About Us

What is Corporate Wellness Magazine?

Corporate Wellness Magazine (CWM) is the industry’s leading source for content in the corporate well-being and wellness space. Established in 2010, the magazine has been circulated by print and digital means to C-Suite executives and HR professionals across the world, and especially in the United States. CWM is the official publication of Corporate Health & Wellness Association.

Corporate Health & Wellness Association (CHWA) is a non-profit trade group, founded on July 4, 2009. This date is significant in that it denotes the start of the independence of America from living an unhealthy lifestyle, as well as the establishment of the first non-profit trade group for employer and employee wellness. CHWA is dedicated to growing and serving the corporate well-being industry through its events, webinars, certifications, and publications. CHWA is managed by Global Healthcare Resources.

Global Healthcare Resources (GHR) is a solutions firm comprised of international experts providing consultative services to organizations and government bodies seeking strategy, development and market penetration in the spaces of healthcare, wellness, well-being, medical and wellness travel, employee benefits, insurance, precision medicine, and genomics. GHR touches over 2.6 million C-Suite, HR, insurance, healthcare, and travel executives with a reach of over 1.25 million members in the leading LinkedIn Groups it manages. GHR procures partnerships with the Founders and the C-Suite of industry forerunners and disruptive companies to bring their vision to life.
THE INDUSTRY Leader

WORKPLACE WELLNESS
CORPORATE WELL-BEING
EMPLOYEE ENGAGEMENT
EMPLOYER HEALTHCARE
### Our Audience

<table>
<thead>
<tr>
<th>AGE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>22%</td>
<td>37%</td>
</tr>
<tr>
<td>25-34</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>45-54</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>55-64</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>65+</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### AVG MONTHLY NEW READERS

17,000

### Top Channels

- **Male**
  - Email: 0.5%
  - Direct: 20%
  - Organic Search: 65%
  - Social: 11%
  - Referral: 3%
  - Other: <1%

- **Female**
  - Email: 34%
  - Direct: 20%
  - Organic Search: 65%
  - Social: 11%
  - Referral: 3%
  - Other: <1%
Media OPPORTUNITIES
Site-wide (ROS)

Sidebar Medium Rectangle ATF

300x250 px
30 Days: $13,000
60 Days: $23,760
90 Days: $33,000

* Exclusivity not guaranteed
** Accepted creative: JPG, PNG, GIF.
*** New creative required every 30 days
**** ATF/BTF: above/below the fold
***** Pricing as of 12.19.2018

Sidebar Medium Rectangle BTF

300x250 px
30 Days: $8,000
60 Days: $13,640
90 Days: $17,820
**Banner Ads**

**Homepage**

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**Billboard ATF**

1140x92 px

- 30 Days: $15,000
- 60 Days: $27,750
- 90 Days: $38,940

* Exclusivity not guaranteed
** Accepted creative: JPG, PNG, GIF.
*** New creative required every 30 days
**** ATF/BTF: above/below the fold
***** Pricing as of 12.19.2018

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**Leaderboard BTF**

726x92 px

- 30 Days: $10,000
- 60 Days: $17,600
- 90 Days: $23,760

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https://www.corporatewellnessmagazine.com/
Become a regular contributor of CWM and get recognized.

You can become a Contributor to CWM and put your name in front of corporate wellness professionals around the country with your own byline. Get personal branding and visibility by contributing to CWM 1-2 times per month.

- Articles must be written in accordance with CWM editorial team
- Articles must be original content
- Articles must be newsworthy and insightful
- Articles must be timely to industry developments
- Articles must use at least one external link to authority-based websites
- Articles must cite relevant sources
- Articles must be 100% free of grammatical, spelling, or phrasing errors
- Articles must be posted consistently; once per month minimum
- Articles must abide by editorial guidelines

*Subject to explicit discretion of CWM team. Contributors must be qualified as influencers. Employees of corporations not applicable.
**Prices listed are per 30 days.**

**Content must meet CWM editorial guidelines.** All content publishing is subject to discretion of CWM.

**Pricing as of 12.19.2018**
Dream Client Introductions
Your target market is our network. Let us plug you in to our network with 1-on-1 introductions. There is no easier way to skyrocket your business.

Business Development
Leverage the opportunities in your business with a bit of help from the outside. Cultivate connections with a comprehensive business acumen.

Marketing & Advertising
Nobody knows your business better than you do. And nobody knows how to position your business better than we do! We will plant the seed in the soil of your market and we will water it 'til it flourishes.

Growth Strategy
With a proven track record of growth success amongst businesses, enterprises, and governments alike, our expertise runs the gamut in healthcare strategy.
Contact Us

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www.GlobalizationHealthcareResources.com
www.CorporateWellnessMagazine.com