MindBodyGreen is leading a fundamental shift in how people lead their lives, placing health and happiness at the center of what they believe and how they act.
We have massive scale and unrivaled trust.

15 million monthly unique visitors

According to 2012 Nielsen research of global consumers who trust editorial content.

Source: July 2014 MBG Reader Survey

Source: Google Analytics
And our content drives readers to act.

After reading an article on MindBodyGreen

- 68% shared
- 65% changed habit
- 27% purchased a product

MBG content prompts readers to:

- Share articles
- Change habits
- Purchase products
Our 360-degree approach
We reach readers across physical, digital and social

Content

Video

Events

Community

Engaging and highly sharable

Lifestyle, livestream, online education

MBG

Large scale, high impact events.
650k attended livestream of #revitalize 2014

2.5k contributors and 15M readers
What we believe
Our mission is to revitalize the way people eat, move and live

- We are always inclusive and authentic
- Great relationships create a great community
- Content is King
- We are always evolving and innovating
- Balance is key - at home, at work and even in wellness
- We are changing the world from right here in Brooklyn
Consumer beliefs and values are rapidly shifting. Across the world, people are placing health, happiness and holistic well-being at the center of their lives.

From trendsetting Millennials to mainstream Baby Boomers, consumers are embarking on a quest to live right and feel good: Forging strong, sustaining relationships, discovering delicious, nutritious food and building a happy, healthy body.

Today, feeling good is the new looking great.

MindBodyGreen is tapped into the global zeitgeist.

88% more interested in feeling good than looking great

Source: November 2014 Health & Happiness Survey
Who we are

MBG
Our Readership

- 15M Monthly Unique Visitors (Google Analytics)
- $84,363 Median Household Income (Comscore, September 2014)
- 71.4% Are College Educated (Comscore, September 2014)
- 80%/20% 80% Female / 20% Male (Comscore, September 2014)

MBG
Meet the Mindful Millennial

Meet the Mindful Millennial (age 18-34) a savvy, educated, affluent individual who is passionate about community.

They aspire to live with happiness and purpose

They focus on community and connections

They are looking to establish control and find balance

They want brands to participate meaningfully in their lives
Our social presence

MindBodyGreen reaches more than 3 million people worldwide:

Facebook followers: 2.6M
Twitter followers: 165k
Pinterest followers: 135k
Instagram followers: 22k
How we compare

HuffingtonPost vs. MindBodyGreen – Same article shared 6x more on MBG
What we do
We deliver brands the tools to reach, engage and motivate at scale

To drive relevance and resonance, we provide partners with

- custom publishing
- dedicated editors
- massive scale
- in-depth audience insights
Sponsored Content Engagement Statistics

Average Social Media Shares

→ 3,601

Average Time on Page

⏰ 4 minutes

% Increase Over Average Time on Page

↑ 54%

Media Deck 2015
Dedicated Email Engagement Statistics

- 28% Average Open Rate
- 600k Subscribers
- 200% Annual Subscriber growth rate
Launched in June 2014, revitalize is MBG’s invite-only signature event.

- **140** wellness influencers and celebrities in attendance
- **650,000+** viewers tuned in to watch the livestream
- **1.7 million+** watched edited videos
- **214 million+** media impressions from press coverage
Attendees included

Joe Cross
Dr. Mark Hyman
Amber Valletta
Emmanuelle Chriqui
Dr. Frank Lipman
Dan Harris
Rich Roll
Valentina Zelyeava
Enmanuelle Chriqui
Tara Stiles
Hillary Biscay
Amber Vallette
Ed Droste

“...What’s really great about MindBodyGreen is that it’s part of the shift of consciousness that is going to explode all over America.”
— Emmanuelle Chriqui, Actress
Thank you!