

*Natural Practitioner* is the first industry trade magazine specifically for natural and alternative health care professionals. Produced by the staff of *Vitamin Retailer* magazine– the #1 dietary supplement publication for health and natural food retailers.

## Mission Statement

“*Natural Practitioner* provides health, nutrition and business information to alternative, complementary and integrative health care professionals to help them succeed in their practices and better serve their patients/clients.”

## Editorial Focus









*Natural Practitioner* serves as a must-read business magazine (not another health research journal) providing valuable information to the professional natural health care field. *NP* fills a need among this audience for a trade publication that offers news and analysis, as well as product information and insights from leading practitioners, designed to benefit their business operations and health care practices.

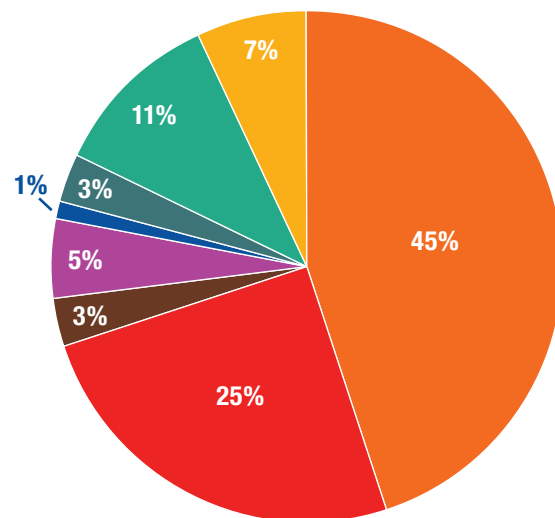
## Frequency

*Natural Practitioner* is published 8 times per year, starting with a January/February 2014 issue that will have bonus distribution at the Integrative Healthcare Symposium in New York City.

## Circulation

**Total Print Circulation: 20,000**

5000		Chiropractors	534		Clinical Nutritionists
9000		Acupuncturists	167		Nurse Practitioners
1533		Naturopathic Doctors	1016		Other Practitioners
2218		Holistic/Complementary MDs	587		Manufacturers/Suppliers



(Source: Stark Subscription Services, Feb. 2014)

*NP*'s circulation also includes digital magazine distribution of more than 14,775 – for a total circulation of 34,775!

## Bonus Trade Show Distribution

Most issues of *Natural Practitioner* offer advertisers bonus distribution!

***NP* will be distributed at the following 2014 events:**

- **January/February:** Integrative Healthcare Symposium (New York, NY)
- **May:** Institute of Functional Medicine International Symposium (San Francisco, CA)
- **August:** American Association of Naturopathic Physicians Convention (Phoenix, AZ)
- **November:** ACAM Fall Conference (Location TBD)
- **December:** A4M Anti-Aging Convention (Las Vegas, NV)

## Website ([www.naturalpractionermag.com](http://www.naturalpractionermag.com))

The *Natural Practitioner* website serves as an online extension of our publication, including “bonus content” not found in the magazine such as the Natural Health Library database provided through partnership with Natural Standard Research Collaboration. Here is where practitioners can access *NP*'s editorial archive, download the digital edition and access a wealth of industry information. **Contact us for advertising opportunities!**

## e-Newsletter

*Natural Practitioner*'s bi-weekly e-newsletter contains current news and information for the natural practitioner channel. The e-newsletter reaches more than 14,775 alternative medicine industry members. **Contact us for sponsorship opportunities!**