



Body & Mind Catalogue 2016



Who is Body and Mind?

After 16 years in the health and wellness industry, Body and Mind are now the leaders in online advertising and information for the wellness industry.

The website contains a wealth of information for both practitioners as well as the general public. The site is easily accessible and devoted to knowledge and revelation. Content on most alternative remedies can be found, alongside practitioners and a multitude of events. If you're looking for something to do on the weekend, or even wish to enhance your general lifestyle, Body and Mind will have the perfect solution for you to energise the body, feed the mind and communicate with the soul.

Body and Mind boasts the largest database of alternative health practitioners and followers in South Africa, from aroma therapy, to raw foodies and yoga lovers. We have a country wide opt-in email database of approximately 26 000. The products and services we offer include:

1. Membership
2. Magazine publishing and distribution
4. Interviews
5. Video advertorials
6. E-book publications
7. Mailshots
8. Newsletter advertising
9. Social Media Management
10. Graphic Design
11. Web design and hosting (both standard and e-commerce)
12. Domain purchase and email address generation
13. Advertising advice

We also offer strategy advice, detailed analysis of what is required to get your business going and we set up get-together's so that practitioners can meet and network with each other.

We are now the top website in this field in South Africa. And we have made it to the list of Top 10 in the world. By adding your details to our directory, you will indeed enhance your online presence.

We have a great team of professionals who are passionate about holistic healing, who can advise on affordable online and printed advertising.



CHECK LIST:

Important advertising content to consider:

Do you have a logo?

Do you have a business card?

Do you have a pamphlet or brochure?

Do you have a catalogue?

Do you have a website?

Do you have a business Facebook Page?

Do you have a promotional video advert?

Do you have a Database Management system?

Do you have branded stationary?



PRODUCTS

Our exclusive membership system is easy to use and great for business owners and staff at all levels of online competence and understanding. We will train you and offer complete support.

For only R85 a month, you will enjoy the following:

1. Exclusive Body and Mind Membership (with a badge to add to your homepage. This badge will be linked to Body and Mind, thereby improving the ranking of your website)
2. Reduced advertising rates
3. Free article uploads which assists with additional exposure because articles are shared in the national newsletter and splashed out on Social Media
4. Google map and biography of yourself
5. Unlimited online marketing advice
6. List you under as many categories as applicable to you

A once off set up fee of R1000 will be charged for the following:

1. Initial consultation (telephonic or skype)
2. Market research with optimised keyword search
3. Set up of Body and Mind webpage
4. Set up of your own admin section complete with username and password
5. Branding discussion
6. Setting up events link so that all events display on your page
7. Setting up personalized photo Gallery
8. A 10 Minute recorded audio interview which can be used as an advertising tool during future campaigns.

To get started, please complete the membership form and send it to us with the following:

1. A short biography of you
2. A head and shoulders picture of you
3. Address for the Google map
4. Website URL



celebrate



Magazine

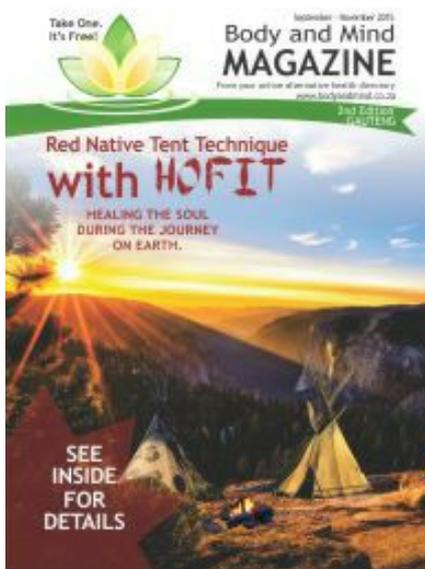
Body and Mind promotes people who offer a variety of complementary therapies and products from aromatherapy to Zen Meditation. Our aim is to create a platform for therapists to promote themselves to the public. The magazine is

advertised extensively all over the internet, after 2000 have been printed and distributed. The digital version is shared in our national newsletter which reaches approx. 26 000 people countrywide; then we share it across all our social media platforms, reaching another 11 000 people; during the month we send out a mailshot to our country wide subscribers

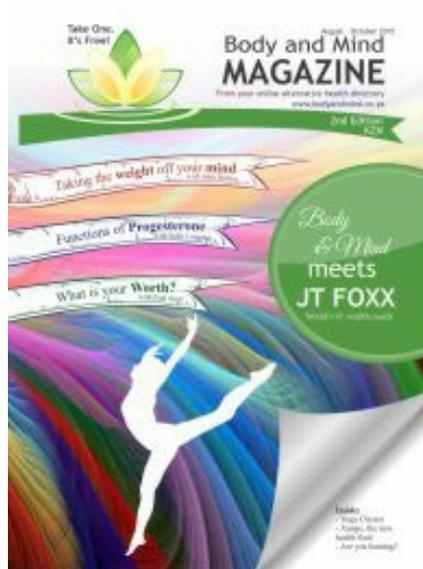
encouraging them to download it and we advertise the magazine on the Body and Mind homepage. We can safely confirm that we offer exposure to over 70 000 people with every magazine created by Body and Mind.

Would you like to place your advert in it as well?

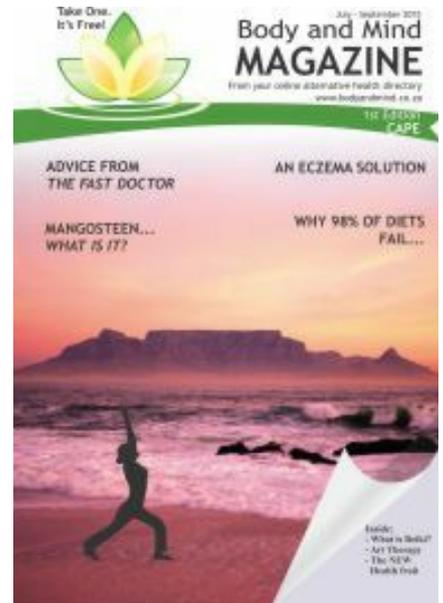
Gauteng:



KZN:



Cape:



Rates:

Front Cover R 5000
Full Page R 3 600
Back Cover R4 500

Half Page R 1 900
1/4 Page R 1000
1/8 Page R 580

Directory Listing R 150
2 Page Article Submission R 1900

“A man who stops advertising to save money is like a man who stops a clock to save time.” – Henry Ford



Online Interview:

10 Minute Voice Recorded & Marketed.

We will:

1. prepare questions for a 10 minute interview.
2. arrange a convenient time with you.
3. display it on the Body and Mind interview page and put a write up on it for 3 months.
4. market it on our social medias which has about 10 000 followers.
5. market in the next monthly newsletter to our subscribers.
6. give you the interview so that you can use it on your website or in future advertising.



Video Advertorials:

This is a 60 second power-video advertising your event, brand, concept or even just for fun.

We will need images, text and an understanding of what it is that you would like to promote. If there is any particular music you prefer, we will add music to the video as well.

The end result can be used for all marketing campaigns.

The cost is R1500 per 60sec video



E-book Publications:

Do you have a book that you have been dying to publish?

Let Body and Mind help you. Send us your file, and we will quote you on content.

We can proof read and edit, prepare the document for online publication and offer over design.

Cost is R500 for members and R650 for non-members



3 Ways

TO FIND MEANING IN EVERYDAY LIFE



Mailshots:

A mailshot is a mobile-friendly email advert that is delivered to our specialised opt-in database around South Africa.

Each advert is unique and features only your information.

The countrywide database is divided into 12 equal groups:

3 groups in the Cape Region
3 groups in KZN
6 groups in Gauteng.

There are approximately 2000 recipients in each group. Mailshots are delivered on Monday, Wednesday and Friday.

Cost:
Member: R280 per group
Non-member: R330 per group.



Newsletter Advert:

The Body and Mind Newsletter is delivered to the entire countrywide database on the first Wednesday of each month. The newsletter is informative and contains the following information:

1. **Upcoming Events**
2. **Articles**
3. **New Members**
4. **Numerology Reading**
5. **Angel Card Reading**
6. **Interviews**
7. **Reviews**
8. **Recipe**

Advertising space is shared with others, hence allowing more affordable advertising for those on a tight budget. Each advert is an image with 200 words.

Cost:
Member: R250 per province, R600 countrywide
Non-member: R350 per province, R800 countrywide.



Social Media Management:

Do you feel overwhelmed with all the social media activity going on? Do you know which platforms would work best for your business?

Chat to Body and Mind and let us handle this stress. We will take over your Facebook business page, we can set up and link other social media accounts and help you gain more online exposure using various social media tools.

Cost:
Starting at R500 per month, chat to us and let's see what you need.





Your branding plays a key role in the overall look and feel of your business. How do you want to be perceived in the market place? Who is your target market? Where do you see yourself in 10 years time?

Making sure you have the correct brand will generate a massive boost to your business!

- Logo Design
- Email signature
- Online letterhead
- Social Media Graphics
- Email header (optional)

We can also do a product photo shoot and design labels, catalogues and brochures for your business.

Contact us for a quote

R 2500-00



Web Design & Hosting

Body and Mind will design a 5 page website for you. These pages can include the following:

1. Homepage
2. About Me
3. Services
4. Gallery
5. Contact Info

The site will be fully functional, easy to edit and mobile friendly.

Cost:

Standard Website: R4 500

Additional Pages: R300 each

E-Commerce: Additional R6 000

SEO: R4500

(SEO can be paid over 3 months. If we cannot get you onto page one of Google search after 3 months, you will get your SEO money back!)

There will be a monthly domain and email hosting fee of R150.

Our server is based in the USA, it is secure, and backs up regularly.

Once the site details have been accepted, we will charge R300 per hour for changes to the site.

Annual South African Domain Purchase Re-direct:

Body and Mind will manage and maintain annual domain name purchases. The domain will belong to you, and Body and Mind will simply invoice you each year to update the profile. We can create two email addresses for you to keep your branding professional.

Cost: R250 per year

“When we love, we always strive to become better than we are. When we strive to become better than we are, everything around us becomes better too.” Paulo Coelho, *The Alchemist*

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