

heartbeat

- a natural guide for life in the fast lane -

Connect with the growing market of urban professionals
discovering sustainable luxury for the 21st century ... naturally.



The home of natural connections in Hong Kong since 2001

We have invested 30 years of corporate marketing experience to create **heartbeat** - our integrated suite of email, website and print publications offering premium services at reasonable prices.

With **heartbeat**, you reach an active targeted audience of eco-aware, socially responsible, health-conscious Hong Kong consumers and businesses drawn together by shared interests and values. Driven by a commitment to balance our relationship with the natural world, this thriving market is grounded in sustainable growth independent of economic cycles.

Our social network is connecting beyond the traditional borders of demographics, profession and culture. Members are among the first to recognize that personal success and sustainable wealth comes from placing a high value on our environment, resources, health and humanity.

This audience respects the environment, stays healthy, chooses organic, appreciates sustainable and asks: who made it, how did it get here and where it will end up when it is no longer useful.

Speaking directly to the passion and intelligence of this dynamic audience, **heartbeat** informs and inspires through integrated publications to promote modern luxury living in harmony with nature.

With steady organic growth since launching our weekly email newsletter in 2001, advertising on our media platform is **open only to natural brands and companies** who qualify for access to our audience with these high-impact marketing channels.

Our readers get more out of life ... naturally.



Audience Profile

Successful entrepreneurs, founders
Business leaders, industry visionaries
Top professionals with wealth and influence
Artists, performers, speakers, healers and gurus
Journalists, teachers, parents, academics and students
Innovators, inventors, venture capitalists, movers and shakers

Email : 2,000+ subscribers with average 50% weekly open rate
Print : 10,000 copies of The Hong Kong Natural Life Directory
Website : average 3,000+ visits and 58,000+ hits per month

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