



media deck 2015

mbg
mindbodygreen



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

source: Google analytics

mindbodygreen
editorial content †



other editorial content
*



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

† source: mbg July 2014 Reader Survey

community is in our dna

an authentic voice

real relationships

3,000 contributors
worldwide

“I just want to express my gratitude to mindbodygreen for allowing me to express something I have experienced and lived with on a daily basis.”

Amber Valletta
actress & supermodel



“I only found out about your site yesterday and already I feel like I’ve seen a dozen articles and posts that really relate to me and resonate in my life.”

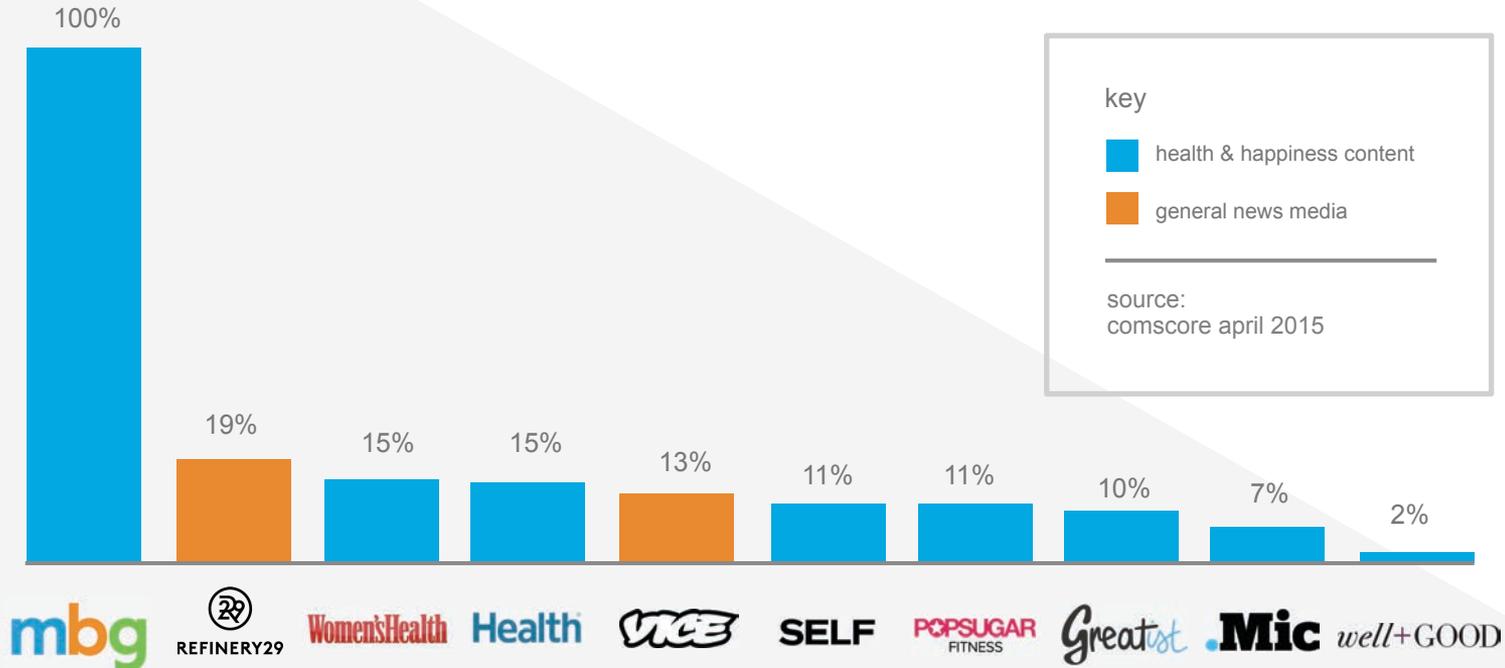
mbg reader



the new endemic

our readership relies almost exclusively on mbg for all of its health, happiness and fitness content

percentage of mbg readers who visit the following publications at least once a month



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%

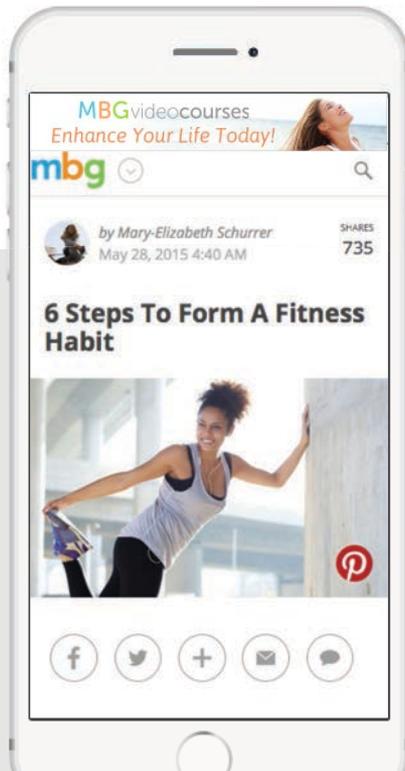
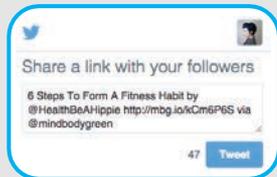
80% female / 20% male
(comscore, september 2014)



900k

email subscribers

our social reach



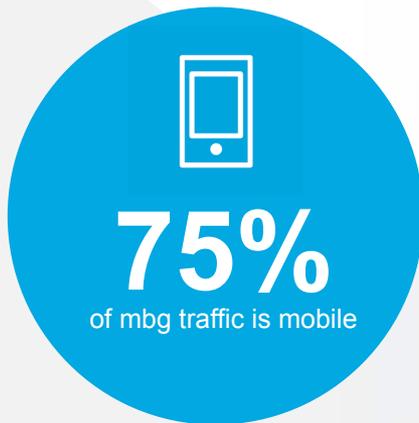
the mindful millennial

it's a psychographic, not a demographic

Mindful millennials wants
brands to participate
meaningfully in their lives.

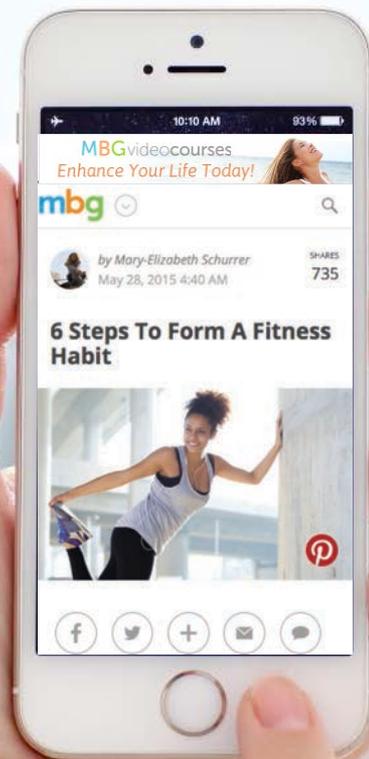


mbg readers are mobile first



More than half feel they couldn't live
without their smartphone

source: mbg health & happiness survey 2014





what we do



sponsored content engagement statistics



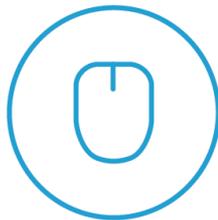
3,500

average social media shares



4 minutes

average time on page



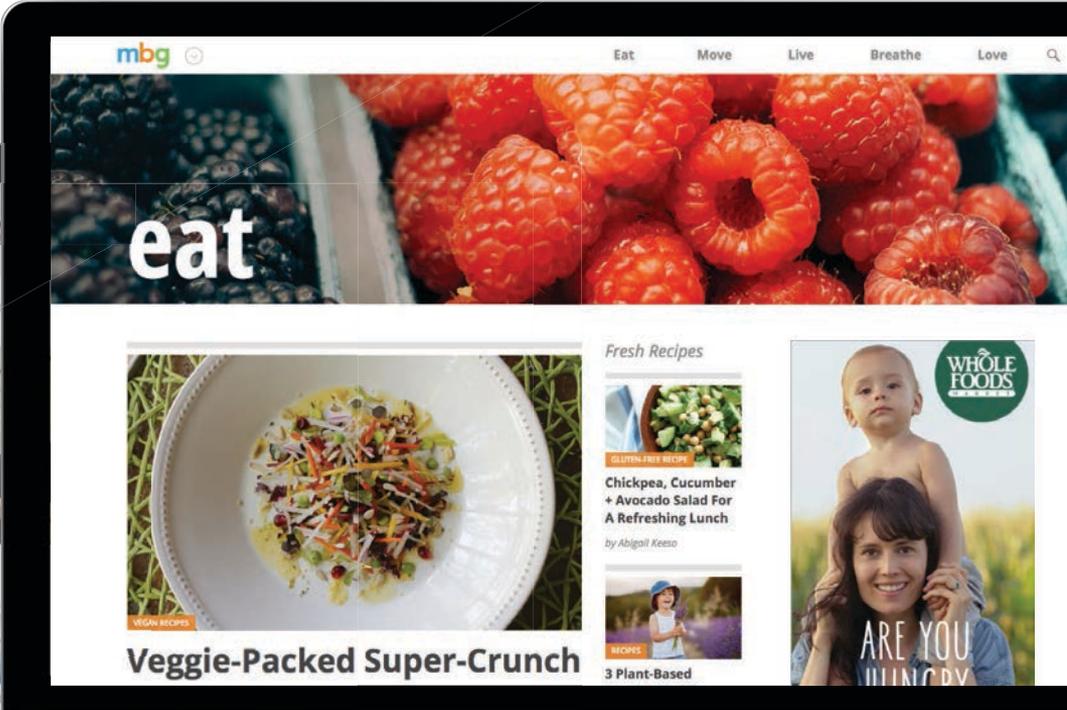
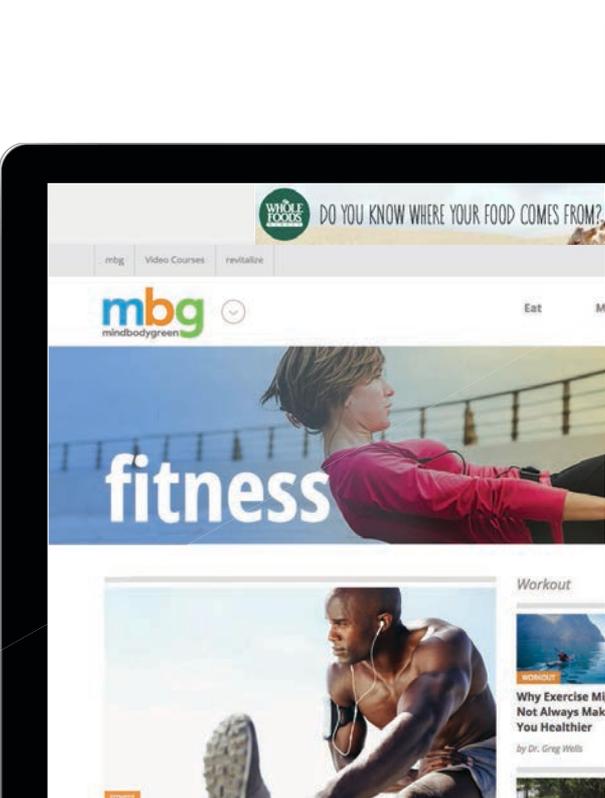
2x

increase in average time spent on page

custom video
and pre-roll



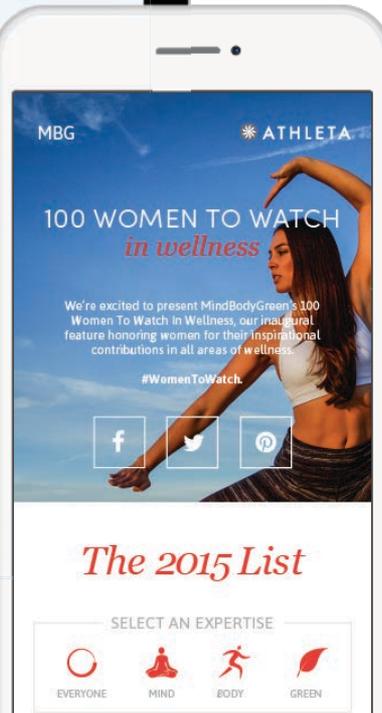
targeted display and channel takeovers



integrated partnerships that touch digital, physical, and social



The 2015 List



mbg creative harnessed its in-house design and technical expertise to build a highly interactive digital destination featuring top-tier influencers.



mbg creative

mbg creative works as a consultative partner to offer solutions that give unparalleled connections to our highly engaged audience.

revitalize

Launched in June 2014, **revitalize** is mbg's invite-only signature event that is livestreamed to our community.

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

SMARTY PANTS™ Health Simplified

evolution FRESH.

Kashi®

QUA.

ONE. Coconut Water



revitalize

attendees included



Joe Cross



Dr. Mark Hyman



Valentina Zelyaeva



Leslie Feist



Emmanuelle Chriqui



Anna Rawson



Perrey Reeves



Tara Stiles



Amber Valletta



Janet Wojcicki, Ph.D.

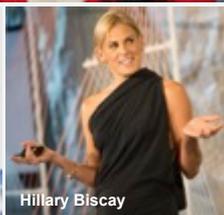


Dan Harris

“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



Ed Droste



Hillary Biscay



Dave Asprey



Gretchen Bleieler



Amelia Boone



Dr. Frank Lipman



Rich Roll



Steph Davis

mbg readers love when big brands make good choices!



220k
social shares



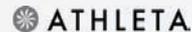
brand partners



LANDS' END



SONY PICTURES CLASSICS





mbg
mindbodygreen