



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 3rd anniversary. The subscription base is now over 12,000 and growing monthly.

Subscriptions are taken on-line at energymagazineonline.com. 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.

Back issues are archived for reference and an article index is available.

Each issue of the magazine is promoted in the Healing Touch Community Newsletter, a monthly publication sent out to the Healing Touch Program database. 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 over 100,000 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 many 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

2010 Issues

HT for Children
 Research / The Year of the Nurse
 Personal Discovery / Wellbeing
 Practitioner Client Relations
 Anniversary Issue
 Finding Balance - Self Care
 HT and Healthcare Reform
 HT International Diversity
 The Elderly and Hospice Care
 HT in the Home
 Joy

2010 Monthly Columns

Money as Energy, Marilee Tolen
 HT Experiences, Various
 Practitioner Profile, Barbara Dahl
 Essential Energy, Cyndi Dale
 Food and Spirit, Deanna Minich
 Research Corner, Kathy Layte

2009 Deadlines*

Issue	Materials	Publish
February	Dec 31	Feb 4
March	Feb 1	Mar 4
April	Mar 1	April 1
May	April 1	May 6
June	May 1	June 3
July	June 1	July 1
August	July 1	July 30
September	Aug 1	Sept 2
October	Sept 1	Oct 7
November	Oct 1	Nov 4
December/January	Nov 1	Dec 2

*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.

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