. Please fill out the Contact and Payment form along with the Advertising Contract and mail, email or fax them to us to process payment.

Terms and Conditions

Energy Magazine™ reserves the right to decline any advertiser or specific advertisement at the sole discretion of the publisher. The Publisher's office reserves the right to reject any advertising for any reason at any time even though a reservation has been previously acknowledged and even though a product or account has been directly solicited by a representative. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. Orders or contracts that specify position will be considered by the Publisher to be requests only. Cancellations or changes in orders will not be accepted after the materials deadline. The Publisher's liability shall not exceed the value of the space purchased. In the event of a printing error, the Publisher's liability is limited to a make good of the advertisement. In consideration of the acceptance of the advertisement (subject always to the terms and conditions of our Rate Card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Rates and units of space are subject to change by the Publisher. Space orders are due on or before closing date and may not be canceled by the advertiser after that date.



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Advertising Contract

ADVERTISING TERMS: Full payment is U.S. dollars must accompany your first insertion and all insertions thereafter unless you are advertising at a 6 or 12x frequency and good credit has been approved by the Publisher or the Advertising Manager in advance. Once approved, further advertising will be billed each issue and must be paid in full according to the terms that are designated on your "Faxed (or mailed) Invoice". Advertiser and/or Agency hereby agree(s) to abide by the terms of the publication's most current Advertising Rate Card; to furnish advertisements within the Publisher's published deadlines; to meet payment schedules & terms; and to hold Publisher harmless from any and all liability.

ADVERTISING PROOFS: When advertisers change their ad copy in any issue, a PROOF of the ad will be faxed to the contact person on file. (Fax numbers will be required - Sorry, the production time-line does not allow proofs to be mailed to individual customers). It will be the Advertisers' responsibility to call, email, or fax to make any last minute changes when required. This must be done immediately. If we do not hear from you within 24 hours, we will have to assume that the advertiser has looked at the content of the ad, the design and layout and has checked to see that no typographical errors appear. The ad will appear as was faxed.

COMPENSATION: If errors are discovered after the magazine has been released online, Energy Magazine will not be held responsible for said errors because Fax proofs were supplied to the Advertiser and the Advertiser is responsible to contact our office and request corrections and copy changes.

CONTRACT CANCELLATIONS: A contract may be canceled by the Advertiser or Publisher in writing before the current issue's scheduled deadline. Please read next paragraph for possible re-billing of previous advertising.

CANCELLATION PENALTY CHARGES: If a contract is canceled before the full six or twelve-consecutive issue program has been completed, cancellation is subject to repayment of any charges previously waived or discounted for any reason, such as discounts for 6x and 12x advertisers. Such discounts and waived charges are added to and due upon receipt of final statement. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for payment due to the Publisher.

BILLING: 6-consecutive and 12-consecutive issue rates are priced on a per issue cost. 6 and 12-issue contracts are commitments to place advertising in consecutive issues in order to receive discounted rates. If a signature is not returned, the payment of a discounted rate as it appears on the ratecard AND the invoice is the Advertiser's and/or Agency's acceptance of contractual terms and rates and will be held in the same light as a signed contract.

COLLECTION OF BAD DEBTS: If it becomes necessary to turn an account over to attorneys or a collection agency for payment of published advertising, the Advertiser will be responsible for paying interest and any fees that result from the collection action.

CONTRACT RESPONSIBILITY: All Advertisers assume full responsibility to mail, fax or phone all copy changes in by each deadline date. If new copy has not been received by the deadline, your previous ad will be repeated as published in the previous issue. Advertisers who promote classes or events: Ads will be updated with the latest information supplied at the time of the deadline. If new dates have not been supplied, copy will be either repeated or a statement will be placed in the ad to the wording of "Call for future dates" or something similar.

Upon reading the above terms and conditions, please enter your name and date below and fax, email or mail to our office.

Print Name

Date

Signature



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voice 210.653.0127
fax 210.653.0127
energy@healingtouchprogram.com

Contact and Payment Form

Please fill out your contact and payment information and send along with your completed advertising contract by fax, mail, or email.

Contact Info:

Name or Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

email _____

Ad Info:

Please refer to the Advertising section of the Media Kit for sizes and material deadlines.

Size of Ad _____ # of Issues (1-12) _____

Beginning with Issue _____

How will you be submitting your ad? mail _____ email _____

How would you like your proof sent? fax _____ email _____

Total Due \$ _____

Payment Info:

After payment is received and processed a receipt will be sent to you via email. If you prefer another method please make a note in this section.

Payment type: Visa _____ Master Card _____ Check _____ Money Order _____
(Please make checks and money orders payable to Healing Touch Program)

For Credit Cards: Name on Card _____

Card Number _____ Exp. Date _____ Security Code _____

Signature of Cardholder _____

(By signing above you authorize Healing Touch Program to charge your card)

Comments: _____
