

heartbeat

natural life in the fast lane

Connect with our community of urban professionals discovering luxury for the 21st Century ... naturally.



Welcome to natural life in the fast lane.

With **heartbeat**, you reach Hong Kong's only targeted community of eco-aware, socially responsible, health-conscious consumers and businesses actively purchasing natural products and services. Driven by a commitment to balance our relationship with the natural world, this growing market thrives in every global financial cycle.

Members of our community are connecting beyond the traditional borders of demographics, profession and culture. They are among the first to recognize that personal success and sustainable wealth is based on principles of conservation, resource management, natural health and shared humanity.

Our target audience buys organic rather than factory farmed, chooses hybrid vehicles and asks questions like: 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 carefully coordinated **email**, **website** and **print** publications to promote modern luxury living ... naturally.

With steady organic growth since 2001, our integrated media platforms are open only to natural brands who qualify for these high-impact, directly targeted 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

PRINT : 10,000 copies of The Hong Kong Natural Life Directory
WEBSITE : 3,300+ regular visitors and 58,800+ hits per month
EMAIL : 2,000+ subscribers with 50% weekly open rate

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Connections Unlimited

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