

circulation

Rate Base: **300,000**

2009 Circulation: **326,534**

87.8% Subscribers

12.2% Newsstand

NATURAL HEALTH READERS ARE LOYAL!

60% of subscribers have been
with *Natural Health* for three years

NATURAL HEALTH READERS ARE ENGAGED!

On average spending **2.2 HOURS**
with each issue.

31% spend 2 to 3 hours

14% spend over 3 hours
with each issue

Source: ABC December 2009 Statement and Rapid Report,
DSI *Natural Health* February 2008 In-Book Survey



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HEALTH