



# mindful

## CONTENT SOLUTIONS



Content Studio

# MINDFUL THE AUTHORITATIVE VOICE

Mindful Communications, a Public Benefit Corporation established in 2010, is the **leading authority** and **trusted consumer media brand** dedicated to inspiring and guiding anyone seeking a healthier mind and a healthier life.



# MINDFUL CONTENT IS

Science-based,  
evidence backed



Accessible and  
engaging, offering  
tangible results



Developed with  
world-leading teachers  
and organizations



Secular and  
simple



# THE MINDFUL EDUCATION PLATFORM

Engaging more than 2 Million people every month with the world's leading content solutions

## Mindful Magazine



- Available globally
- 8-10 issues/year
- Preeminent brand
- Recognized leader

## mindful.org and Social Media



- Courses
- Podcasts
- Video
- Guided Practices
- E-Mail Newsletters

## Corporate Leadership Training



- Custom portals
- Scalable coaching
- Fortune 500 clients
- Accessible
- Events, newsletters

## B2B Content Solutions



- Content Licensing
- Custom Content
- Consumer Marketing



# THE VALUE OF MEDITATION

Scientific evidence proves the **value of meditation** and mindfulness practices

## Increased Productivity



Improves ability to process information



Enhances feelings of wellbeing

## Enhanced Resilience



Increase mental and emotional resilience



Mitigates the effects of anxiety and stress

## Corporate Culture



Promotes empathy and compassion



Supports processing of emotions



# CONTENT SERVICES

# MINDFUL CONTENT DATABASE

Access 10,000+ editorial assets and custom curated content services



8,000+

articles, tips, guides

600+

guided practices

350+

videos

30+

online courses

endless

custom solutions

# MINDFUL CONTENT ASSET TYPES

Customizable, multi-platform content types and skill-building tools



**Feature Articles**



**Mindful Tips**



**E-Newsletters**



**Practice Guides**



**Infographics**



**Custom Content**



**Guided Meditations**



**Learning Courses**



**Social Media Assets**

# MINDFUL **CONTENT STUDIO** SERVICES

Turnkey planning, editorial, and account support services

Content Strategy and  
Program Development

Custom Digital Content

Content Delivery and Support

Content Licensing

Custom Publishing

Content Marketing Campaigns

Hosted Online Learning

Custom Microsites

Mindful-branded or “white label”

**1** STRATEGY 

**2** CURATION 

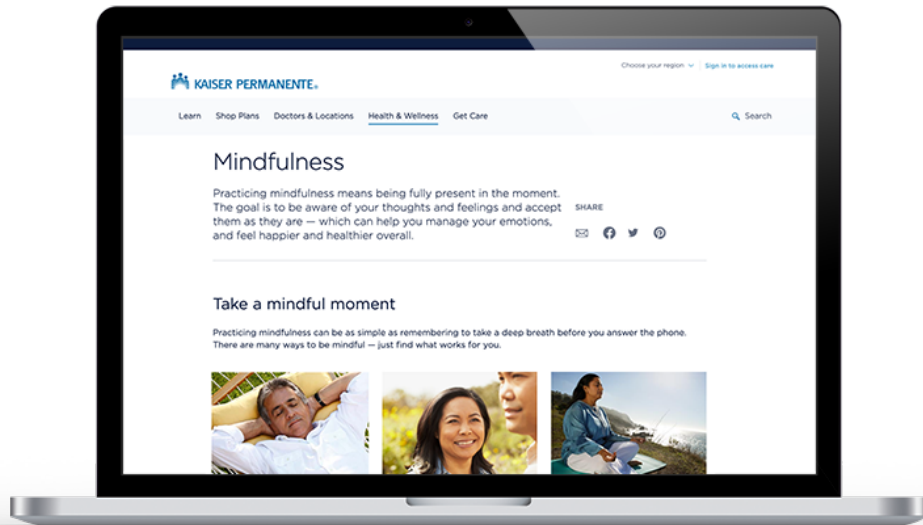
**3** DELIVERY AND SERVICE



# CASE STUDIES

# SELF-CARE OPTIONS

Supporting patients in the communities they serve



External-facing, client hosted content created to reduce the caseload of clinicians by diverting individuals with subclinical mood disorders to self-care options:

- Existing print/audio content
- Custom content
- Custom-made audio

## case study



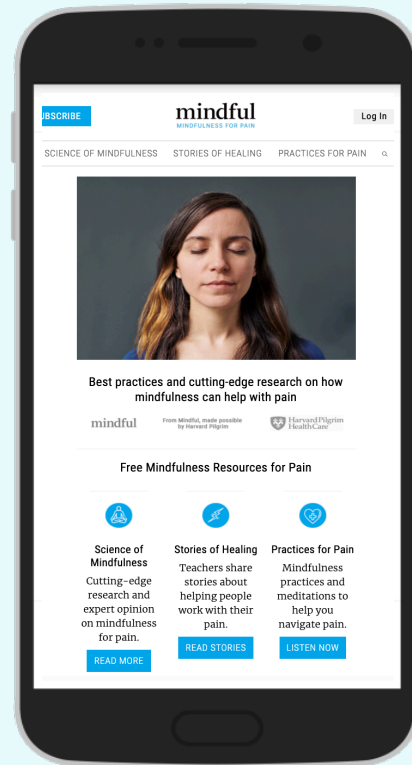
Harvard Pilgrim  
Health Care

# CUSTOM MICROSITE

Hosted on Mindful's website to support Harvard Pilgrim initiative

Content created to address substance abuse tools to support recovering individuals:

- Narrative pieces written by mindfulness professionals
- Audio practices growing out of the narrative pieces
- Translation of all content in the microsite into Spanish





## case study



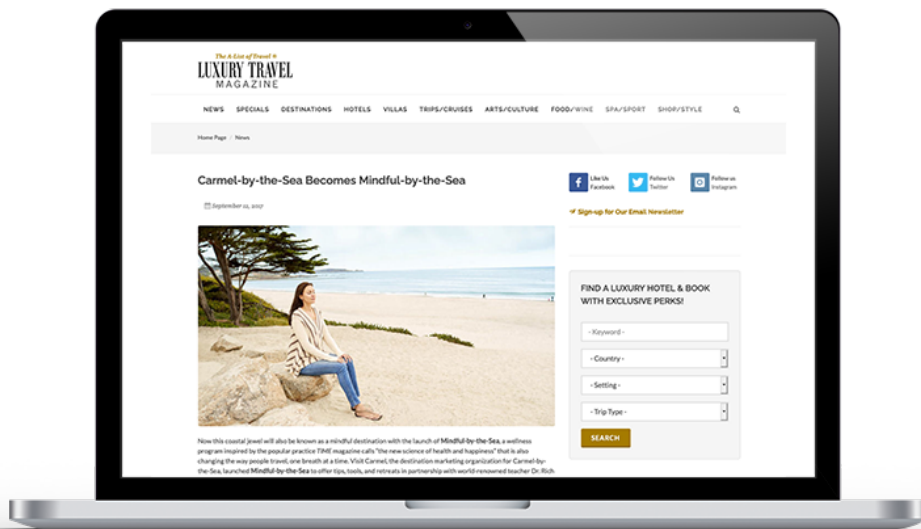
# CONTENT MARKETING

Positioning the hospitality industry with inspiring branded content for mindful travel experiences

Custom mindfulness content created for use on websites, public relations, and ads.

Clients include:

- Carmel-by-the-Sea
- Camino de Santiago





# GET MORE MINDFUL

**PLEASE CONTACT**

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